



## 2021 Sponsorships Opportunities

### Cruisin' Nocona is back full throttle for 2021

We are excited to announce that this annual weekend event gets a special edition this year! Nocona has been added as a promotional stop on the 2021 Hemmings Motor News Great Race presented by Hagerty on Sunday, June 20. The Great Race, the world's premiere old car rally, will bring 120 of the world's finest antique automobiles to Nocona for the \$150,000 event. This stop will complete a fun-filled weekend known as Cruisin' Nocona, bringing an anticipated 5,000 – 7,000 plus guests to town.

Cruisin' Nocona was started several years ago and has become an annual event for classic car collectors and connoisseurs. A weekend full of classic cars parading through North Texas Hill Country, car show, live music and good ole' family fun. Cruisin' Nocona always boasts big fun, and this year is no exception.

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#### *Presenting Sponsor \$15,000 (1 available)*

- Company name to appear with the Cruisin' Nocona – The Great Race Edition logo as the presenting sponsor
- Up to 20 attendees invited to the VIP Day on the Lake Sponsor Party on Aug 21, 2021
- Company Executive to assist in kicking off the weekend (no more than 2 minutes)
- Company spokesperson to appear in the promotional video recapping the event, which can be used for marketing purposes
- Company representative to appear with a city of Nocona representative in media interviews, as media permits
- Company integrated into the weekend's activities i.e. company employees to serve the meal for The Great Race participants
- VIP Discover Nocona package for four guests, including two nights accommodations and three full days of Nocona fun (Package is for a weekend outside of Cruisin' Nocona)
- Company mentions on downtown speakers during the weekend events
- One sponsor table/ booth at Cruisin' Nocona
- Opportunity to distribute materials in the Cruisin' Nocona participants' swag bag
- Company logo included in sponsorship recognition (website, social media, event signage and printed program); must be committed by May 1, 2021, to be included on the event t-shirt
- Full page ad on front or back inside cover of the commemorative weekend program
- Right of first refusal for subsequent Cruisin' Nocona events

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#### *Great Race Participant Dinner Sponsor \$5,000 (2 available)*

- Signage with company logo prominently displayed at the dinner
- Company integrated into the weekend's activities i.e. company employees to serve the meal for The Great Race participants
- Up to 4 attendees invited to the VIP Day on the Lake Sponsor Party on Aug 21, 2021
- Company recognized in the promotional recap video of the event
- Company mentions on downtown speakers during the weekend events
- One sponsor table/ booth at Cruisin' Nocona
- Opportunity to distribute materials in the Cruisin' Nocona participants' swag bag
- Full-page ad in the commemorative weekend program
- Company logo included in sponsorship recognition (website, social media, event signage and printed program); must be committed by May 1, 2021, to be included on the event t-shirt



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### *Cruisin' Nocona Poker Run Sponsor \$5,000 (2 available)*

- Signage with company logo prominently displayed during the Poker Run
- Up to 4 attendees invited to the VIP Day on the Lake Sponsor Party on Aug 21, 2021
- Company recognized in the promotional recap video of the event
- Company mentions on downtown speakers during the weekend events
- One sponsor table/ booth at Cruisin' Nocona
- Opportunity to distribute materials in the Cruisin' Nocona participants' swag bag
- Full-page ad in the commemorative weekend program
- Company logo included in sponsorship recognition (website, social media, event signage and printed program); must be committed by May 1, 2021, to be included on the event t-shirt

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### *Cruisin' Nocona Car Show Sponsor \$2,500 (2 available)*

- Signage with company logo prominently displayed during the Car Show
- Up to 2 attendees invited to the VIP Day on the Lake Sponsor Party on Aug 21, 2021
- Company mentions on downtown speakers during the weekend events
- One sponsor table/ booth at Cruisin' Nocona
- Opportunity to distribute materials in the Cruisin' Nocona participants' swag bag
- Half-page ad in the commemorative weekend program
- Company logo included in sponsorship recognition (website, social media, event signage and printed program); must be committed by May 1, 2021, to be included on the event t-shirt

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### *Small Business Sponsorship Opportunity - \$500 or \$1000 (multiple available)*

- Company mentions on downtown speakers during the weekend events
- Opportunity to distribute materials in the Cruisin' Nocona participants' swag bag
- Company logo included in sponsorship recognition (website, social media, event signage and printed program); must be committed by May 1, 2021, to be included on the event t-shirt
- Half-page ad in the commemorative weekend program

### *Sponsorship Commitment*

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

Sponsorship Level Commitment:

- |  |  |
|--|--|
| <input type="checkbox"/> Presenting Sponsor \$15,000   | <input type="checkbox"/> Great Race Participant Dinner \$5,000 |
| <input type="checkbox"/> Cruisin' Nocona Poker Run \$5,000                                   | <input type="checkbox"/> Cruisin' Nocona Car Show \$2,500      |
| <input type="checkbox"/> Small Business Sponsorship Opportunity \$500 or \$1000 (circle one) |  |

Make checks payable: Nocona Chamber of Commerce

Mail or drop off at Nocona Chamber of Commerce, 1522 E. Highway 82, Nocona, TX 76255

By signing this form, I hereby certify that I am authorized to make this commitment on behalf of the organization listed above. Further, I hereby commit to the monetary amount associated with this commitment.

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_