

2016 Labor Day-Low Rider Car Show

The Venue: Cedar Canyon Dude Ranch

One of Texas's best kept secrets, Cedar Canyon Dude Ranch offers the perfect concert setting and atmosphere to showcase exotic and unique vehicles and have a great day of family fun! There's a big surprise to be discovered near Dallas. Just ten minutes from the hustle and bustle of downtown, thirty beautifully groomed acres of peaceful countryside await, where you will experience a warm welcome to a day of fun and excitement.

Corporate Sponsor Packages

\$15,000 Platinum Sponsor Package

Your company shall be the official sponsor of the event and the event will be named after your company. Your company shall be mentioned on all advertising as the Title Sponsor of the event.

➤ **Marketing Booth**

Booth with 2 chairs with signage

➤ **Print Advertising**

Your corporate logo will be in print ads communicating the benefit in major publications such as newspapers and magazines within the DFW industry publications.

➤ **Radio Advertising**

Your corporation will be mentioned in all event radio spots.

➤ **Web Site Advertising**

Web site link to all car-show and event-related web sites.

➤ **fliers and Poster Placement**

Your corporate logo will receive recognition as the official sponsor on posters and fliers that will be placed around the metro area for 30 days prior to the event.

➤ **Banners at the Event**

Your corporate logo will be displayed and your company's name shall be listed on all banners as "presented by" on banners used at the benefit.

➤ **Merchant Product Display**

Premium placement and display of your products.

➤ **V I P Passes**

A reserved corporate table for twenty in our special VIP seating area with all access to our car-show/artist VIP area. Includes souvenir items such as signed CD's, VIP catering and special reserved seating for the event and VIP parking area.

Corporate Sponsor Packages

\$ 5, 000 Gold Sponsorship Package

➤ **Marketing Booth**

Booth with 2 chairs with signage

➤ **Print Advertising**

Your corporate logo will be in print ads communicating the benefit in major publications such as newspapers and magazines within the DFW industry publications.

➤ **Radio Advertising**

Your corporation will be mentioned in all event radio spots.

➤ **Web Site Advertising**

Web site link to all festival-related web sites.

➤ **fliers and Poster Placement**

Your corporate logo will receive recognition as the official sponsor on posters and fliers that will be placed around the metro area for 30 days prior to the event.

➤ **Banners at the Event**

Your company to display 4 banners at event site.

➤ **Merchant Product Display**

Prime placement and display of your products.

➤ **V I P Passes**

A reserved corporate table for sixteen in our special VIP seating area with all access to our car-show/artist VIP area. VIP catering, special reserved seating for the event and VIP parking.

\$ 3,000 Silver Sponsorship Package

Listing in all print and internet advertising, banner advertising, merchant product display in a designated booth. A reserved corporate seating for twelve in our special VIP seating area with all access to our car-show/VIP area. VIP catering, special reserved seating for the festival and VIP parking. Also included is a merchant Product Display. Vendor Booth with signage.

\$ 2,00 0 Bronze Sponsorship

Listing in all print advertising, banner placement at the event, and reserved VIP seating for eight in our special VIP seating area with all access to our car-show/VIP area. VIP catering, special reserved seating for the festival and VIP parking. Vendor Booth with signage.

\$ 1,000 Associate Sponsorship

Four VIP passes for concert. Vendor Booth with signage.

\$500.00 Sponsorship

2 open access passes for concert. Vendor Booth with signage.

SPONSORSHIP AGREEMENT

THIS SPONSORSHIP AGREEMENT ("Agreement") is made between Calhoun Express, LLC and Andre Allen ("Promoters") and _____ ("Sponsor").

THE PARTIES AGREE AS FOLLOWS:

1. Promoters shall produce and promote the "2016 Labor Day Low Rider Car Show" ("Event") to be held on September 3, 2016 at Cedar Canyon Dude Ranch, in Lancaster, Texas.
2. In this Agreement, the word advertise ("Advertise or Advertisement") means the use of print, radio, posters, fliers, banners, display of product(s) or literature, and booth display to promote Sponsor's logo, company name, product(s) or services.
3. Sponsor subscribes to the Sponsorship package as indicated in the 2016 Low Rider Car Show fliers used for this event, which fliers is incorporated herein by reference. Sponsor acknowledges contemporaneous receipt of the brochure and the parties agree to be bound by its provisions, A copy if the Sponsor's logo is attached hereto, The Sponsor's company name is: _____
the product(s): _____
and the service(s): _____
4. On or before _____, 2016, Sponsor must pay Promoters \$_____ for this Agreement to take effect. Promoters has no obligation to comply with any of the provisions of this Agreement unless and until Sponsor makes this payment by the date set.
5. In lieu of the cash payment indicated in provision 4, Sponsor shall be provided with the following: _____
6. Promoters, in its absolute discretion, shall designate the location and size of the booth display (if included in the sponsor package as indicated in the event's brochure) for Sponsor's use at the event. Sponsor shall be responsible for any loss or damage to its product(s) or other materials it uses at the booth display, and shall be solely responsible to provide, if needed, adequate staff to attend the booth display during the event.
7. Promoters, in its absolute discretion shall determine the manner in which to Advertise, including but not limited to, the mix of advertising media, the quantity, timing, placement, size, and duration of ads. Promoters in its absolute discretion shall determine which musicians and artists to contract to perform at the event.
8. Sponsor represents that it had the right to the use of its logo, company name, products and services and therefore, at its sole expense, will defend , indemnify, and hold harmless the Promoters, its employees, agents, assignees, or successors in interest, from any claim or claims made against Promoters that arise from Promoter's Advertisement.
9. Promoters shall not be responsible to Sponsor for any damages it may incur due to any errors or omissions, or both, caused by an advertiser or the Promoters, in the portrayal or depiction of Sponsor's logo. Company name, product(s), or service(s) in any Advertisement.
10. Promoters is acting in its own behalf and is not an agent, employee, or principal of 2016 Labor Day Low Rider Car Show.

Sponsorship Agreement (Continued)

11. Promoters shall be discharged of all its obligations under this Agreement if the fulfillment of any provisions if this Agreement are delayed or prevented by revolutions or other disorders, wars, acts of enemies, strikes, floods, fires, adverse weather, acts of God, or without limiting the foregoing, by other cause not within control of the party whose performance is interfered with, and which by the exercise of reasonable diligence, the party is unable to prevent, whether of the class of causes hereinbefore enumerated or not.

12. If a situation arises as described in provision 11 and the event is not held as scheduled, Sponsor shall not be entitled to a refund of the payment, in its entirety of any portion thereof.

13. This Agreement is a complete and exclusive statement of the parties on these matters superseding any previous agreement between them. This Agreement may be modified by subsequent agreement of the parties only by an instrument in writing signed by both of them.

14. If any provision of the Agreement is held in whole or party to be unenforceable for any reason, the remainder of the entire agreement will be severable and remain in effect.

15. All notices to Promoters or Sponsor shall be made in writing to the following respective mailing addresses:

To Sponsor at: _____

To Promoters at: Calhoun Express, LLC & Andre Allen PO BOX 1261 Cedar Hill, TX 75106, keepit100ent@yahoo.com.

Calhoun Express, LLC, Promoter

Date

Andre Allen, Promoter

Date

Sponsor

Date

Corporate Sponsor Packages

Benefits	Platinum \$15,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Associate \$1,000	Sponsor \$500.00
fliers	Logo	Logo	Logo	Listed	Listed	Listed
Poster	Logo	Logo	Logo	Listed	Listed	Listed
Web Adv	Logo	Logo	Logo	Listed	Listed	Listed
VIP Passes	20	16	12	8	None	None
Banners at Event	6	4	3	2	1	-
Print Ads	Logo	Logo	Bold Listing	Listing	Listing	Listing
Merchant Display at Event	Yes	Yes	Yes	Yes	None	None
Stage Announcement	15 times	10 times	8 times	5 times	3 times	1 time
Radio Ads	All	All	All	None	None	None
Website Link	Yes	Yes	Yes	Yes	Yes	Yes

Sponsorship Timeline

Upon signing of sponsorship agreement, please provide the following:

Company Logo :

Submit to Carri Lawrence at HIVE Events jobs@hivestaffing.com & keepit100ent@yahoo.com .

Logo formats preferred in the following order:

1. Illustrator EPS, CMYK, all fonts converted to curves
2. JPEG , no less than 600 resolution at 100% size, CMYK
3. PDF, must be high resolution, all fonts and images imbedded, 600 resolution, CMYK

The formats specified above will provide the best quality in reproduction. Any logos submitted in a different format other than specified above will not be accepted.

All Sponsorship Levels

By _August 3rd 2016 at latest – Provide company banner(s). Number of banners provided based on sponsorship level. See sponsorship graph. Event staff will put all banners up at location on event days.

Website address – email to Carri Lawrence at HIVE Events at jobs@hivestaffing.com & keepit100ent@yahoo.com . This is needed to provide a link to your site.