



**SPONSORS:**

PLEASE RESPOND ASAP – Before May 1, 2010  
TO SECURE YOUR POSITION ON PROMOTIONAL MATERIAL



**\$1000 - ENTERTAINMENT SPONSOR:**

\_\_\_\_\_ – Seneca Street Stage

Logo on:

- Your banner on front of Stage
- 2010 Posters and advertising
- 2010 T-shirt Large Logo (back)

**\$500.00 - COMMEMORATIVE T-SHIRTS:**

\_\_\_\_\_ - *Logo on:*

- 2010 T-shirt (back – Large Logo)
- 2010 Sponsor sign (t-shirt booth)

**\$150.00 - COMMEMORATIVE T-SHIRTS:**

\_\_\_\_\_ T-SHIRT LOGO: \$150.00

Logo w/ others on:

- 2010 T-shirts (back)

**\$100.00 - COMMEMORATIVE T-SHIRTS:**

\_\_\_\_\_ T-SHIRT AD: \$100.00

Business NAME (NOT logo)  
2010 T-shirts (back)

**SPONSORED**



Cruisin' Night Logo Sponsor

**Cruisin' Night General Sponsorship**

_____ \$250	_____ \$200	_____ \$150
_____ \$100	_____ \$50	_____ Other

Return with check/money order to: Geneva BID, One Franklin Square, Suite 211, Geneva, NY 14456  
E-mail logos to [genevabid@verizon.net](mailto:genevabid@verizon.net) (T-shirt logos: .JPEG) or register on line at [downtowngeneva.org](http://downtowngeneva.org)  
Phone: 315-789-0102

\_\_\_\_\_ *CHECK ENCLOSED* \_\_\_\_\_ *CHECK TO FOLLOW* \_\_\_\_\_ *SEND INVOICE*

*BUSINESS NAME* \_\_\_\_\_

*CONTACT PERSON* \_\_\_\_\_

*ADDRESS* \_\_\_\_\_

*PHONE* \_\_\_\_\_ *FAX* \_\_\_\_\_ *EMAIL* \_\_\_\_\_



March 23, 2010

Dear Friend of Geneva BID,

Geneva Business Improvement District's annual Cruisin' Night & Block Party will be held **Friday, July 23, 2010**. We have added to the excitement and extended the fun for Cruisin Weekend, July 24<sup>th</sup> & 25<sup>th</sup> at the Lake front and downtown. Saturday will consist of the PBA Bike Fest, the Boating Museum showcase, sail boat races, boat tours, boat workshops, and a parade downtown at 7 p.m. (hosted by Geneva Growth). There will be fun and activities for all ages both downtown and at the lakefront. Each year we ask our community for sponsorships to aid in offsetting the cost of an event that has become a wonderful, large, local tradition.

Please consider supporting this event, which draws over 6,000 people and over 200 classic car and motorcycle owners and enthusiasts to the heart and soul of Geneva.

Sponsorship packages, vendor opportunities, and community involvement are welcome. Please call 315-789-0102 or e-mail [genevabid@verizon.net](mailto:genevabid@verizon.net). Thank you for your kind consideration of this request. Geneva BID is a small, independent, 501 c 4 not-for-profit organization.

Enclosed is a Sponsorship Form.

Sincerely,

Laurie Anderson  
Assistant to the Executive Director