

Greetings from the Auburn Cord Duesenberg Festival!

Yes, it is time again to start planning for CycleFest 2010, our 14<sup>th</sup> annual motorcycle event. We are proud of how far this event has come, from its humble beginnings with a card table and chair in a parking lot, to now, where over 1,300 bikes and 2,500 people join in the fun! We could not experience the growth that we do without the help of sponsors. The sponsorship dollars allow us to be able to offer an outstanding event! Indiana certainly is not the mecca of motorcycle design and development, but the ACD Festival has every intention of working to make our event grow so that it gains recognition.

We would like to invite you to be a sponsor for 2010. Please take a moment to review the attached form with sponsorship options. We will invoice your business for the sponsorship fee with payment due in May, 2010. Please return the attached information by March 8<sup>th</sup> to insure your logo placement on the preliminary CycleFest 2010 flyers.

We would be happy to talk to you about any sponsorship opportunities that you have regarding CycleFest or any other ACD Festival events. Please feel free to contact us at the Festival office at 925-3600. We appreciate your support and look forward to working with you in 2010!

Sincerely,

Beth Snow  
ACD Festival Staff

Dustie Seiler

SPONSORSHIP OPPORTUNITIES AVAILABLE WITH THE  
AUBURN CORD DUESENBERG FESTIVAL AND  
CYCLEFEST 2010

\$100.00

- Name on CycleFest flyers (no logo, small size)
- Name on ACD Festival website as event sponsor (no logo or link)
- Name listed in story in ACD Festival Souvenir Guide book.
- Sponsor Choice Award

\$250.00

- Name on CycleFest flyers (logo included, medium size)
- Name on ACD Festival website as event sponsor (with logo and link)
- Name listed and logo included in story in ACD Festival Souvenir Guide book.
- Sponsor Choice Award
- Free vendor spot
- Advertisement placed in Goody Bags
- 2 free CycleFest t-shirts
- 2 free CycleFest lapel pins
- 2 free decks of CycleFest playing cards

\$500.00

- Name on CycleFest flyers (logo included, large size)
- Name on ACD Festival website as event sponsor (with logo and link)
- Name listed and logo included in story in ACD Festival Souvenir Guide book.
- Sponsor Choice Award
- Free vendor spot
- 5 free CycleFest t-shirts
- 5 free CycleFest lapel pins
- 5 free decks of CycleFest playing cards
- Advertisement placed in Goody Bags
- Sponsorship of field event
- Opportunity to hang banner at event (if supplied by sponsor)

**Title Sponsorship**

\$2,500.00

- Name prominently displayed on CycleFest flyers (logo included)
- Name on ACD Festival website as event sponsor (with logo and link)
- Name listed and logo included in story in ACD Festival Souvenir Guide book.
- Sponsor Choice Award
- Free vendor spot
- 5 free CycleFest t-shirts
- 5 free CycleFest lapel pins
- 5 free decks of CycleFest playing cards
- Advertisement placed in Goody Bags
- Sponsorship of Bike Parade
- Opportunity to hang banner at event (if supplied by sponsor)
- Business name printed on CycleFest T-shirts
- Five 2-sided display signs located near the front gate of CycleFest
- Name included in all press releases
- Opportunity to make announcements throughout the day at CycleFest
- Name mentioned as Title Sponsor during on-site announcements at CycleFest
- Opportunity to have your business and/or representatives in photo for CycleFest announcement in *The Evening Star* newspaper article to event.

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

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

Please sign us up for the \$\_\_\_\_\_ sponsorship plan.

Invoice \_\_\_\_\_ Payment Enclosed \_\_\_\_\_

Will you have someone present to pick out the Sponsors Choice award? Yes No  
(We will provide you with two free admittance tickets for the judge and a guest.)

Thanks for your support of the Auburn Cord Duesenberg Festival, Inc.

Sincerely,  
ACD Festival Board of Directors and Staff