



CHRYSLER EMPLOYEE MOTORSPORT ASSOCIATION
PO Box 4493 ~ Troy, MI 48099-4493
website: www.cemaclub.org

Dear _____,

April, 2015

Each year during the month of June, the Chrysler Employee Motorsport Association (CEMA) presents an exciting and very popular car show. This year is our 26th annual event and the show will be held on Saturday, June 6th, 2015. Once again the CEMA car show is being held on the grounds of the Walter P. Chrysler Museum (WPCM), in Auburn Hills, MI even though the museum is now closed to the public. We are delighted that our car show attendees will be able to tour the museum on the day of the show at no charge! The car show is a fund raiser which has supported numerous local charities in the past. Once again a portion of the net proceeds from this year's show will benefit a local charity, Leader Dogs for the Blind. CEMA has donated over \$35,000 to local charities so far.

Although there are typically over 250 vehicles on display at the CEMA Car Show, it incurs many expenses that outweigh the individual show-vehicle registration revenue. We do not charge an entrance fee to the hundreds of spectators that attend this family-oriented event. Providing our participants with outstanding show features such as goody bags, dash plaques, an all-day DJ, free admission to the museum, and the opportunity to win one of over twenty high-quality awards, the costs add up quickly. Therefore, *we are asking for your support for our annual show.*

In the past, sponsors have had the opportunity to donate to the show, with such examples as: paying for dash plaques (which included the sponsor's name on the face of the dash plaque), sponsoring a specific award, or advertising costs. Other sponsors have donated funds to cover general expenses, donated items for the door prizes, or donated items for the goody bags.

All support received is greatly appreciated and highly recognized before, during and after the show. All sponsors will have their name/logo featured on the Car Show page of the CEMA website, with a hot link to their website. The car show flier also includes all sponsor names, and on the day of show, our staff will announce sponsor names throughout the day over the loudspeakers. Each trophy/award will also be designed to include the name of one of the show's sponsors. The Level Two sponsorship includes a free vendor space on the show field for your own day-of-show promotion as well as a complimentary classic car parking space.

This year's car show theme is "Jet Age Designed Vehicles". We are expecting all types of vehicles to be on display. Remember, the CEMA Car Show welcomes *all makes* and models of cars, trucks, and motorcycles, and our judging staff will be reviewing all vehicles from muscle cars to customs, to earn one of the many coveted custom-designed show awards.

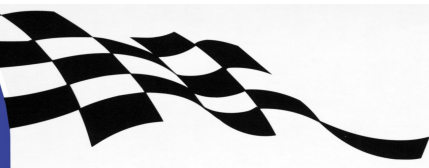
We provide a unique opportunity for the show sponsors to assist CEMA in supporting the local community. The show is well organized and conducted in a highly professional manner by the CEMA members who volunteer their time and talents to make the car show a success. Details of the sponsorship levels available this year are attached. Sponsorship at any level is greatly appreciated and as mentioned, your company will be recognized at the event and throughout the entire year on our website.

If you need additional information, please contact CEMA by mail at our address above, or e-mail: carshow@cemaclub.org
Event information and updates can also be found on our website at www.cemaclub.org.

On behalf of CEMA, we thank you for your interest in sponsorship opportunities for the 2015 CEMA Car Show, and look forward to hearing from you very soon.

Sincerely,

John Walsh, CEMA President
And CEMA Car Show Committee



2015 CEMA Car Show ~ Sponsorship Packages & Commitment Form

Level One - Sponsorship: \$100 Contribution

- * Advertising of business name / logo on the Car Show sponsor page on the CEMA Internet site for a year (www.cemaclub.org). Your name will also be included on the car show event flyer.
- * Your business name or logo highlighted as a sponsor on one of the Car Show awards (plaque or trophy)

Level Two - Sponsorship: \$200 or more Contribution

- * Advertising of business name / logo on the Car Show sponsor page on the CEMA Internet site for a year (www.cemaclub.org). Your name will also be included on the car show event flyer.
- * Your business name or logo highlighted as a sponsor on one of the Car Show awards (plaque or trophy)
- * A complimentary Vendor space (10' x 20') at the June Car Show and a complimentary classic car parking space (Vendor forms will be provided separately and must be returned to vendor coordinator)

NOTE: Both levels include day-of-show recognitions: DJ announcements and display on Sponsor Board

A 10'x20' Vendor space is available for \$30. Please complete and return the attached Vendor form with your payment.

Please register on line at www.cemaclub.org (using PayPal) - or return this form by **May 15, 2015** (w/ check payable to CEMA)

Chrysler Employee Motorsport Association (CEMA) -- PO Box 4493 -- Troy, MI 48099-4493

If you have further questions regarding sponsorships, please contact the CEMA Car Show Chairperson at: carshow@cemaclub.org

Sponsorship Level Commitment: **Level One (\$100)** _____ **Level Two (\$200 or more)** _____

Business Name: _____ Date: _____

Address / City / ST / ZIP: _____

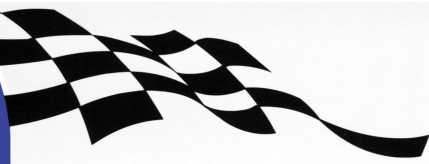
Contact Person: _____ Contact's Phone # _____

Business Phone #: _____ E-mail: _____ Classic Car Parking Required Yes No

We thank you for participating as a sponsor !

To solidify our coverage of expenses, and get your advertisement onto the
CEMA website for all to see when registering for the show,
we appreciate receiving **your commitment and payment by May 15**

(Note: Sponsorships will be gratefully accepted up until the day of the show)



Vendor information for June 06, 2015, CEMA Show

For each vendor on site the city of Auburn Hills requires the following:

Name of firm: _____

Address: _____

Phone: _____

Contact Name (person that will be on site): _____

List of items being sold:

We will need a Xerox of contact person's driver's license for submittal, city requirement.
Only required if you are exchanging money for a product!

E-Mail address where we can send you updates and information

Please contact Lou Belli @ 586 263 9795
or e-mail me @ loubelli8@gmail.com you have any questions.

This information must be received by May 15, 2015
in order for you to attend the 2015 CEMA Show

Our mailing address is:
CEMA FoP.O. Box 4493 Troy, MI 48099-4493

The vendor fee is \$30 dollars for this show.
With this you get a 10'x20' area to set up a portable tent and your materials.
If you have a need for additional space or if you have any questions please contact us.

Set up time is between 7am and 8am, must be set up prior to show vehicles arriving.

Show opens for registration at 8am and the show officially opens at 9am and runs to 3pm