



an evening benefiting



Thursday, Sept 14, 2017
5pm - 8pm

Passion Event Center
7651 Hwy 65 NE
Fridley, MN 55432

Sponsorship Overview

About the event:

The 1st annual "Carsino Night" event will take place on Thursday, Sept 14th at Passion Event Center in Fridley. It will feature a buffet-style dinner, cash bar, "funny money" gaming tables, a game show, raffles, KS95 radio talent appearance, and a photobooth for entertainment. There will be a short program at the end of the evening along with prize drawings. Attendance is estimated at 250. All proceeds from this event will go to support neighbors in need of car repair services and costs to repair donated vehicles. Your contribution is 100% tax deductible/nonrefundable.

Impact of your contribution:

For every \$10,000 raised we can impact the lives of 60 individuals; men, women, AND children. Many of us take having a vehicle for granted but it can make all the difference. Employers want to know that their employees can get to work on time; without a working vehicle they may not be considered for a promotion or could lose their job. And, those with children want to be sure their young ones are able to participate in extracurricular activities. A car is not a luxury, rather a means to improving their lives.

About Cars for Neighbors:

The mission of Cars for Neighbors is fostering independence by providing car care. Cars for Neighbors was founded in 1999 under the name Free to Be. Located in Anoka County, MN, Cars for Neighbors is a nonprofit organization that provides assistance to neighbors seeking economic self-sufficiency. We do this through providing cars or car repair so they can get to work, take their children to medical appointments, and participate in educational opportunities. To improve chances of their long-term success, we provide education on budgeting and car maintenance. This is achieved through a small organizational structure with many strong and critical partnerships and numerous volunteers. We pull this network together to help neighbors become more self-sufficient, one car at a time. Since inception in 2000 we have been able to donate over 1,000 vehicles and repair over 3,600.

CARSINO NIGHT 2017

Sponsorship Levels and Benefits

Presenting SOLD! 10,000	Hot Rod 4 available 5,000	Classic 6 available 2,500	Rat Rod 15 available 1,000	Game Table 20 available 500
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Naming Rights					
Showcased as presenting sponsor in all radio ads on KS95. <i>34 spots total *</i>	X				
Showcased as presenting sponsor in Hubbard Broadcasting interactive social media campaign. <i>Includes KS95 Facebook/Twitter/Pinterest posts, WinBigTwinCities Facebook posts & contest entry page promo.</i>	X				
Presenting sponsor logo in Top Leadearboard ad on ABC Newspapers website. <i>4 weeks - see attached calendar for start date.</i>	X				
Presenting sponsor logo on lobby screen and projected on event center wall. <i>Duration of event.</i>	X				
Advertising/Logo Recognition					
Mentioned as sponsor in :60 radio ads on KS95. <i>11 spots total</i>		X			
Listed as sponsor in 3,200 brochures distributed to supporters. <i>Sponsorship must be confirmed by June 30th to receive this benefit.</i>	logo showcased	prominent logo	logo	named	
Sponsor logo on lobby screen and in slideshow. <i>Lobby for duration of event. Shown 180 times in slideshow.</i>		X			
Logo in 3x6 full color ad in Anoka County Shopper, Blaine/Spring Lake Park Life, Anoka County Union Herald and Sun Focus. <i>See attached calendar.</i>	logo showcased	X			
Sponsor logo in slideshow. <i>Shown 120 times.</i>			X		
Sponsor logo in slideshow. <i>Shown 60 times.</i>				X	
Sponsor logo on Cars for Neighbors website under events. <i>Linked to your website starting July 2017.</i>	logo showcased	prominent logo	logo	named	
Cars for Neighbors email to 1,800 contacts. <i>Linked to your website.</i>	showcased in all 4 emails	prominent starting 8/10	logo starting 8/24	named starting 8/24	named 9/7
Mentioned as sponsor via Cars for Neighbors social media (Facebook & Twitter). <i>With tag to your social media profiles if available.</i>	X	X	X		
Event program. <i>Distributed to 250 attendees.</i>	logo showcased	prominent logo	logo	named	named
Logo showcased at a poker table. <i>Duration of event.</i>					X
Complimentary Tickets					
Event tickets to be used at sponsor discretion (\$50 value per ticket).	12	8	6	4	2


* Presenting sponsor will receive up to :15 of recognition in 11 x :60 and 6 x :30 spots. Company named in 17 x :10 spots.

CARSINO NIGHT 2017 Advertising Calendar

July | August | September

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	10 brochure distribution	11 logos on website	12	13 Cars for Neighbors social media campaign starts	14	15
16	17	18	19	20 Cars for Neighbors email blast	21	22
23	24	25	26	27	28	29

30	31	1	2	3	4	5
6	7	8	9	10 Cars for Neighbors email blast	11	12
13	14 ABC Newspapers Leaderboard ads start online	15	16	17 HB interactive social media campaign starts	18 BSL 3x6 ad ACU 3x6 ad	19
20	21	22	23 ACS 3x6 ad	24 Cars for Neighbors email blast	25 BSL 3x6 ad ACU 3x6 ad	26
27	28 KS95 radio spots start airing through 9/14	29	30 ACS 3x6 ad	31	1 BSL 3x6 ad ACU 3x6 ad	2

3	4	5	6 ACS 3x6 ad	7 Cars for Neighbors email blast	8	9
10	11	12	13	14 	KEY: HB = Hubbard Broadcasting ACS = Anoka County Shopper BSL = Blaine Spring Lake Park Life ACU = Anoka County Union Herald	

CARSINO

NIGHT



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Cars

FOR NEIGHBORS

Thursday, Sept 14, 2017

5pm - 8pm

Passion Event Center
7651 Hwy 65 NE
Fridley, MN 55432

Sponsorship Form

Yes, I would like to sponsor Carsino Night.

Sponsorship level:

- Sponsor \$10,000 = Presenting **SOLD!**
- Sponsor \$5,000 = Hot Rod **4 available**
- Sponsor \$2,500 = Classic **6 available**
- Sponsor \$1,000 = Rat Rod **15 available**
- Sponsor \$500 = Game Table **20 available**
- In-Kind Donation \$ _____

I'm unable to sponsor but would like to attend.

- \$50 per person (only 250 tickets available)

Company _____

Name(s) _____

Check # _____

Please make checks payable to Cars for Neighbors.

Credit Card:

- Visa American Express Mastercard Discover

CC# _____

Expiration date: _____ Three digits on back of card: _____

Address on card (street address & zip code): _____

Name on card/Signature: _____

Mail payment to: Cars for Neighbors, 1201 89th Ave NE, suite 230, Blaine, MN 55434

ph# 763.717.7755 | fax# 763.717.7839

email: info@carsforneighbors.org | website: carsforneighbors.org