



A Call to Supporters,

Cruzin' for Life is a non-profit organization raising money for local cancer patients. All funds raised benefit the Mission Hope Cancer Center and Make-A-Wish Tri-Counties Foundation. We are heading into our 14th year and, through the generosity of our community and sponsors, we have donated over \$1 million dollars and 2 vehicles to transport patients to and from treatments as well as funded the Gold Coast branch of the American Cancer Society to purchase wigs for children.

We organize two events annually. In February, our popular "All You Can Eat Crab Feed" and in September, a Friday night cruise on Broadway for cancer patients/survivors and BBQ, and a Saturday Car Show with a dinner/auction that evening.

Your support through either a sponsorship, advertisement, donation or auction item would be greatly appreciated. Attached is our 2017 Sponsorship Packet, which includes our Advertising and Program Rates and Schedule of Events.

If you have any questions please do not hesitate to contact any board members or visit our website at www.cruzinforlife.net. We have also included a business card with contact numbers.

We sincerely thank one and all for all of the amazing support through the years. We live in a very generous community who has whole heartedly been with us.

With deep appreciation from the Cruzin' for Life Board Members

SPONSORSHIPS

	EVENT	Survivor	Cruzin	Classic	Custom	Family Wagon	Hot Rod	Friends
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	\$500	\$300	\$200
Friday Evening and Saturday Morning								
Friday BBQ Tickets	20	15	10	10	5	4	2	
Friday Raffle Tickets (Gift Value \$200)	20	15	10	5	4	3		
T-Shirts w/company logo	20	10	5	2	1			
Saturday Car Show Entries	5	2	1					
Saturday Evening								
Reserved VIP Dinner Table	2	1	1					
includes Hostess Service & Wine								
VIP Parking Pass	x	x	x					
VIP Check In & Check Out	x	x	x					
VIP Personal Banker	x	x	x					
Hosted Cocktails-Friday/Saturday	x	x	Friday Only					
Saturday Evening Reserved Table of 10				2	1	4 Seats	2 Seats	2 Seats
Crab Feast Annual February Dinner								
Reserved VIP Table of 10	2	1						
includes Hosted Cocktails, Table Servers								
Advertising								
Color Full Page Ad in Program	x	x	1/2 pg Color	Full B/W	1/2 pg B/W	1/4 pg B/W	Business Card	Business Card
Company Logo in TV Ads	x	x	x					
Radio Advertisement Event Sponsor	x	x	x					
Company Logo/Link on CFL website	x	x	x		x			
Company Logo on 3x5 banner-Individual	x	x	x	x	x			
Company Logo on 3x5 banner-Group	x	x	x	x		x		
Company Logo on all print ads	x	x	x					
Company announced as sponsor at all events.	x	x	x	x				
EVENTS								
FRIDAY		SATURDAY	ADVERTISING & PROGRAM RATES					
All Make/Model Meet 'n Greet-Starts @ 6:00 pm	x		Color Full Page		\$1,000			
Free Survivor Cruise on Friday 6:00-8:00 pm	x		Color 1/2 Page		\$700			
Chicken/Beef BBQ	x		B/W Full Page		\$400			
Beef/Chicken BBQ		x	B/W 1/2 Page		\$250			
Live Music	x	x	B/W 1/4 Page		\$150			
Outdoor Movies	x		Business Card		\$75			
Popcorn, Smores, Hot Chocolate, Etc	x							
Non-Hosted Cocktails	x							
Raffle-(Gift Value \$200)	x							
Dessert Auction		x						
Silent Auction		x						
Live Auction		x						





2017 SPONSORSHIP AND DINNER RESERVATION FORM
Inclusion of Promotional Materials is based upon receipt of the Sponsorship Form and payment by August 20, 2017
**** Cruzin' for Life is a 501 (c) 3 organization 80-0124040 ** All donations stay local ****

Sponsor Name: _____
Company or Individual Name As You Wish To Be Listed In the Program or Other Materials

Administrative Contact /Phone: _____ Email: _____

Mailing Address: _____ City/State/Zip: _____

IMPORTANT TICKET INFORMATION: Saturday Dinner/Auction Tickets will not be given this year. ALL Sponsors and individual ticket purchasers must complete the ticket reservation form (see reverse) and will check in by name. VIP sponsors will have special check-in procedures. Sponsors, please be sure that your guests are aware of the reserved Table Name.

- \$20,000 Event VIP Sponsor
- \$10,000 Survivor VIP Sponsor
- \$ 5,000 Cruzin' VIP Sponsor
- \$ 2,500 Classic Car Sponsor
- \$ 1,500 Custom Sponsor
- \$ 500 Family Wagon Sponsor
- \$ 300 Hot Rod Sponsor
- \$ 200 Friends of CFL
- \$ 50 Additional Dinner Tickets p/person _____ # of tickets
- \$ _____ Program Advertising _____
- \$10 Additional Friday BBQ Tickets Per Person _____ # of tickets
- \$ _____ I am unable to attend but please accept my donation
- \$ _____ Total Enclosed (or via website paypal)

CREDIT CARD AUTHORIZATION:

Name on Card: _____ Card #: _____
 Exp Date: _____ 3 Digit Security Code: _____ Type: MC Visa Disc Amex _____
 Signature: _____ Zip Code: _____

PROMOTIONAL AD MATERIALS

- ✓ Please mail completed form and payment payable to Cruzin' for Life, PO Box 7145, Santa Maria, CA 93456-7145. Contact Terri at 805-478-5896/cruzinforlife@verizon.net with any questions or you may visit our website at www.cruzinforlife.net. Paypal also accepted.
- ✓ **Print-ready ad copy, logo's etc must be submitted to Garret Matsuura at Arclight Media no later than August 20, 2017. Materials should be 300 DPI, and in jpg or pdf format for accurate printing. In addition to your ad copy, Please include a business card with the return of this form. If you have questions about materials formatting, contact garret@arclightmedia.com or by phone: 805.473.1104**
- ✓ If sponsor agrees to publicize, company or individual name may be used in additional promotional materials, including but not limited to TV, radio, video, news media, World Wide Web and a variety of printed publications.
- ✓ Ad Dimensions: Full Page Dimensions 6 1/4" w x 7 1/4" h Quarter Page 3" w x 3 3/4" h
 Half Page 6 1/4" w x 3 7/8" h Business Card 3 1/8" w x 1 3/4" h

Additional advertising for In Memory of, Remembrances are based on the above sizes. Deadline for program publishing is August 20th.

