



# License to Cruise

**September 25 | College Avenue & Expo Center**

Octoberfest weekend kicks off with License to Cruise, a classic car show on Friday night at 3 p.m. Complete with about 400 classic cars on College Avenue and at the Fox Cities Expo Center, live music and great food, you won't want to miss one of Appleton's largest car shows...with an estimated 125,000 in attendance.

	Presenting Sponsor	Specialty Car Sponsor	Expo Sponsor	Music Stage Sponsor	Dash Sponsor	LTC Fanatic	LTC Enthusiast	LTC Supporter
	\$10,000	\$7,500	\$5,000	\$5,000	\$5,000	\$1000	\$500	\$250
Name or logo on marketing materials	•	•	•	•	•			
Banner	@Houdini Plaza & Expo	@Expo Center	@Expo Center	On Stage				
Name/logo on LTC page of Appleton's Octoberfest website	•	•	•	•	•			
Name/logo in The Business News	•	•	•	•	•			
Social media recognition	•	•	•	•	•			
Logo on volunteer T-shirts (if committed by August 1)	Prominent on top	•	•	•	•			
Acknowledgment in radio advertising	•							
Name recognition @ event digital board	•	•	•	•	•			
10x10 booth space	2	2	1					
Logo on Expo Center car signs		•						
Sidewalk signage leading to expo		•						
Logo on dash signage					•			
Logo on wristbands								
1/4 Page ad in The Business News	•							
Octoberfest VIP ticket	2							
Logo on event sponsor board/banner						Large/Top	Medium/Middle	Small/Bottom

## FOR MORE INFORMATION

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