



MAY 5 | **MAY 6**
SATURDAY | SUNDAY
9:00AM TO 8:00PM | 9:00AM TO 4:00PM

LOCATION

MACHESNEY PARK MALL
8750 N 2ND STREET
MACHESNEY PARK, IL 61115

\$10.00 ADMISSION

Children under 10 free

TROPHY SPONSOR OPPORTUNITIES

\$1,000 in each category

- COMMITTEE'S CHOICE
- PEOPLE'S CHOICE
- PRE-WAR CLASS
- POST-WAR CLASS
- MUSCLE CLASS
- HOT ROD/CUSTOM CLASS
- EXOTIC/RACE CLASS
- SPORTS CAR CLASS
- MOTORCYCLE CLASS

PARTICIPANT TROPHY SPONSOR

Your name listed in the event catalog and the online catalog at classicsandchrome.com.

- \$250
- \$500
- \$750

THE TROPHY SPONSOR WILL PROVIDE:

- Payment sent by April 13, 2018 to:
Keith Country Day School
Classics and Chrome - Trophy Sponsor
1 Jacoby Place
Rockford, IL 61107

TROPHY SPONSORS WILL:

- Be acknowledged in the event catalog and online catalog at classicsandchrome.com.
- \$1,000 sponsors will have their name engraved on the appropriate trophy.

EVENT ADVERTISING RATES

Ads will be printed in 3000 event catalogs (half page ads will be printed in blk/wht), the online catalog at classicsandchrome.com, and projected at the shown throughout the weekend.

- HALF PAGE AD - 8" X 5.25" (Horizontal)
\$500.00
- FULL PAGE AD - 8" X 10.5"
\$750.00
- INSIDE FRONT COVER (4-COLOR)
\$750.00
- INSIDE BACK COVER (4-COLOR)
\$1,200.00
- BACK COVER (4-COLOR)
\$1,500.00
- CENTERFOLD (BLK/WHT)
\$1,500.00

Advertiser agrees to email the following to:

diane.zammuto@keithschool.net

ARTWORK/LOGO

(As you wish it to appear for your catalog, website, and projector advertisement) Your logo and ad can be submitted in full color in the following formats: PDF, PNG, TIFF, JPG, or AI file. The size should be 1200 pixels wide. Height can float. 72dpi. Your ads will be viewed on Mobil devices at the show. Details will be harder to see at this size.

- 16th annual Classics and Chrome Car Show.
- This event is a fund raiser to benefit the Keith Country Day School "Keith Fund", which supports student tuition scholarships, program enhancements, and faculty enrichment programs. Raising over one 1.75 million dollars over its 16 year existence.
- Classics and Chrome is the Midwest's only premier indoor car show.
- Each year a new selection of over 140 vehicles are displayed. They represent the most rare and unique vehicles in the Midwest.
- 50/50 Cash Raffle tickets are sold throughout the year, posting its growing pot total at classicsandchrome.com and keithschool.com. The drawing is held at the show, Sunday, 4:00 pm. The 50/50 raffle allows the winner to receive half the amount of tickets sold.
- Classics and Chrome is heavily marketed to Northern Illinois and Southern Wisconsin through our websites classicsandchrome.com, keithschool.com, facebook/Classics-and-Chrome-Car-Show, and twitter Classics and Chrome@Classics_Chrome, print ads, TV ads, and radio ads.

ADVERTISING AND TROPHY SPONSOR OPPORTUNITIES



**THE MIDWEST'S LARGEST PREMIER
INDOOR CAR SHOW**

MAY 5

SATURDAY
9:00AM TO 8:00PM

MAY 6

SUNDAY
9:00AM TO 4:00PM

LOCATION

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8750 N 2ND STREET
MACHESNEY PARK, IL 61115

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Children under 10 free

2018

classicsandchrome.com

facebook/Classics-and-Chrome-Car-Show

twitter Classics and Chrome@Classic_Chrome

For additional **show information** or to purchase **50/50 raffle tickets**, visit:
classicsandchrome.com or
keithschool.com

Questions?

Email diane.zammuto@keithschool.net
or call 815-399-8962

Keith Country Day School

KCDS is the finest college preparatory school in the region, educating students from age 3 through Grade 12.

Our mission:

"Preparing children for lives of meaning and purpose."

To donate or learn more about KCDS, visit **keithschool.com**

Classics and Chrome Car Show Location

Machesney Park Mall
8750 N 2nd Street
Machesney Park, IL 61115



KEITH
COUNTRY DAY SCHOOL

Please complete the following information and return this, along with your payment to:
Keith Country Day School/Classics and Chrome, 1 Jacoby Place, Rockford, IL 61107
Business Office: 815-399-8850 ext. 118

Business Name _____

Please check method of payment:

Check enclosed

Visa

Master Card

Print Name of Cardholder _____

Exp. Date _____

Creditcard Number _____

3-Digit Code _____

Address _____

City _____

State _____

Zip _____

PH _____

EMAIL _____

By signing, I am committing to a Keith Country Day School/Classics and Chrome Sponsorship

Signature _____

Date _____