

PITTSBURGH INTERNATIONAL AUTO SHOW



**Opening Night of the 2018 Pittsburgh International Auto Show
David L. Lawrence Convention Center
Thursday, February 15, 2018**

To celebrate the opening of the 2018 Pittsburgh International Auto Show, the Greater Pittsburgh Automobile Dealers Foundation will be hosting **DANCING WITH THE CARS**, a charity preview to be held on Thursday, February 15, 2018 at the David L. Lawrence Convention Center benefiting the Pittsburgh Vintage Grand Prix charities: the Autism Society of Pittsburgh and Allegheny Valley School.

Pittsburgh continues to be a very strong car buying market. The format and marketing strategy of our charity preview makes it highly appealing, affordable and accessible to a broad segment of the Western PA market, and will assist in building attendance to record levels.

All of this is directed to our ultimate goal of supporting the very deserving charities of the Pittsburgh Vintage Grand Prix. Since 1982, the PVGP has been dedicated to raising funds that help provide residential care, treatment and support of individuals with autism and with intellectual and developmental disabilities in the Pittsburgh region through the Autism Society of Pittsburgh and Allegheny Valley School. Last year the PVGP and GPADF presented a combined check for \$405,500 to the charities!

Your participation as a sponsor not only greatly influences our ability to raise as much money as possible to benefit both of these worthy organizations; it also provides you the opportunity to associate and promote your company with our joint philanthropic mission and cause. For more information about the benefiting charities and the event, please visit <http://dancingwiththecars.org> and watch the short highlights video from last year.

We thank you for helping us make a difference in the lives of those who are positively impacted through the Pittsburgh Vintage Grand Prix charities by becoming a sponsor of **DANCING WITH THE CARS**.

Very Sincerely,

Dancing with the Cars Committee





MANUFACTURER SPONSORSHIP OPPORTUNITIES

NOTE: Food and beverage will be served only in the exhibits of auto manufacturers who have purchased a sponsorship for the 2018 Dancing with the Cars.

Diamond Sponsorship

\$25,000 Donation (Only One Available)

- ! Presentation Stage located in your Exhibit Area. ALL announcements, charity check presentation, and performances in the exhibit hall will take place on this stage!
- ! Event band to perform on the presentation stage throughout the strolling dinner.
- ! Manufacturer name as Diamond Sponsor on the invitation and event program.
- ! Manufacturer logo on event signage as Diamond Sponsor.
- ! Full-page color ad in the event program.
- ! Manufacturer logo featured as Diamond Sponsor on the Dancing with the Cars website for months before and after the event.
- ! Company logo on signage next to main bar, on each side of the presentation stage, and at entrance.
- ! Manufacturer logo prominent among the sponsorship logos on the media board used for attendee publicity photos.
- ! Manufacturer recognized as Diamond Sponsor on the Dancing with the Cars website page of the Pittsburgh International Auto Show website with links on the Greater Pittsburgh Automobile Dealers Association website and the Pittsburgh Vintage Grand Prix website.
- ! 16 tickets to Dancing with the Cars.

Platinum Sponsorship

\$15,000 Donation

- ! Choice of Gourmet Food Station OR Deluxe Bar located in your Exhibit Area.
- ! Manufacturer name listed as a Platinum Sponsor on the invitation and event program.
- ! Manufacturer logo on event signage as a Platinum Sponsor.
- ! Full-page color ad in the event program.
- ! Manufacturer logo listed as a Platinum Sponsor on the Dancing with the Cars website for months before and after the event.
- ! Company logo on signage next to main bar, on each side of the presentation stage, and at entrance.
- ! Manufacturer logo prominent among the sponsorship logos on the media board used for attendee publicity photos.
- ! Manufacturer recognized as a Platinum Sponsor on the Dancing with the Cars website page of the Pittsburgh International Auto Show website with links on the Greater Pittsburgh Automobile Dealers Association website and the Pittsburgh Vintage Grand Prix website.
- ! 14 tickets to Dancing with the Cars.

Gold Sponsorship

\$10,000 Donation

- ! Gourmet Food Station OR Deluxe Bar located in your Exhibit Area. **Note: Whether you get a food station or bar will be determined by the GPADA based on exhibit floor logistics.**
- ! Manufacturer name listed as a Gold Sponsor on the invitation and event program.
- ! Manufacturer logo on event signage as a Gold Sponsor.
- ! Full-page color ad in the event program.
- ! Manufacturer logo listed as a Gold Sponsor on the Dancing with the Cars website for months before and after the event.
- ! Company logo on signage next to main bar, on each side of the presentation stage, and at entrance.
- ! Manufacturer logo among the sponsorship logos on the media board used for attendee publicity photos.
- ! Manufacturer recognized as a Gold Sponsor on the Dancing with the Cars website of the Pittsburgh International Auto Show website with links on the Greater Pittsburgh Automobile Dealers Association website and the Pittsburgh Vintage Grand Prix website.
- ! 10 tickets to Dancing with the Cars.

Silver Sponsorship

\$7,500 Donation

- ! Manufacturer name listed as a Silver Sponsor on the invitation and event program.
- ! Full-page color ad in the event program.
- ! Manufacturer logo listed as a Silver Sponsor on the Dancing with the Cars website for months before and after the event.
- ! Company logo on signage next to main bar, on each side of the presentation stage, and at entrance.
- ! Manufacturer recognized as a Silver Sponsor on the Dancing with the Cars website page of the Pittsburgh International Auto Show website with links on the Greater Pittsburgh Automobile Dealers Association website and the Pittsburgh Vintage Grand Prix website.
- ! 8 tickets to Dancing with the Cars.

Bronze Sponsorship

\$5,000 Donation

- ! Manufacturer name listed as a Bronze Sponsor on the invitation and event program.
- ! Half-page color ad in the event program.
- ! Manufacturer logo listed as a Bronze Sponsor on the Dancing with the Cars website for months before and after the event.
- ! Company logo on signage next to main bar, on each side of the presentation stage, and at entrance.
- ! Manufacturer recognized as a Bronze Sponsor on the Dancing with the Cars website page of the Pittsburgh International Auto Show website with links on the Greater Pittsburgh Automobile Dealers Association website and the Pittsburgh Vintage Grand Prix website.
- ! 6 tickets to Dancing with the Cars.



Yes, we will support the 2018 Dancing with the Cars hosted by the Greater Pittsburgh Automobile Dealers Foundation. Please reserve our Manufacturer Sponsorship benefits at the following level:

- \$25,000** Diamond Sponsorship
- \$15,000** Platinum Sponsorship
- \$10,000** Gold Sponsorship
- \$7,500** Silver Sponsorship
- \$5,000** Bronze Sponsorship

We understand that this commitment entitles us to attend Dancing with the Cars on Thursday, February 15, 2018 at the David L. Lawrence Convention Center and receive all corporate benefits related to our sponsorship package.

Contact _____ Company _____

Address _____

Phone _____ Fax _____ Email _____

Please charge to Visa MasterCard American Express

Card Number _____ Exp. Date _____ 3-Digit CVC# _____

Name as it appears on card (please print) _____

Authorized Signature _____ **Date** _____

Please list how your company's name should appear in event materials and press releases on the line below:

- Enclosed is our check **made payable to GPADF** in the amount of \$ _____
- This is our commitment to participate. Our check will be forwarded to the Foundation by January 6, 2018
- We will support the event with a contribution of \$ _____

Your tickets will be mailed to the contact above unless indicated on the line below:

Please mail tickets to: _____

Please return this form to:

Carla Prasnika

Greater Pittsburgh Automobile Dealers Foundation

207 Sigma Drive, Pittsburgh, Pennsylvania 15238

Phone: 412-963-8909 Fax: 412-963-1106