



HOT ROD POWER TOUR 2013



SPONSORSHIP PROGRAMS



“WHAT IS THE POWER TOUR?”

Simply put, the HOT ROD POWER TOUR® is the largest traveling car show in the United States. Since 1994, the POWER TOUR has grown into an institution, as performance car enthusiasts make a tradition of attending the cruises and stops.

It's the ultimate road trip—seven cities, seven car shows...seven days. More than 80,000 enthusiasts share in the fun as the tour stretches over 1500 miles. We expect no less than 5500 involved in 2013.

Each day, the tour cruises to a new city, and when it arrives, the show starts. Getting there is half the fun—the POWER TOUR's legend has grown to the point that local residents along the tour route line up to watch the parade of performance cars travel from town to town. Home-made banners are displayed, cheers and encouragement are expressed—the daily cruise is an event in itself!

When the POWER TOUR arrives at a new car show venue each day, the real party starts! Even more spectators arrive, vendors and sponsors take the spotlight, and the more traditional part of the car show commences. There's a reason the event commands such strong attendance—it's heaven for car nuts!

We work with local media at every step, promoting the tour and enhancing regional coverage. We update our website in real-time, to satisfy all the enthusiasts who follow from work or home. And of course, a significant amount of coverage and sponsor info appears in the pages of HOT ROD Magazine.

JOINING THE HOT ROD MAGAZINE POWER TOUR® GETS YOU:

- Over 106 Million media impressions!
- Exposure through Hot Rod, local and national media to car enthusiasts as we travel through seven major cities.
- Different venues for each of the Tour's seven days, complete with midways, food, activities, and stage shows.
- Fans across every age and demographic, sharing a common bond – the performance automobile.
- Product sampling and direct interaction with your best customers (limitations may apply).

Most importantly, joining the HOT ROD POWER TOUR® gets you RESULTS!

HERE'S HOW TO DO IT.



SPONSORSHIP MENU

SPONSORSHIP

Presenting Sponsor

Co-Sponsor

Kick-Off Sponsor (*JUNE 1*)

Grand Finale Sponsor (*JUNE 7*)

Cruise Night Sponsor (*5 AVAILABLE*)

Main Stage Sponsor

Vision Screen Sponsor

Dyno Challenge

Official Product Designation Sponsor

Event Level Sponsor

Tour Bus Sponsorship

Lunch Hospitality (*Route Destination*)

RATE

SOLD

\$85,000

SOLD

\$28,500

\$25,000

\$25,000

\$20,000

SOLD

\$18,000

\$14,000

\$12,000

\$5,000

NOTE: Above sponsorship levels will have varying degrees of identification in the advertising. However, no sponsor or exhibitor will be included in the print promotion at a commitment of less than \$14,000. For strictly exhibit space only, booth prices will be a minimum of \$650 per night for 10' x 10', and will not include any logo, banner, or P.A. identification.



2013 TOUR DATES AND ROUTE

Saturday, 6/1/13.....Arlington, TX
9am to 7pm Painless Performance

Sunday, 6/2/13Texarkana, AR
12 noon to 7 pm Sponsor TBD

Monday, 6/3/13.....Little Rock, AR
12 noon to 7 pm Sponsor TBD

Tuesday, 6/4/13Memphis, TN
12 noon to 7 pm Sponsor TBD

Wednesday, 6/5/13.....Birmingham, AL
12 noon to 7 pm Sponsor TBD

Thursday, 6/6/13.....Chattanooga, TN
12 noon to 7 pm Sponsor TBD

Friday, 6/7/13.....Charlotte, NC
12 noon to 7 pm Sponsor TBD

Saturday, 6/8/13..... (Long Haulers only)
8 am to 12 noon

2012 ATTENDANCE

HOT ROD POWER TOUR 2013



2012 STATISTICS

Long Haul Vehicles:	1,693
Long Haul Participants:	2,872
Total Registered Vehicles:	5,438*
Spectator Attendance:	84,600#

* Includes one night and multiple night registered participants.
Estimated attendance for FREE spectator admission at all venues.



MEDIA IMPRESSIONS

The Key Deliverable for OE, Non-Endemic, and Near-Endemic Sales Leads

- In 2013, enhanced web and mobile impressions will be delivered.
- Focus on Impressions provides sales force details necessary for integration of a 360-degree media plan.

THE POWER OF POWER TOUR®: 2012 MEDIA IMPRESSIONS

Hot Rod Magazine (2012 – 2013 Promo Ads/Edit)	103 Million
HotRod.com (during event)	1,120,500
Motor Trend Radio	926,000
Spectator Attendance	84,600#
Live Video via Stickam (Live Video Feed - 6/5 – 6/13)	68,000
Social Media via Twitter and Facebook	51,000
Local Radio/TV/Newspaper	926,000
Other Sponsor and Media Web Coverage	350,000
Total Impressions	Exceeds 106 Million!

#Estimated attendance for FREE spectator admission at all venues

CO-SPONSOR



- Sponsor's logo will appear in all non-sponsored **HRPT** marketing materials including but not limited to the entire **HRPT** media buy, house ads, internet promotions, flyers, posters, direct mail and promotional material. Whenever possible, sponsor's logo will appear 50% that of the presenting sponsor's logo.
- Right to use **HRPT "Presented by and Co-Sponsored by"** logo in corporate advertising.
- Sponsor will be invited to participate in valuable live radio remotes on **HRPT**.
- Sponsor's logo will appear in any scheduled pre and post event coverage in **HOT ROD Magazine**.
- Sponsor's logo will appear on all **HRPT 2013** participant packs – 50% the size of the Presenting Sponsor logo.
- Sponsor's logo will appear on all **HRPT 2013** window decals – 50% the size of the Presenting Sponsor logo.
- Sponsor's logo will appear on all **HRPT 2013** schedule of events – 50% the size of the Presenting Sponsor logo.
- Up to a 30' x 80' display space at each **HRPT** stop located left of the Main Stage. May be used by a distributor to retail sponsor products only.
- (8) public announcements per day (minimum).
- (10) banner placements throughout show (minimum). Sponsor may be required to supply banners.
- Opportunity to have representative(s) conduct seminars and demos at **HRPT**.
- Opportunity to have **HRPT** cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- Opportunity to use **HRPT** mobile messaging for on-site promotional giveaways.

Web Deliverables @HOTROD.com

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated HOT ROD Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through HOT ROD's Twitter page.

SPONSORSHIP NET COST: \$85,000

[] I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

Corporations seeking multiple brand logo representation will be subject to a brand surcharge equal to a 10' x 10' booth space for each additional brand. Limited apparel and novelty merchandise sales (see policy details) and no companies can share display space.

No Category Exclusivity. No use of **HOT ROD** or **HOT ROD POWER TOUR** logos or phrases: Hot Rod Power Tour, Power Tour, Long Haul, Long Hauler, etc. (without publisher's permission).

STAGE SCHEDULE:

Emphasis will be given to the Presenting Sponsor, Co-Sponsor, and Cruise Night Sponsors.

Presenting sponsor will be invited to participate in the nightly stage activities, including interviews and giveaways.

SPONSORSHIP OF HRPT DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

RETURN COMPLETED FORM TO:

Michelle Turczyn
Michelle.Turczyn@sorc.com

HOT ROD POWER TOUR®
831 S. Douglas St.
El Segundo, CA 90245
PH: 310-531-9884
FX: 310-531-9373

GRAND FINALE



- As **Grand Finale Cruise Night Sponsor**, you will have the opportunity to truly entertain your guests, the long-haulers, by determining what kind of hospitality you would like to provide. You may bring in a band, other entertainment, or provide a meal. The choice is yours!
- Sponsor's logo will appear on all itineraries adjacent to the information regarding the **Kick-Off** and/or **Grand Finale** nights. Sponsor will receive exposure by being included in all non-sponsored **HRPT** marketing materials including but not limited to the **HRPT** house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Right to use **HRPT 2013 Cruise Night** Sponsor logo in corporate advertising.
- Sponsor will be invited to participate in valuable live radio remotes on **HRPT**.
- Sponsor's full color logo will be placed on **HRPT** website identifying as **Grand Finale Sponsor**, complete with details of Cruise Night activities.
- Up to a 30' x 80' display space at each **HRPT** stop. May be used by a distributor to retail sponsor products only.
- On night of sponsorship, sponsor's display space will be placed adjacent to Co-Sponsor, who is stage-left.
- Banner placement on and around the stage on night of sponsorship.
- Opportunity for sponsor representative(s) to address the crowd on the night of sponsorship.
- (5) public announcements per day (minimum).
- (10) banner placements throughout show (minimum). Sponsor may be required to supply banners.
- Opportunity to have **HRPT** cross-promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- Opportunity to use **HRPT** mobile messaging for on-site promotional giveaways.

Web Deliverables @HOTROD.com

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated HOT ROD Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through HOT ROD's Twitter page.

SPONSORSHIP NET COST: **\$28,500**

[] I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

HOSPITALITY CAN BE PROVIDED, AS WELL AS OTHER CRUISE NIGHT OPTIONS, WHICH CAN BE NEGOTIATED IN A PACKAGE RATE.

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

Corporations seeking multiple brand logo representation will be subject to a brand surcharge. Limited apparel and novelty merchandise sales (see policy details) and no companies can share display space.

No Category Exclusivity. **No use of HOT ROD or HOT ROD POWER TOUR** logos or phrases: Hot Rod Power Tour, Power Tour, Long Haul, Long Hauler, etc. (without publisher's permission).

STAGE SCHEDULE:

Emphasis will be given to the Cruise Night Sponsor, Presenting Sponsor, and Co-Sponsor. As Cruise Night Sponsor, you have first right of stage activities on your night with approval of show management. The stage, the centerpiece of the Event, will be at your disposal during the evening for any number of activities you may choose.

SPONSORSHIP OF HRPT DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

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Michelle Turczyn
Michelle.Turczyn@sorc.com

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FX: 310-531-9373

CRUISE NIGHT SPONSOR



- There are 5 stops called **Cruise Nights** during the **HRPT**. **Cruise Night Sponsors** receive naming rights for the night they sponsor i.e. "Tour Stop 2 is Sponsor "X" Night."
- Right to use **HRPT 2013 Cruise Night Sponsor** logo in corporate advertising.
- Sponsor's logo will appear on all itineraries adjacent to the information regarding the night they are sponsoring.
- Sponsor will receive exposure by being included in all non-sponsored **HRPT** marketing materials including but not limited to the **HRPT** house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor's full color logo will be placed on **HRPT** website identifying as **Cruise Night Sponsor**, complete with details of Cruise Night Activities.
- Sponsor's logo will appear in promotional advertising in advance of the event.
- Up to a 30' x 80' display space at each **HRPT** stop. May be used by a distributor to retail sponsor products only.
- On night of sponsorship, sponsor's display space will be placed adjacent to Co-Sponsor who is stage left.
- Banner placement on and around the stage on night of sponsorship.
- Opportunity for sponsor representative(s) to address the crowd on the night of sponsorship.
- (5) public announcements per day (minimum).
- (10) banner placements throughout show (minimum). Sponsor may be required to supply banners.
- Opportunity to have **HRPT** cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- Opportunity to use **HRPT** mobile messaging for on-site promotional giveaways.

Web Deliverables @HOTROD.com

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated HOT ROD Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through HOT ROD's Twitter page.

SPONSORSHIP NET COST: **\$25,000**

[] I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

HOSPITALITY CAN BE PROVIDED, AS WELL AS OTHER CRUISE NIGHT OPTIONS, WHICH CAN BE NEGOTIATED IN A PACKAGE RATE.

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

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No Category Exclusivity. **No use of HOT ROD or HOT ROD POWER TOUR** logos or phrases: Hot Rod Power Tour, Power Tour, Long Haul, Long Hauler, etc. (without publisher's permission).

STAGE SCHEDULE:

Emphasis will be given to the Cruise Night Sponsor, Presenting Sponsor, and Co-Sponsor. As Cruise Night Sponsor, you have first right of stage activities on your night with approval of show management. The stage, the centerpiece of the Event, will be at your disposal during the evening for any number of activities you may choose.

SPONSORSHIP OF HRPT DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

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FX: 310-531-9373

MAIN STAGE SPONSOR



- At each of the 7 venues on each of the 8 days during the HRPT, the **MAIN STAGE** is constructed. The Main Stage Sponsor receives naming and branding rights equivalent to each of the Cruise Night Sponsors on the main stage.
- Right to use **HRPT 2013 Main Stage Sponsor** logo in corporate advertising.
- Sponsor will receive exposure by being included in all non-sponsored HRPT marketing materials including but not limited to the HRPT house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Up to a 30'x80' display at each HRPT stop. May be used by a distributor to retail sponsor's products only.
- Each night, **Main Stage Sponsor's** display space will be adjacent to Presenting Sponsor display space, which is stage right.
- Custom banner stage backdrop will clearly demonstrate **Main Stage Sponsor** logo center stage and of equal size to co-sponsor of event.
- Each night, **Main Stage Sponsor** will have opportunity for sponsor's representative to "kickoff" the stage activities prior to Cruise Night, Co-Sponsor, and Presenting Sponsor activities.
- (5) public announcements per day (minimum).
- All PA announcements referring to the Main Stage will include sponsor's name ("The x company Main Stage").
- (8) Banner placements throughout show (minimum). Sponsor may be required to supply banners.
- Opportunity to have HRPT cross promote product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)

Web Deliverables @ HOTROD.com

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated HOT ROD Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through HOT ROD's Twitter page.

SPONSORSHIP NET COST: **\$25,000**

[] I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

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No Category Exclusivity. **No use of HOT ROD or HOT ROD POWER TOUR** logos or phrases: Hot Rod Power Tour, Power Tour, Long Haul, Long Hauler, etc. (without publisher's permission).

STAGE SCHEDULE:

The stage will open at 1:00 daily, with sponsor interviews on the fly until 4:00. At that time, the Cruise Night Sponsor will take the stage for their evening program. Giveaways will go on periodically from 1:00 to 4:00, along with spontaneous sponsor interviews during that time. This format will provide a faster-paced, more interesting experience for all long-haulers and participants.

SPONSORSHIP OF HRPT DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

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FX: 310-531-9373

VISION SCREEN SPONSOR



Be Visionary with this high profile opportunity.

- Ability to design a customized program to reach your target audience.
- Logo branding and "ownership" of the Big Screen (Jumbotron) located adjacent to the Main Stage in the hub of the Cruise Night activity.
- Inclusion on non-sponsored **HRPT** marketing materials including but not limited to internet promotions, flyers, posters, direct mail, e-mail blast, and promotional materials.
- Right to use **HRPT 2013 Vision Screen Sponsor** logo in corporate advertising.
- Custom banner will clearly demonstrate **Vision Screen Sponsor** logo surrounding the Jumbotron screen
- Graphics of sponsor's logo will be placed on the mobile Jumbotron trailer.
- A minimum of six :30-second spots played on the Vision Screen (Jumbotron) each day. Spots to be supplied by Sponsor.
- (5) public announcements per day (minimum).
- Up to a 30'x80' display space at each **HRPT** stop. May be used by a distributor to retail sponsor's products only.
- (5) additional banner locations at each stop. Sponsor may be required to supply banners.
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- Opportunity to have **HRPT** cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and promotional giveaways (some limitations may apply).

Web Deliverables @ **HOTROD.com**

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated **HOT ROD** Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through **HOT ROD's** Twitter page.

SPONSORSHIP NET COST: **\$20,000**

I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

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STAGE SCHEDULE:

The stage will open at 1:00 daily, with sponsor interviews on the fly until 4:00. At that time, the Cruise Night Sponsor will take the stage for their evening program. Giveaways will go on periodically from 1:00 to 4:00, along with spontaneous sponsor interviews during that time. This format will provide a faster-paced, more interesting experience for all long-haulers and participants.

SPONSORSHIP OF HRPT DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

RETURN COMPLETED FORM TO:

Michelle Turczyn
Michelle.Turczyn@sorc.com

HOT ROD POWER TOUR®
831 S. Douglas St.
El Segundo, CA 90245
PH: 310-531-9884
FX: 310-531-9373

OFFICIAL PRODUCT SPONSOR



- Sponsor receives the right to use/include the **Official Product Of HRPT 2013** Logo and to refer to a product as an **Official Product** of the **2013 HRPT** in corporate marketing and advertising. NOTE: Official Product status is subject to the approval of **Hot Rod Publisher** and **HOT ROD Magazine** Editorial Staff.
- Sponsor will receive exposure by being included in all non-sponsored **HRPT** marketing materials including but not limited to the **HRPT** house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor's full color logo will be placed on **HRPT** website and identified as **Official Product**.
- **Official Products** will be identified and logos will be placed above event level sponsors in **HRPT** house ads and **HRPT** website.
- Up to a 30' x 80' display space at each **HRPT** stop. May be used by a distributor to retail sponsor products only.
- (5) public announcements per day (minimum).
- (5) banner placements throughout show (minimum). Sponsor may be required to supply banners.
- Opportunity to have **HRPT** cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)

Web Deliverables @ HOTROD.com

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated HOT ROD Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through HOT ROD's Twitter page.

SPONSORSHIP NET COST: \$18,000

[] I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

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STAGE SCHEDULE:

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831 S. Douglas St.
El Segundo, CA 90245
PH: 310-531-9884
FX: 310-531-9373

EVENT LEVEL SPONSOR



YEAR LONG MULTI MEDIA EXPOSURE

- Sponsor will receive exposure by being included in all non-sponsored **HRPT** marketing materials including but not limited to the **HRPT** house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Right to use **HRPT 2013 Event Level Sponsor** logo in corporate advertising.

EXPOSURE AND BENEFITS AT EVERY TOUR STOP

- Up to a 30' x 80' display space at each **HRPT** stop. May be used by a distributor to retail sponsor products only.
- (5) public announcements at each event (Minimum).
- (3) spaces for banners at each stop. Sponsor may be required to supply banners.
- Opportunity to design a customized program to reach your target audience.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)

Web Deliverables @HOTROD.com

- Logo link to sponsor page for you to provide company information and highlight your company's Power Tour giveaways and special events.
- Opportunity to purchase web ad units on dedicated HOT ROD Power Tour microsite page. Ask for details.

Twitter Mobile Messaging on Power Tour@

- Opportunity to message 144 character promotions through HOT ROD's Twitter page.

SPONSORSHIP NET COST: **\$14,000**

I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

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STAGE SCHEDULE:

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NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

RETURN COMPLETED FORM TO:

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FX: 310-531-9373

TOUR BUS SPONSORSHIP



“GET ON THE BUS” TOUR BUS SPONSOR

We know you'd love to be a HOT ROD POWER TOUR® sponsor, but what you need is a **BUS...**

Well, we've got one for you with the following amenities...

- Ground transport on the HRPT Bus
- Corporate branding on HRPT Bus
- 10x10 pop-up tent, table and chairs
- Hang out with the HOT ROD and SEMA staff
- Opportunity to distribute literature
- Opportunity for inclusion of item in participant goodie bag.
(Sponsor to supply items for inclusion.)



SPONSORSHIP NET COST: \$12,000

I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

NOTE:

Corporations seeking multiple brand logo representation will be subject to a brand surcharge. Limited apparel and novelty merchandise sales (see policy details) and no companies can share display space.

No Category Exclusivity. No use of HOT ROD or HOT ROD POWER TOUR logos or phrases: Hot Rod Power Tour, Power Tour, Long Haul, Long Hauler, etc. (without publisher's permission).

STAGE SCHEDULE:

The stage will open at 1:00 daily, with sponsor interviews on the fly until 4:00. At that time, the Cruise Night Sponsor will take the stage for their evening program. Giveaways will go on periodically from 1:00 to 4:00, along with spontaneous sponsor interviews during that time. This format will provide a faster-paced, more interesting experience for all long-haulers and participants.

SPONSORSHIP OF HRPT DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

NO CANCELLATIONS OR SUBLEASES OF SPONSORSHIPS.

RETURN COMPLETED FORM TO:

Michelle Turczyn
Michelle.Turczyn@sorc.com
HOT ROD POWER TOUR®
831 S. Douglas St.
El Segundo, CA 90245
PH: 310-531-9884
FX: 310-531-9373

LUNCH HOSPITALITY



BRING THE TOUR TO YOU!

In the event that our tour route travels by your place of business, we'll extend the opportunity for you to provide hospitality to our Power Tour participants.

What HOT ROD Provides:

- Advance promotion of your hospitality stop in the pages of HOT ROD Magazine (WORLD OF HOT ROD), plus inclusion on the official route directions with logo placement.
- Unlimited opportunity to promote sales, services and information about your business while the Power Tour is at your facility.
- Planning by HOT ROD to find the best ingress and egress to and from your facility.

What You'll Supply:

- Adequate parking for up to 5,000 Power Tour Participants
- Hospitality brunch or lunch to our Power Tour Participants
- Personnel to manage the traffic flow in and out of your location.



SPONSORSHIP NET COST: \$5,000

I understand and accept all of the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Name (type or print): _____ e-mail: _____

Address: _____ City, State, Zip: _____

PH: _____ FX: _____

SIM Representative: _____ Signature: _____ Date: _____

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MAXIMIZATION OF YOUR SPONSORSHIP IS OUR MUTUAL GOAL. HERE'S WHAT YOU WILL NEED TO KNOW:

- Upon signature of your sponsorship contract, please submit your company's logo in both high resolution EPS (vector) and JPEG formats to Jenny Schmitz, Marketing Manager, and Michelle Turczyn, Events Manager, via email at Jenny.Schmitz@sorc.com and Michelle.Turczyn@sorc.com. Your logo will be used as prescribed in your sponsorship agreement.
- Let the world know that your company is on board. Your sponsorship will make the latest HOT ROD Power Tour® ad in *HOT ROD Magazine* by the next deadline. Deadlines for the 2013 Power Tour promotional ads are:

ISSUE	DEADLINE
February '13 issue	10/15/12
March '13 issue	11/13/12
April '13 issue	12/12/12
May '13 issue	1/14/13
June '13 issue	2/20/13
July '13 issue	3/20/13

- Upon signature of your contract, you will receive an informational packet and response form containing instructions regarding certificate of insurance requirements, logo use guidelines, suggested quantities and deadlines for goodie bag items, information regarding opportunities for nightly giveaway items, shipping and venue information, etc.
- Upon signature of your contract, we will supply you with a 2013 HOT ROD Power Tour® logo designating your company an official sponsor, which is approved for use in your corporate marketing or in the production of Power Tour goodie bag or premium items.

By signing below, you acknowledge the receipt of this information.

X _____
Sponsor Representative:

X _____
Source Interlink Media / TPC Sales Representative

X _____
Jenny Schmitz, Marketing Manager

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal for the 2014 Tour is November 15, 2013.

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