

Monday Night Car Shows, inc.

And

***Westfield Old Orchard Mall,
Skokie, Illinois***

Presents:



2018



Classic Car Show

Every Monday Night - Memorial Day Through Labor Day



Monday Night Car Shows, Inc. is a 501(C) (3) not-for-profit organization comprised of local businesses and citizens dedicated to the Classic Car Hobby and the Community at large. Our mission is to advance the Classic Car Hobby through community awareness, camaraderie, and contributions to programs that teach automotive skills to the next generation through scholarships.

Our fifteen shows are every Monday night in the summer beginning on May 28th through September 3rd. The car shows start at 6 pm and run until 9 pm. Vehicle registration begins at 5 pm in the west parking lot of Westfield Old Orchard Mall. (The first and last shows start one hour earlier.)

Now in its eleventh season, this popular community event has become the most popular event of its type on the North Shore. We have over 3,100 registered vehicles. Last season we attracted as many 500 vehicles weekly including Classic cars, Muscle cars, Hot Rods, Motorcycles, and even the occasional vintage Military Vehicle! It has become a favorite summer night activity for the entire community.

Due to our new location and the affiliation with the Skokie Chamber of Commerce, average attendance, at more than 3,000 per car show, is expected to grow in 2018. This series of events features music, raffles, goody bags, and food vendors. Being a Mall event, we already have the commitment of top-name food vendors for our food service at the shows.

This year, we are adding an even more exciting opportunity for our sponsors! In addition to our own registered car list of over 3,100 vehicles, Westfield will be advertising and promoting the Shows via emails (22,000 on their list), signage throughout the mall, including their new lighted sign tower on Old Orchard Rd., and in the stores themselves. This is in addition to the fact that our events are covered by all of the local media, both in print and on line.

If your company were to sponsor, your logo/link would be seen by thousands!

Sponsorship Levels:

We hope to partner with your business. Through your sponsorship, we can continue to maintain and grow our organization and provide our service to the community, and scholarships to the young men and women that would like to continue to learn and grow in our industry. Here are the fully **tax-deductible** sponsorship opportunities:

Bronze-Level Sponsorship

One show

\$500

- 1) The right to set up your display table and chairs, from which you can sell branded products and distribute promotional materials at the show you are sponsoring.
- 2) Your name/Logo mentioned in the MNCS weekly newsletter to 2000 + members

Silver-Level Sponsorship:

Three Shows

\$1,350

- 1) The right to set up your display table and chairs, from which you can sell branded products and distribute promotional materials at the show you are sponsoring.
- 2) Your name/Logo mentioned in the MNCS weekly newsletter to 2000 + members
- 3) Logo featured on the official Monday Night Car Shows website (With hyperlink)
- 4) Logo on MNCS Facebook page

Gold-Level Sponsorship

Seven Shows

\$2,800

- 1) The right to set up your display table and chairs, from which you can sell branded products and distribute promotional materials at the show you are sponsoring.
- 2) Your name/logo mentioned in the MNCS weekly newsletter to 2000 + members
- 3) Your name/logo inclusion in the Old Orchard / Westfield E-blast to over 20,000 subscribers and on all social media including Facebook and Instagram
- 4) Logo featured on the official Monday Night Car Shows website (With hyperlink)
- 5) Logo on MNCS Facebook page
- 6) Your business name featured in the event poster posted around town and given out at all of the car shows in the area.

Platinum (Primary) Sponsorship:

All Fifteen Shows

\$10,000

- 1) The right to set up your display table and chairs, from which you can sell branded products and distribute promotional materials at the show you are sponsoring.
- 2) Your name/logo mentioned in the MNCS weekly newsletter to over 2,000 + members
- 3) Your name/logo inclusion in the Old Orchard / Westfield E-blast to over 20,000 subscribers and on all social media including Facebook and Instagram
- 4) Logo featured on the official Monday Night Car Shows website (With hyperlink)
- 5) Logo on MNCS Facebook page
- 6) Your business name featured in the event poster posted around town and given out at all of the car shows in the area
- 7) Your name or logo featured in all printed ads.
- 8) Display space for your Classic/Custom vehicle, if applicable.
- 9) Logo inclusion with hyperlink on all media partners "Events Page"
 - a) WLS-FM
 - b) MeTV-FM
 - c) ESPM Radio Chicago / WMVP-AM 1000
 - d) WDRV-FM "The Drive)
- 10) Name mention with tag line on a minimum of ten (10) on-air promotional announcements per media partner the week prior to each of scheduled on-site appearance date:
****(*120 total over the season*)**
- 11) Logo with hyperlink on a minimum of twelve (12) media partners Social Media posts to support each scheduled on-site appearance date.

2018 Schedule

Every Monday May 28th through September 3rd:

Located in the West parking lot of Westfield Old Orchard, across the street from Niles North High School, in Skokie.

Registration 5:00
Show 6:00 p.m.--9:00 p.m.

* Weather permitting

- **May 28th:** Opening Day!
- **June 4th:** British / Foreign Night
- **June 11th:** Orphan Night
- **June 18th:** Mopar Night
- **June 25th:** 70's Night
- **July 2nd:** Red / White / Blue Night
- **July 4th:** Skokie Parade
- **July 9th:** Convertible Night
- **July 16th:** Ladies' Night
- **July 23rd:** Chevy Night
- **July 30th:** 60's Night
- **August 6th:** Hot Rod / Custom Night
- **August 13th:** Ford / Lincoln / Mercury Night
- **August 20th:** 50's Night
- **August 27th:** Buick / Olds / Pontiac / Caddy Night
- **September 3rd:** Labor Day - Truck Night