



# Auto Classic

In support of THE CENTRE FOR  
DREAMS



[www.mainstreetmarkham.com](http://www.mainstreetmarkham.com)

email: [info@mainstreetmarkham.com](mailto:info@mainstreetmarkham.com)

tel: 905-472-2462

132 Robinson Street • Markham, ON • L3P 5H5

Community Partnership Information 2019



# The Markham Auto Classic

The Markham Auto Classic is an annual event held on Main Street Markham in early September. The event hosts over 200 classic vehicles on the street with live entertainment and awards. This event is held in support of The Centre for Dreams Charity.



The Centre for Dreams' mission is to contribute to the vibrancy of York and Durham Region communities by providing educational programs and social skills for adults living with developmental disabilities.

## Main Street Markham

Main Street Markham is one of the oldest communities in Ontario with a rich and interesting past. A unique commercial district blending history and tradition with modern shops, spas, art studios, cafes, pubs, restaurants services and activities. It is a vibrant business community supported by thousands of residents in one of Canada's most affluent cities.





# Event Details

This year's Auto Classic will be held on **Sunday, September 8<sup>th</sup>, 2019**. See our schedule of events for a fun day on our historic Main Street Markham!

**7:00 am - 8:00 am** — Sponsor and Vendor Set Up \*

**8:00 am - 9:00 am** — Show Vehicle Arrival & Registration

**10:00 am** — Opening Ceremonies  
— Entertainment Begins

**10:00 am - 1:00 pm** — Online Voting Open

**2:30 pm - 3:00 pm** — Award Ceremony  
— Closing Remarks

**3:00 pm - 4:00 pm** — Show Vehicles escorted exit from the street

**4:00 pm - 5:00 pm** — Sponsor and Vendor Tear Down \*\*

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\* **Sponsors and vendors are expected to arrive between 7 am and 8 am.** All vendor/sponsor vehicles must be removed from the street at 8 am. Failure to arrive during this period will result in inability to drop off equipment or drive a vehicle on the street. York Region Police will be on site and will enforce this.

\*\* **Sponsors and vendors are expected to evacuate the street by 5 pm.** York Region Police will be on site and will enforce this.



# Overview

	<b>PRESENTING</b> \$10,000	<b>LUXURY</b> \$5,000	<b>FOREIGN</b> \$3,000	<b>CLASSIC</b> \$1,000	<b>ANTIQUE</b> \$500	<b>FRIENDS OF...</b> \$100
Quantity Available	1	2	2	5	6	10
Logo & Link on our Website	✓	✓	✓	✓	✓	✓
Ability to contribute to the swag bag	✓	✓	✓	✓	✓	✓
Logo on our Stage sponsor board	✓	✓	✓	✓	✓	
10' • 10' Display Space					✓	
Logo on the Dash Sheets	✓	✓	✓	✓		
20' • 10' Display Space				✓		
Logo on Print Ads and Event Poster	✓	✓	✓			
30' • 10' Display Space			✓			
Sponsors Choice Award	✓	✓				
40' • 10' Display Space		✓				
Opportunity to Speak at the Event	✓					
Naming Rights	✓					

Please note this is a summarized comparison of the various features that come with the different contribution levels and that a full list of all of the features for each of the partnership options is available on page 4 with more exclusive partnership options on page 5.

Should any questions arise, please contact the Markham Village BIA via email ([info@mainstreetmarkham.com](mailto:info@mainstreetmarkham.com)) or phone (905-472-2462)



# Partnership Opportunities \*

\* The following are **suggestions only** and we would be pleased to work with you to customize your contribution.

## PRESENTING SPONSOR (1 AVAILABLE) \$10,000

- Naming Rights
  - Activation space to use for marketing and display show vehicles
  - Opportunity to speak at the event
  - Sponsors Choice Award presented by you on stage
  - Your logo on all event marketing materials
  - Specialized social media post with your logo and links to your social media pages and/or website
  - Your logo and link on our website
  - Your logo on the Dash Sheet displayed on show vehicle windows
- (These options may be customized at your request)*

## LUXURY SPONSOR (2 AVAILABLE) \$5,000

- Sponsors Choice Award presented by you on stage
- 40 foot wide and 10 foot deep display space or 4 parking spaces for show vehicles
- Your logo on print ads and event poster
- Your logo and link on our website
- Your logo on Stage Sponsor board
- Your logo on the Dash Sheet displayed on show vehicle windows
- Ability to contribute to the swag bag

## FOREIGN SPONSOR (2 AVAILABLE) \$3,000

- 30 foot wide and 10 foot deep display space or 3 parking spaces for show vehicles
- Your logo on our Sponsor board displayed on stage during the event
- Your logo and link on our website
- Your logo on the Dash Sheet displayed on show vehicle windows
- Ability to contribute to the swag bag

## CLASSIC SPONSOR (5 AVAILABLE) \$1,000

- 20 foot wide and 10 foot deep display space or 2 parking spaces for show vehicles
- Your logo and link on our website
- Your logo on our Sponsor board displayed on stage during the event
- Ability to contribute to the swag bag

## ANTIQUE SPONSOR (6 AVAILABLE) \$500

- 10 foot wide and 10 foot deep display space or 1 parking space for show vehicles
- Your logo and link on our website
- Your logo on our Sponsor board displayed on stage during the event
- Ability to contribute to the swag bag

## FRIENDS OF THE AUTO CLASSIC (10 AVAILABLE) \$100

- Your logo and link on our website
- Ability to contribute to the swag bag



# Exclusive Partnership Opportunities\*

\* The following are exclusive partnership opportunities to assist with the facilitation of this event. Only one of each category is available and we would be pleased to work with you to customize your contribution.

## ENGINE SPONSOR

- Naming rights to the trophy presented to your choice of the show vehicle with the best engine.
- Your logo and link on our website
- 20 foot wide and 10 foot deep display space or 2 parking spaces
- Ability to contribute to the swag bag

## PAINT SPONSOR

- Naming rights to the trophy presented to your choice of the show vehicle with the best paint job.
- Your logo and link on our website
- 20 foot wide and 10 foot deep display space or 2 parking spaces
- Ability to contribute to the swag bag

## INTERIOR SPONSOR

- Naming rights to the trophy presented to your choice of the best interior in any of the show vehicles.
- Your logo and link on our website
- 20 foot wide and 10 foot deep display space or 2 parking spaces
- Ability to contribute to the swag bag

## SWAG BAG SPONSOR

- Your logo and branding on the swag bags that are distributed to each of the participants of the Auto Classic.
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space or 1 parking spaces
- Ability to contribute to the swag bag

## STAGE SPONSOR

- Naming rights to our stage that will be used by the entertainment as well as for the opening ceremonies and award presentation.
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space or 1 parking spaces
- Ability to contribute to the swag bag



# Sponsorship Waiver

This waiver must be signed by both parties to be in effect\*. The Markham Village BIA must receive payment before any of the sponsorship level items are provided subject to timelines needed for advertising and when logos are received.

Name of Organization: \_\_\_\_\_

Name of Primary Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

- Sponsorship Category:  **Presenting** (\$10,000)  **Luxury** (\$5,000)  **Foreign** (\$3,000)  **Classic** (\$1,000)
- Antique** (\$500)  **Friends of the Auto Classic** (\$100)  **Swag Bag** (\$\_\_\_\_\_)  **Interior** (\$\_\_\_\_\_)  **Paint** (\$\_\_\_\_\_)  **Stage** (\$\_\_\_\_\_)  **Engine** (\$\_\_\_\_\_)

Signature: \_\_\_\_\_

Description of Display: \_\_\_\_\_  
*(if applicable)*

Please make cheques payable to:  
**Markham Village BIA**

**Mailing address:**  
132 Robinson Street  
Markham, Ontario  
L3P 5H5

\* Entry at the discretion of the Markham Village BIA

**For the Markham Village BIA:** ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●

Signature: \_\_\_\_\_

Additional Notes: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



# MAIN STREET MARKHAM

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