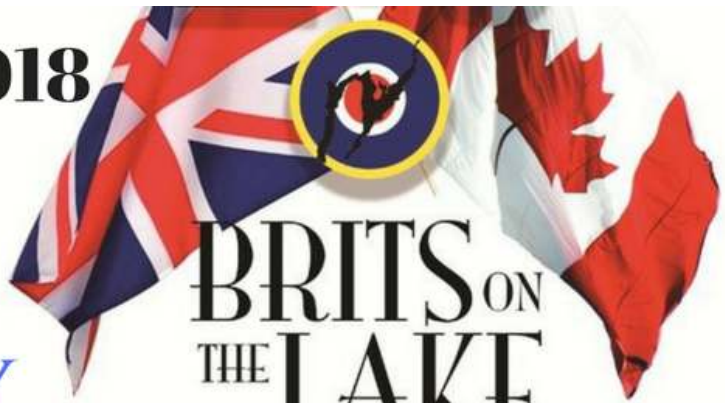


AUGUST 19, 2018

*10th Anniversary
Celebration!*

**PORT PERRY
ONTARIO**



**BRITS ON
THE LAKE**

CLASSIC MOTORING REVIVAL



SPONSOR & VENDOR

INFORMATION PACKAGE

BRITS ON THE LAKE *Classic* Motoring Revival
c/o BURLWOOD Motorsport Group, 205 St. George St., Unit # 9, Lindsay, ON K9V 6H4
www.britsonthelake.com email: brits@britsonthelake.com tel: 705-878-5422

PRESENTING THE 10TH ANNIVERSARY EVENT

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 residents from the local and neighbouring communities, the GTA and beyond.

The event is an unrivalled success, building at rate of approximately twenty-five 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, making it the best day for business throughout the year, excepting Christmas week.



Reasons why your business
needs to be part of the

BRITS ON THE LAKE

Classic Motoring Revival

- Business is waiting. Purchases will be made and influenced with orders placed
- BRITS ON THE LAKE is like no other event in the area, or the world for that matter
- The up-scale boutique small-town character and historic setting combined with classic cars attracts affluent crowds
- Located within the GTA and within a “holiday making”, lakeside community 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

PLANNED SPONSOR OPPORTUNITIES

- Event Program – A multi-page printed Program to include pictures and articles about BRITS ON THE LAKE Classic Motoring Revival, Peoples’ Choice Judging information, Businesses in Port Perry and surrounding area, the Town of Port Perry and area attractions. To include advertising opportunities
- Website, Facebook, Twitter and Newsletter – Sponsor placements and announcements on our various platforms
- BRITS ON THE LAKE Car Show – The “MAIN ATTRACTION”
- Youth Involvement in Youth Judging Program
- Charitable Causes Featured – to include: Anglican Church “Traditional English Tea”, CTV Television & Salvation Army “Mountain of Toys”
- Class Awards for over 20 classes of vehicles 1,2& 3
- Classic Dress Awards, recognizing the best “classic dressers”, women & men

PRESENTING SPONSOR \$3500

- This **Premier Profile Package** includes:
- A Prominent Display Area at a key focus area of the event to accommodate your business display
- Right to market, sell and accept orders for your product at the event
- Presenting Sponsor Title & Logo featured with premier position on signage including at Event Registration Centre, Car Show Window Cards, Website, Facebook, Twitter, Newsletter references and images, Program – including choice of inside front, inside rear or outside rear covers for your ad placement (4000 copies).
- Public Address System mention throughout the weekend
- Presentation of “Best of Show Award” with your logo



SECONDARY SPONSOR \$1500

- Favoured Profile Package includes:
- Premium Display Area at a focus area of the event to accommodate your business display
- Right to market, sell and accept orders for your product at the event
- Secondary Sponsor Name & Logo on signage including at Event Registration Centre, Website, Facebook, Twitter, Newsletter references and images, Program – including choice of inside front, inside rear inside or outside rear (subject to Presenting Sponsor choice) for your ad placement (4000 copies).
- Public Address System mention throughout the weekend
- Presentation of “Featured Car Award” with your Logo



ADDITIONAL SPONSORSHIP OPPORTUNITIES:



1. YOUTH JUDGING PROGRAM \$850

- Includes T-Shirts, Lanyards, Judging forms, Pens, Trophies and all expenses and supplies for up to 12 Youth Judges from age 8 to 15 selected for the Youth Judging Program
- Opportunity to participate in selection of Youth Judges
- Includes all Press Releases, announcements, Facebook & Twitter Postings, Website presence, Logo on trophies
- Sponsor mention in Full Page article inclusion in Program
- Includes ½ Page ad in Event Program
- 10' x 10' Booth at event including right to market, sell and accept orders for your product at the event

2. CAR SHOW “CLASS AWARDS” \$275

- Presentation of your choice of “Class Awards” with your logo (ask for class details)
- 1st, 2nd & 3rd place trophies
- Includes ¼ page ad in Event Program

3. CAR SHOW “CLUB AWARDS”(choice of 2) \$275
- Presentation of “*Nigel Shiftright Award*” with your logo which goes to the Car Club having the greatest number of members entered at the event
 - Presentation of “*Ambassador’s Award*” with your logo to the Car Club judged to have the best Club Display
 - Includes ¼ page ad in Event Program for each sponsor
4. BEST DRIVER AWARD \$275
- Presentation of the “Best Driver Award” with your logo for the car selected as the best driver
 - Includes ¼ page ad in Event Program
5. CLASSIC BRITISH DRESS AWARD \$275 (choice of 2)
- Presentation of the “Best Women’s Dress” Award with your logo
 - Presentation of the “Best Men’s Dress” Award with your logo
 - Includes ¼ page ad in Event Program
6. PHOTO CONTEST (choice of 3) \$275
- Presentation at a later date of the “Best Photo” Award with your logo in three categories: Revival Action, Revival Atmosphere, Media Moments
 - Includes ¼ page ad in Event Program

EVENT PROGRAM – ADVERTISING RATES

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 printed & on-line Program)

Full Page plus logo on poster & website:	\$450
Half Page plus logo on poster & website:	\$300
Quarter Page plus logo on poster & website:	\$200
Eighth Page & website:	\$125
Business Card & website:	\$100

Click on the link below to review a copy of the 2017 Event Program:

www.yumpu.com/en/document/view/59254659/brits-on-the-lake1

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.

Scugog Township and the town of Port Perry make for an enjoyable holiday and all within an easy single day of adventure and exploration for residents of Ontario's most populace centre, the GTA.

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. The overflowing crowds of admiring car show visitors will provide the perfect opportunity to promote your product and brand. Don't overlook the potential that the event holds to entertain your customers, guests and key personnel.

Why not make your business part of the attraction for visitors to BRITS ON THE LAKE? You do not have to be located on Queen Street to benefit from BRITS ON THE LAKE! People love to explore and since most will be arriving from all over southern Ontario, they will want to see what Port Perry and Scugog Township are all about. They will look forward to discovering the treasures to be found everywhere in the area. Entice them to discover your business the first time and they will keep coming back throughout the year.

Many of the appreciative crowds that pour into the area look for comfortable lodging and they enjoy seeking out friendly eateries and interesting retail stores.

BRITS ON THE LAKE *Classic* Motoring Revival will deliver the right audience for your business, whether you're looking to connect with British motorcycle or car enthusiasts of just about any persuasion or those who will come out to see, photograph, shop, explore and otherwise enjoy the perfect day in Port Perry.

VENDOR RATES & INCLUSIONS

Food Vendors: \$15 per foot plus \$50 value prize

Commercial & Retail Vendors: \$10 per foot, minimum \$100
Plus \$50 value prize
Includes Business Card size
in Event Program