



January 21, 2020

Dear Potential Sponsor,

The City of Fontana is excited to continue the Fontana Car Show for the 2020 season! In the past few years, car shows and custom shows have been more popular than ever bringing together car enthusiasts to showcase the craftsmanship and elegance of their vehicles. Although the Fontana Car Show is focused mainly on show cars, the monthly event also features food vendors, kid's activities and live entertainment. The annual event series takes place at City of Fontana Civic Center Campus located at 8353 Sierra Ave. from 5:00pm-9:00pm on the first Friday of each month from March thru September.

We are reaching out to your organization to give you the first chance to take advantage of this great opportunity for the 2020 season by offering you a sponsorship that would be grant you the presenting rights for the event; example "**Fontana Car Show presented by** [Your Business Name]." Should your organization choose to sponsor the Fontana Car Show it will be promoted in a variety of ways including social media, print materials, exhibitor presence, press releases and much more.

In the enclosed pamphlet, you will find additional information regarding the Fontana Car Show and a basic layout of the sponsorship levels available. Opportunities begin in the low three figures and range upwards; depending on the level of exposure you wish to receive. Each sponsorship level can be customized in accordance with the amount donated to meet your marketing goals for the event.

I would be happy to set up a time to discuss the opportunities available to you in detail and how we can work together to ensure both organizations needs are met. The City of Fontana looks forward to working with you in regards to the 2020 Fontana Car Show.

Sincerely,

Michael Quinones
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City of Fontana, California Sponsored Event