

# Utica's Gasoline Alley

**M59 Billboard Sponsorship: \$1,500** your logo with our ad featured on M59!! *This item is spoken for!*

**Specialty Event Sponsorship: \$1,500**

- Dragster Sponsorship
  - Al Bergler “Motown Shaker” brought to you by (your company name).
    - Specialty Signage and promotional items at featured event
    - Complimentary space availability for corporate tent on day of event
    - Personalized commercial advertisement broadcasted to audience on day of event.
    - Brand Exposure all year round
      - Corporate logo on sponsor banner
      - Corporate name & logo on event website
      - Corporate name & logo on event’s social media page

**Beckett’s Warriors: \$750**

- Your logo on our specialty event T-Shirt which will be sold on the day of the show. The shirt will feature and support a local child who has been diagnosed with brain cancer. *This opportunity is limited to the first ten.*

**Corporate Sponsorship: \$500**

- Individual signage on display before, during, and after event
  - Personalized Signage
  - Company sign attached to road signs leading up to the show & on day of event
- Personalized commercial advertisement broadcasted to audience on day of show
- Brand exposure all year round:
  - Corporate logo on sponsor banner
  - Corporate name & logo on event website
  - Corporate name & logo on event’s social media page

**Company Sign Sponsorship: \$200**

- Individual signage displayed on day of show
- Individual song sponsorship on day of show
- Company logo on sponsor banner, event website, and social media

# Utica's Gasoline Alley

June 7, 2023

To Our Friends,

On behalf of the City of Utica Parks and Recreation Committee, I am thrilled to announce our annual show Utica's Gasoline Alley: Southeast Michigan's premier vintage automobile and petroliana event. This event will feature a car show, gas show, and swap meet. **Utica's Gasoline Alley is being held in downtown Utica on Saturday, August 12<sup>th</sup> from 8 am to 4 pm.**

The purpose of this great event is to raise money for a local child who has been diagnosed with a rare form of brain cancer called ATRT. Beckett is a three-year-old boy who is full of light and life! Beckett and his family must make the journey to St. Jude hospital in Tennessee on a regular basis for treatment and could use support throughout this process! If you would like to follow Beckett on his journey, you can check out his Facebook Page, Beckett's Warriors, for updates and photos.

This event would not be possible without community support and generous donors like you. We are seeking event sponsors, prize donations, or any financial contribution from your organization. Space is available for organizations that are generous enough to contribute to the show. This gives our local businesses an opportunity for community outreach through promotional items and face-to-face interaction on the day of the show.

Sponsors are recognized on various advertising materials, sponsor boards, event websites, personalized commercials, and social media campaigns. Please feel free to contact Rick or Meghan by phone at (586) 739-6505 or email: [uticagas@yahoo.com](mailto:uticagas@yahoo.com) . To ensure proper recognition, we ask that all donations are turned in by Monday, July 17<sup>th</sup>. For more information, please visit our website: [www.uticagasolinealley.com](http://www.uticagasolinealley.com) .

We appreciate your consideration and support!

Sincerely,

*Rick Michelon*

**Utica's Gasoline Alley**

# Utica's Gasoline Alley

Company or Individual Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

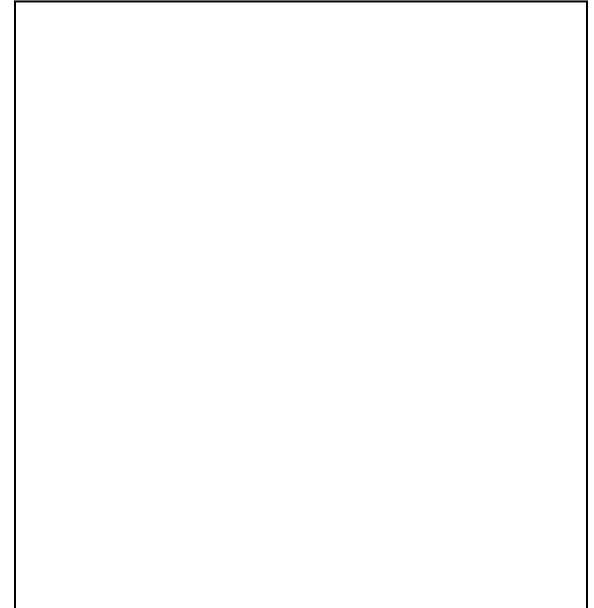
Message / Logo: \_\_\_\_\_

\_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

**Please remit this form & payment to:**

Utica's Gasoline Alley  
Attn: Rick Michelon  
7551 Auburn Road  
Utica, MI 48317



**Make Checks Payable to: City of Utica**

Memo: Car Show Donation 2023

**DEADLINE : Friday, July 17<sup>th</sup> , 2023**

If you have any questions, please feel free to contact Rick or Meghan at  
(586) 739-6505