



## BE A PART OF THE ACTION

It's that time of the year again when the sound of engines come rumbling through town for over a week of fun filled with Entertainment, Show and Shines, the Friday Night Cruise and the Saturday "Big Show". The success of Kool April Nites throughout the years is based on hundreds of volunteers, spectators, registrants, a dedicated Board of Directors and the generosity of businesses-both out of town and local. As a non-profit, all proceeds from this event are donated to youth programs in the community and total over a million dollars to date. Kool April Nites is also one of Redding's largest events bringing in hundreds of tourists and providing a substantial economic impact to our city. Please consider partnering with us this year and being a part of the action. Here are the many ways you can be involved.

## ADVERTISING

**CONTACT: [ads@koolaprilnites.com](mailto:ads@koolaprilnites.com)**

3000 copies of the annual event program are produced every year. Don't miss out on your chance to get in front of all those attending the show!

- 1/8 Page Ad: \$150
- 1/4 Page Ad: \$225
- 1/2 Page Ad: \$425
- 3/4 Page Ad: \$600
- Full Page Ad: \$800

## RAFFLE CITY

**CONTACT: [rafflecity@koolaprilnites.com](mailto:rafflecity@koolaprilnites.com)**

One of the most successful events held during the Big Show is RAFFLE CITY, where we give away more than 300 donated prizes every year. This could not be possible without the generous donations and support we receive from our business community. Please consider donating this year. Example of items donated have been baskets, tools, parts, apparel, novelties, hobbies, arts and the list goes on. Your donation will put your company right in the spotlight. Thousands of people visit Raffle City every year to look over the prizes and take part in the fun. Contact us today to donate any prize big or small by beginning of April to [rafflecity@koolaprilnites.com](mailto:rafflecity@koolaprilnites.com).

## VOLUNTEERING

**Sign up today at [www.koolaprilnites.com/volunteers](http://www.koolaprilnites.com/volunteers)**

Every year over 300 volunteers come together to take part in this week-long fun event. From parking cars to selling concert tickets and everything in between. Volunteers receive a one of a kind shirt and all access pass. Many of our volunteers enjoy it so much they come back year after year. This event would not be possible without them and you.



# SPONSORSHIPS

CONTACT: [sponsors@koolaprilnites.com](mailto:sponsors@koolaprilnites.com)

All packages come with your logo in the official Kool April Nites program, on the website and the opportunity for your sanctioned Show & Shine or Event listed on our official schedule of events.

## \$500 - Show & Shine Package

Official Sanctioned Show & Shine or Event listed on our website and in the official program

## \$1,000 - Traditional Package

- 1/8 Page - Program Ad Size
- 10 x 10 - Booth at Saturday Big Show
- 10 - Day of Show Tickets
- 1 - Vehicle Pass for Saturday Big Show

## \$1,500 - Vintage Package

- 1/4 Page - Program Ad Size
- 10 x 10 - Booth at Saturday Big Show
- 10 - Day of Show Tickets
- 5 - All Access Wristbands
- 2 - Vehicle Pass for Saturday Big Show

## \$2,500 - Cruiser Package

- 1/2 Page - Program Ad Size
- 10 x 10 - Booth at Saturday Big Show
- 15 - Day of Show Tickets
- 10 - All Access Wristbands
- 3 - Vehicle Pass for Saturday Big Show
- Award plaque with your business and ability choose your favorite vehicle as the winner
- Commemorative Kool April Nights Sponsorship plaque

## \$3,500 - Old School Package

- 3/4 Page - Program Ad Size
- 10 x 20 - Booth at Saturday Big Show
- 20 - Day of Show Tickets
- 15 - All Access Wristbands
- 4 - Vehicle Pass for Saturday Big Show
- Award plaque with your business and ability choose your favorite vehicle as the winner
- Commemorative Kool April Nights Sponsorship plaque
- Mentions in media advertising including radio, print and television

## \$5,000+ - Classic Package

- 1 Page - Program Ad Size
- 10 x 20 - Booth at Saturday Big Show
- 20 - Day of Show Tickets
- 20 - All Access Wristbands
- 5 - Vehicle Pass for Saturday Big Show
- Award plaque with your business and ability choose your favorite vehicle as the winner
- Commemorative Kool April Nights Sponsorship plaque
- Mentions in media advertising including radio, print and television
- Logo flag flown at Civic Auditorium during Saturday's Big Show

## Additional Opportunities: Contact for pricing

- Entertainment
- Mugs
- Participant Bags
- Day of show tickets
- Swag for participants bags
- Banners

