

Make a Lasting *Impression*



2016 Sponsorship Opportunities

Your marketing dollars are precious in any year, even more so today. They have to work harder and do more. That's why your presence at this fall's 17th Annual Super Run Classic Car Show should be included in your 2016 marketing plan.

As Southern Nevada's largest car show, Super Run features more than 1,000 classic vehicles, hot rods and muscle cars displayed in the Water Street District, September 23-25. Last year, the event attracted over 130,000 spectators from Nevada, California, Arizona, Utah, New Mexico, and Washington.

Co-sponsored by the Las Vegas Cruisin' Association, Super Run is a three-day family event that attracts an audience with an average household income of \$92,000. Additionally, 75 percent of last year's spectators indicated they would return this year.

This automotive celebration features roaring engines and slow drag contests as well as burnout competitions. Other attractions include live entertainment, Kids Corner activity area, and a variety of food and merchandise booths.

It's Smart to Partner With Henderson

Nevada's second-largest city with more than 285,000 residents, Henderson is a premier city, nationally recognized for its stunning parks, trails, master-planned communities, and outstanding quality of life. Recognized as one of the Best Places to Start a Business (WalletHub), one of America's 50 Best Cities to Live (24/7 Wall Street), among the Top 10 Safest Cities Over 200,000 (Law Street Media), and included in Allstate's America's Best Driving Report, Henderson is a progressive and vibrant city committed to maintaining premier amenities and services for all who choose to live, learn, work, and play in Henderson ... a place to call home.

Designed to support corporate and organizational marketing, promotional and outreach strategies, our packages offer:

- Visibility, impact and access to a family-oriented target in the Henderson, Southern Nevada and out-of-state market.
- Opportunities to build image and awareness of products/services through sampling and distribution of promotional/educational material.
- An association with one of the community's premier special events that attracts a desirable audience.

Be visible. Get involved.

Generate new business / awareness.

In-kind sponsorships are always welcome.

It all adds up to a great opportunity to make a lasting impression.

**For vendor information, please email
Charlene.Ham@cityofhenderson.com, or call 702-267-4050.**



September 23-25

Sponsorship Opportunities

Roadster — \$100

Sponsor name listed in event program

Classic — \$500

Benefits of ROADSTER package PLUS

- Sponsor name with link included on cityofhenderson.com Webpage devoted to Super Run

Vintage — \$2,000

Benefits of CLASSIC package PLUS

- Sponsor mentioned 2 times per day (Friday, Saturday) during announcements
 - Sponsor may provide a small giveaway or collateral item (due August 2) for inclusion in participant registration bags
 - 10'x10' booth space

Hot Rod — \$5,000

Benefits of VINTAGE package PLUS

- 10'x20' premium location booth space
 - Sponsor logo* included on:
 - ⊙ local print ads
 - ⊙ locally distributed rack cards
 - ⊙ locally distributed posters
 - ⊙ on-site signage

Custom Package — \$7,500

Benefits of HOT ROD package PLUS

- Sponsor logo* included on TV spots
- Entertainment sponsor naming rights with company name or logo on the entertainment stage banner

For more information, call 702-267-4035, or email Sponsor@cityofhenderson.com.

*Logo must be a high-resolution eps vector file, 300 dpi, 3"x3"

Management reserves all rights. Should packages change, sponsor shall be notified immediately.



September 23-25

Super Run 2016 Sponsorship Agreement

- ROADSTER - \$100
- CLASSIC - \$500
- VINTAGE - \$2,000
- HOT ROD - \$5,000
- CUSTOM - \$7,500

SPONSOR NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____

WEBSITE: _____ CHECK # _____

Signature of Authorization

Date

Sponsorships may be paid by credit card or electronically. Please call 702-267-4035.

Please return this signed Sponsorship Agreement with your check made payable to the "City of Henderson" and mail to:

**Debra Haskell
City of Henderson
MSC 135
PO Box 95050**

Henderson, NV 89009-5050

Agreement forms and sponsor monies must be received on or before
Wednesday, July 13, 2016, in order to meet operational deadlines.

Thank you for your sponsorship and your support!

For vendor information, please email Charlene.Ham@cityofhenderson.com, or call 702-267-4050.