



HISTORIC  
DOWNTOWN  
PORT PERRY, ON  
AUGUST 12 & 13  
2017



# SPONSOR & VENDOR INFORMATION PACKAGE

BRITS ON THE LAKE **Classic** Motoring Revival  
205 St. George St., Unit # 9, Lindsay, ON K9V 6H4  
[www.britsonthelake.com](http://www.britsonthelake.com) email: [brits@britsonthelake.com](mailto:brits@britsonthelake.com) tel: 705-878-5422

# PRESENTING THE 9<sup>TH</sup> ANNUAL

BRITS ON THE LAKE *Classic* Motoring Revival in beautiful Downtown Port Perry

The BRITS ON THE LAKE Classic Motoring Revival offers your business a fantastic opportunity to be seen by many thousands of potential customers from the local and neighbouring communities, the GTA and beyond.

The event is an unrivalled success, building at rate of approximately twenty percent per year in terms of Car Show entrants and spectators alike.



According to BIA statistics, the number of Guests attending the 2014 event was 14,000 and the financial impact was Significant. For many, it is the best day for business throughout the year.

In 2017, BRITS ON THE LAKE is expanding to a two-day event, providing even more exposure for event sponsors and vendors.

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Reasons why your business  
needs to be part of the

# BRITS ON THE LAKE

Classic Motoring Revival

- Fantastic exposure to potential and established clients
- Prime display locations on Queen Street, right in the action
- Business is waiting. Purchases will be made, orders placed and future purchases influenced
- 2<sup>nd</sup> Largest All-British Car & Bike Show in Canada
- Intensive pre-event promotion
- BRITS ON THE LAKE is like no other event in the area, or the world for that matter
- Port Perry's up-scale boutique, small-town character and historic setting combined with classic British cars attracts affluent crowds
- Located within the GTA and within a "holiday making", lakeside community BRITS draws guests from the entire Region.
- Classic car enthusiasts are the most loyal brand of consumer in the marketplace. Tap into them in large numbers at BRITS.

- Activate your brand by establishing a strong visible presence within the Car Show and/or one of the other powerful options
- Our experienced organizing team is perfectly equipped to work with you to achieve your goals
- Professional presentation and event direction including on-site announcers, videographers, photographers, celebrities, etc.

## PLANNED SPONSOR OPPORTUNITIES WILL SPOTLIGHT YOUR BRAND

- **EVENT PROGRAM** – A multi-page printed Program to include pictures and articles about BRITS ON THE LAKE **Classic** Motoring Revival, Peoples' Choice Judging information, Port Perry Downtown Businesses, the Town of Port Perry and area attractions. To include advertising opportunities. We will also provide a link to the on-line flip-book version.
- **WEBSITE, FACEBOOK, MEDIA RELEASES & NEWSLETTER** – Sponsor placements on our various platforms with links to your sites
- **AUTOJUMBLE** – Saturday, August 12<sup>th</sup> 10am to 4pm - to be held in Birdseye Park. British Car Parts and other associated goods and services will be offered by independent participating vendors

- ALL-BRITISH SHOW & SHINE - Saturday, August 12<sup>th</sup> 10am to 4pm – to be held in Birdseye Park. Limited to 60 vehicles
- BRITISH TAILGATE PICNIC - Saturday, August 12<sup>th</sup> 10am to 4pm – to be held in Birdseye Park.
- WING COMMANDERS RECONNAISSANCE TOUR - Saturday, August 12<sup>th</sup> 5pm
- CAR SHOW AWARDS – Sunday, August 13<sup>th</sup> 2:30pm to 4pm - Sponsor a Class of cars, motorcycles, dress, fascinator or a special Award – your logo on the trophy plus opportunity to present to the winner
- LIGHT PATROL YOUTH RESCUE – [Light Patrol](#) is an outreach program of [Youth Unlimited \(Toronto YFC\)](#) that responds to the needs of homeless and street-involved youth across the GTA
- VALVE COVER RACES – The races raise money for our charity, Light Patrol. A large percentage of the participants involve families, fathers and sons

For more information go to the Event Schedule [here](#)

# PRESENTING SPONSOR \$ UNAVAILABLE

- This **Premier Profile Package** includes:
  - Presenting Sponsor for Entire Weekend of activities
  - A Prominent Display Area at a key focus area of the two-day to accommodate your business display
  - Right to market, sell and accept orders for your product at the event
  - Right to erect six banners (max. 6ft x 3ft) in the park for Autojumble and Movie
  - Feature Event Title & Logo on signage including at Event Registration Centre, Car Show Window Cards, website, Facebook, Newsletter references and images, Program – including choice of inside front, rear and Outside Rear covers for you ad placement (4000 copies).
  - Public Address System mention throughout the weekend



# SECONDARY SPONSOR \$3000

SATURDAY ONLY - \$1000

SUNDAY ONLY - \$2500

- Display Area at a focus area of the two-day event to accommodate your business display
- Right to market, sell and accept orders for your product at the event
- Right to erect four banners
- (max. 4ft x 2ft) in the park for
- SATURDAY in Birdseye Park includes Autojumble, Show & Shine, Tailgate Picnic, Larger Family Picnic, Open to Public, Entertainment
- SUNDAY - Car Show Event Supporting Sponsor - Name & Logo on signage including at Event Registration Centre, Website, Facebook, Newsletter references and images, Program – including choice of inside front, rear and Outside Rear covers for your ad placement (4000 copies), Logo on Awards, Opportunity to present Awards
- Public Address System mentions throughout the weekend



The following three pages provide detailed information concerning rates for Sponsorship, Vendor and Advertising opportunities. Please, call us to talk about your interest in being part of BRITS ON TH LAKE Classic Motoring Revival. If you don't see what you want, we will strive to accommodate your requirements.

<b>SATURDAY BIRDSEYE PARK EVENT</b>			<b>Vendor</b>	<b>Program Ads Printed &amp; On-Line</b>
<b>Presenting Sponsor</b>	<b>Secondary Sponsor</b>	<b>Vendor Commercial</b>	<b>Food</b>	
	\$1,000	\$75	\$10 per foot	
<b>Universal Inclusions:</b>	<b>SECONDARY Position</b>			
Facebook	Logo & Mention			\$75 Bus Card
Website	Logo & Mention			\$120 Eighth Page
Newsletters	Logo & Mention			\$225 Quarter Page
Information Releasses	Banded Focus			\$400 Half Page
Registration Site	Logo			\$650 Full Page
<b>Additional Inclusions for Saturday Birdseye Park Events</b>				
<b>Display Area</b>	<b>As Required</b>	<b>10' x 20' Half Page</b>	<b>As Required</b>	
Program (print & web)	Full Page	Logo		
Window Cards	Featured	Logo		
Entrant I.D. Tags	Featured	Logo		
Volunteers' Shirts	12 Persons	6 Persons	2 Persons	
Posters	Featured	Logo		
Saturday Awards	Featured	Logo		
Registrants' Reception	Featured	Logo		
Announcer Mentions	Featured	Logo		
Party in the Park	Featured	Mentions		
	Unlimited Free Tickets	Logo		
		20 Free Tickets		



SUNDAY BRITISH CAR SHOW EVENT			
	Presenting Sponsor	Secondary Sponsor	Vendor
			Commercial
			Food
		\$2,500	\$100 \$15 per foot
<b>Universal Inclusions:</b>	<b>PRIME</b>	<b>SECONDARY</b>	
	Position	Position	\$50 Product Value & Prize Contribution
Facebook	Featured	Logo & Mention	
Website	Featured	Logo & Mention	
Newsletters	Featured	Logo & Mention	
Information releases	Spotlight	Banded Focus	
Registration Site	Featured	Logo	
<b>Additional Inclusions for Sunday BRITS Car Show</b>			
Display Area	As Required	10' x 20'	10' x 10' As Required
Program (print & web)	Featured	Logo & Mention	Business Card
Registration Site	Featured	Logo	
Window Cards	Featured	Logo	
Entrant I.D. Tags	Featured	Logo	
	12 Persons	6 Persons	2 Persons
Volunteers' Shirts	Featured	Logo	
Posters	Featured	Logo	\$ 50 Logo
Sunday Awards	Featured	Logo	\$50 Special
Announcer Mentions	Featured	Mentions	

<b>WEEKEND PACKAGE: REGISTER FOR TWO DAYS AND SAVE!</b>				
Inclusions as Above	Presenting Sponsor	Secondary Sponsor	Vendor	
			Commercial	
		\$3,000	\$150	\$150
			& Prize Contribution \$50 Product Value	Logo Placement Compilation Package Website, Program & Poster Facebook Mention Link to your website

# ADVERTISING RATES – EVENT PROGRAM, WEBSITE & POSTER

Show your support for the BRITS ON THE LAKE Classic Motoring Revival and reach thousands of attendees and participants including local fans and visitors to the region. The Official Event Program will be a professionally developed, multi-page offering printed on high quality stock in full colour, made available in both print and electronic form. Finished artwork is required in jpeg or pdf formats.



Rates: (includes placement of logo on website)

Full Page:	\$650	Half Page:	\$400
Quarter Page:	\$225	Eighth Page:	\$120
Business Card	\$ 75		

Logo Placement (added to Website, and Program Compilation Page and on Event Poster) \$150

*See Rate Cards above for more detailed information.*

# The Perfect Timing and Venue to Promote Your Product or Brand

The event date falls right at a time when enthusiasts of two and four wheeled British motoring in the Southern Ontario are most excited about the season, just a few weeks after Brits in the Park, Lindsay and before the season finale at British Car Day in Bronte Park.

The event takes place in the prime of summer vacation time, just a short time after events that are popular with enthusiasts, the Goodwood Festival of Speed and Canadian Historic Grand Prix at Mosport and a few weeks before the Goodwood Revival with all of their television and media coverage.

Downtown Port Perry provides a beautiful, historic backdrop of restored and well maintained building architecture, inviting shoppes and restaurants with the natural beauty of the lake and manicured parks. BRITS is filled with appreciative crowds admiring the overflowing car and motorcycle shows.

This unique event will provide the perfect opportunity to promote your product and brand as well as entertain your customers, guests and key personnel.

The **BRITS ON THE LAKE *Classic* Motoring Revival** will draw an enthusiastic mix of car and motorcycle owners and their families, friends, fans and enthusiasts as well as the general public.

Whether you're looking to connect with British motorcycle or car enthusiasts of just about any persuasion or with those who will come out to see, photograph, shop, explore and otherwise enjoy a perfect day out in historic downtown Port Perry, we will deliver the right audience for your business!



# BRITS ON THE LAKE Classic Motoring Revival

DOWNTOWN PORT PERRY

Please refer to the attached package for a full description of Advertiser/Vendor/Sponsor Opportunities

## Vendor/Advertiser Business Information:

Name \_\_\_\_\_

Company: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Cel \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

For more information on options: See Rate Cards, Prices include HST

### Description of Products or Services Offered: \_\_\_\_\_

Electric Power is not available – plan accordingly

### Space Requirement (In feet): (10' x 10' Minimum): Width \_\_\_\_\_ Depth \_\_\_\_\_

Note: Queen Street Booth Depth is 10" maximum.

### Food Vendors:

SATURDAY at BIRDSEYE PARK: \$10 per foot ..... Payment: \_\_\_\_\_

SUNDAY ON QUEEN STREET: \$15 per foot..... Payment: \_\_\_\_\_

### Other Vendors:

SATURDAY at BIRDSEYE PARK: \$75 ..... Payment: \_\_\_\_\_

SUNDAY on QUEEN STREET: \$100 plus Prize Contribution .....Payment: \_\_\_\_\_

Prize Contributions will be collected on-site

WEEKEND VENDOR \$150 plus Prize Contribution.....Payment: \_\_\_\_\_

### Advertising Choices:

Full Page \$650 \_\_\_\_\_ Inside Cover add \$100 \_\_\_\_\_

Half Page \$400 \_\_\_\_\_ Quarter Page \$225 \_\_\_\_\_

Eighth Page \$120 \_\_\_\_\_ Business Card \$75 \_\_\_\_\_

LOGO Placement Compilation Package: \$150 \_\_\_\_\_ .....Payment: \_\_\_\_\_

### TOTAL PAYMENT:..... \_\_\_\_\_

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## Refund Policy – Check to indicate that you understand Refund Policy

Cancellations must be via mail or email. For cancellations received by July 15, 2017 a full refund will be provided. For cancellations received after July 15 and before August 6th a \$5 administration fee will apply. For cancellations received after August 6th, a \$10 administration fee will apply. Refunds will not be provided for cancellations received after Midnight August 12th. All claims must be approved by the Organizer. All refunds will be made by email transfer when possible and if not, by cheque.

*The applicant, in signing this agreement and in consideration of the right to vend at his/her own risk, thereby releases and discharges BRITS ON THE LAKE Classic Motoring Revival, 1587203 Ontario Inc., The Township of Scugog, Sponsors, Vendors, Advertisers, Store Owners, Event Participants and Entrants, the Organizers and Event Officials together with their successors, assigns, officers, agents, employees or representatives for all liability for injuries to person property or reputation suffered by him/her or his/her employees crew or guests as a result of the events contemplated under this application, or practice or preparation therefore, and whether caused by any conditions of the road, street, parkland or other infrastructure or the conduct of any officer, agent representative or employee of the BRITS ON THE LAKE Classic Motoring Revival, 1587203 Ontario Inc., The Township of Scugog, Sponsors, Vendors, Advertisers, Store Owners, Event Participants and Entrants, the Organizers and Event Officials together with their successors, assigns, officers, agents, employees or representatives of said event. It is further agreed that the applicant, in signing this application has studied conditions indicated in this application and any supplementary information, rules or regulations required by the organizers and agrees to abide thereby. He/she further agrees to ensure that all crewmembers and guests similarly acquainted with the aforementioned, and shall agree to abide thereby. Applicant agrees to indemnify and save harmless BRITS ON THE LAKE Classic Motoring Revival, 1587203 Ontario Inc., The Township of Scugog, Sponsors, Vendors, Advertisers, Store Owners, Event Participants and Entrants, the Organizers and Event from any crew member or guests failure to conduct himself in accordance with the conditions, rules and regulations.*

**To be signed:**

Seller/Owner:

(print) \_\_\_\_\_

(sign) \_\_\_\_\_

Date: (dd/mm/2017) \_\_\_\_\_

## Acceptance

All vendors are subject to approval by the event organizer

**Signed:** \_\_\_\_\_ **Date** \_\_\_\_\_

## PAYMENT BY EMAIL TRANSFER ACCEPTED

## MAKE CHEQUES PAYABLE TO: 1587203 ONTARIO INC.

Send completed form to:

Bob DeShane

205 St. George Street, Unit # 9

Lindsay, ON K9V 6H4

705-878-5422

[brits@britsonthelake.com](mailto:brits@britsonthelake.com)

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