



Receive exceptional visibility at the Downtown Burbank Car Classic
REACH MORE THAN 15,000 CUSTOM, CELEBRITY, AND CLASSIC CAR FANS!

DOWNTOWN BURBANK:

- A top entertainment destination with a bustling street scene and world-class events, Burbank delivers the ultimate urban experience.
- With over 400 shops and restaurants, Burbank Town Center, Flappers Comedy Club, and the AMC movie theaters, Downtown Burbank is a top shopping and entertainment destination.
- AMC Theaters consistently rank in the top three movie circuits nationwide.

SOCIAL ASSETS:

- The Downtown Burbank Facebook page boasts more than 15,000 likes with a monthly total reach of more than 50,000.
- Twitter delivers 2,500 followers with average monthly impressions of 5,200.
- Website: www.DTNBUR.com attracts more than 137,000 visitors per year.

BURBANK STATS

- Mean Family Income: \$87,372
- 423,150 population within a 15-minute drive-time
- 1 million population within 20-minute drive-time
- Daytime workforce population: 200,000
- Employment is concentrated in the creative industry
- There are 1,000 media and entertainment companies based in Burbank

The Downtown Burbank Partnership, Inc. is a 501 (c) (6) non-profit organization.

Presented by



DOWNTOWN BURBANK

DTNBUR.COM



For more information please contact Downtown Burbank Partnership by e-mail at info@downtownburbankcarclassic.org · www.downtownburbankcarclassic.org



2017 DOWNTOWN BURBANK CAR CLASSIC

SATURDAY, AUGUST 5, 2017 | DOWNTOWN BURBANK | 3PM TO 9PM

BE A PART OF THE GREATEST CLASSIC CAR SHOW THIS SUMMER!

FEATURING:

- 15,000 attendees
- Warner Bros. Studio Tour Hollywood with celebrity vehicles from film and television
- Legendary cars from the Petersen Automotive Museum
- The Television Motion Picture Car Club
- Four blocks with 200 restored and vintage vehicles, customs, exotics, and hot rods.
- Entertainment . . . Awards . . . and more!



CUSTOM | CELEBRITY | EXOTICS

6th ANNUAL DOWNTOWN BURBANK CAR CLASSIC SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$8,000

Sponsor the 6th Annual Downtown Burbank Car Classic at the Presenting Sponsor level and receive:

- Presenting Sponsor name and logo recognition on all promotional items and marketing materials including:
 - Geo-targeted digital ads with CBS Local
 - Banner ads on MyBurbank, SocalCarCulture.com, and LA Weekly
 - 4 boosted posts on Facebook
 - Bus shelter ads
- Opportunity to introduce your business at the event (potential reach: 15,000 event attendees).
- Opportunity to distribute product samples and/or product information/coupons at the event.
- One 10'x20' event booth.
- Your business logo on event poster and brochure.
- Your business logo on 200 t-shirts.
- One 10'x10' artistic chalk rendering of your logo.
- One Classic Car Award presented in your honor.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,400).
- Your business name and link on four social media posts (average monthly reach: 60,000).



STAGE SPONSOR - \$5,000

Sponsor the 6th Annual Downtown Burbank Car Classic at the Stage Sponsor level and receive:

- Stage branding including a sponsorship banner across the stage or (2) 22 x 28 event signs presenting your company as stage sponsor (potential reach: 15,000 event attendees)
- One 10' x 10' booth at the event.
- Opportunity to display extra marketing signage, with event approval, to place at the event.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,400).
- Your business name and link on three social media posts (average monthly reach: 60,000).
- 1 boosted posts on Facebook

Campaign inclusions may vary based on sponsorship registration date.



APPAREL SPONSOR - \$1,000

Sponsor the 6th Annual Downtown Burbank Car Classic at the Apparel Sponsor level and receive:

- Your business logo on a minimum of 200 event t-shirts (potential reach: 15,000 event attendees).
- Opportunity to distribute product samples and/or product information/coupons at the event.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,400).
- Your business name and link on two social media posts (average monthly reach: 60,000).

AWARDS SPONSOR - \$500

Sponsor the 6th Annual Downtown Burbank Car Classic at the Awards Sponsor level and receive:

- Your company name will be branded on the award of your choice as well as your company representative will help award the trophy at the event.
- Opportunity to pass out product samples at the event (potential reach: 15,000 event attendees).
- Your business name and link on Downtown Burbank website (average monthly reach: 11,400).
- Your business name and link on one social media post (average monthly reach: 60,000).

CHALK ARTIST SPONSOR - \$500

Sponsor the 6th Annual Downtown Burbank Car Classic at the Chalk Artist Sponsor level and receive:

- One 10'x10' hand-painted design from one of our Downtown Burbank chalk painters complete with an artist rendering of your logo (potential reach: 15,000 event attendees).
- Opportunity to distribute product samples and/or product information/coupons at the event.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,400).
- Your business name and link on one social media post (average monthly reach: 60,000).

COMMUNITY SPONSOR - \$250

Sponsor the 6th Annual Downtown Burbank Car Classic at the Community Sponsor level and receive:

- Your business name and link on Downtown Burbank website (average monthly reach: 11,400).
- Opportunity to distribute product samples and/or product information/coupons at the event.

