



Dear RMCTC Car Show Sponsor -

Thank you for your generosity in the past through your support of Reading Muhlenberg Career & Technology Center's Car & Cycle Show. Since our first show in 2011, we have raised over \$60,000 in support of the Center's Career & Technical Student Organizations (CTSOs). The success of this fundraiser would not have been possible if it weren't for the collective support of our sponsors and the 1,000+ visitors who stop by our campus on this spectacular day! Please know, 100% of the funds we raise via this endeavor help to support sending our students to various leadership conferences and skills competitions at the district, state and national levels.

We recently started planning for this year's May 2, 2020 event. Sponsorship for this event has been growing each year since our first car show in 2011.

As you consider your support for the 10th Annual Car & Motorcycle Show, please review the advertising opportunities available to you: **(form attached)**

- **Flyer Advertisement:**
 - \$25.00 1/8 page
 - \$45.00 1/4 page
 - \$65.00 1/2 page
 - \$85.00 full page
- **T-Shirt Advertisement:**
 - \$90.00 Single Size
 - \$160.00 Double Size
- **Featured Advertisements:**
 - Food Sponsors - \$150.00...Company name displayed at all food stands
 - Pancake Breakfast Sponsors - \$200.00...Company name displayed at Pancake Breakfast
 - Gift Bag Sponsor - \$250.00...Company name printed on the gift bags
 - DJ/Entertainment Sponsor - \$400.00...Company name displayed on banner at the DJ stand
 - Trophy Sponsor (1) - \$500.00...Company graphic listed on all trophies
 - Platinum Sponsor (1) - \$600.00...Company name on single banner at main entrance and on all smaller banners displayed in the various venues in addition to flyers/notepads

Our May 2nd event will also feature a pancake breakfast, food sales, plant sale, music, car wash and over 30 themed gift baskets to be raffled. These other activities bring additional visitors with other areas of interest and increases the "looks" received on behalf of your business.

In order to take advantage of retaining last year's method of advertisement, return this letter with payment in the self-addressed stamped envelope **by March 20th**. Please include your business card or email me your logo in a pdf format, so we can update our files in preparation for the design work.

Finally, I want to thank you in advance for your continued support of our students at Reading Muhlenberg Career & Technology Center. I can be reached at 610-921-7306 or by email at gwitmer@rmctc.org if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Gerald P. Witmer Jr." in a cursive script.

Administrative Director

ADVERTISING ORDER FORM

Contact Name: _____

Business: _____

Phone Number: _____



Flyer Advertisement Request

- **Flyer Advertisement:** (check appropriate line)

_____ 1/8 page (\$25.00)
_____ 1/4 page (\$45.00)
_____ 1/2 page (\$65.00)
_____ full page (\$85.00)

T-Shirt Advertisement Request

- **T-Shirt Advertisement:** (check appropriate line)

_____ Single Size (\$90.00)
_____ Double Size (\$160.00)

Complimentary t-shirt size (circle one): XXL XL L M S YL YM

NOTE: Additional t-shirts may be pre-ordered at a cost of \$8.00/shirt. List size and amount on reverse side.

Featured Advertisement Request

- **Featured Advertisements:** (check appropriate line)

_____ Food Sponsors (\$150.00)
_____ Pancake Breakfast Sponsors (\$200.00)
_____ Printing Sponsors (\$250.00)
_____ DJ/Entertainment Sponsors (\$400.00)
_____ Trophy Sponsor (\$500.00)
_____ Platinum Sponsor (\$600.00)

Complimentary t-shirt size (circle one): XXL XL L M S YL YM

*Please return in self-addressed and stamped envelope by March 20, 2020
(Make check payable to "RMCTC")*