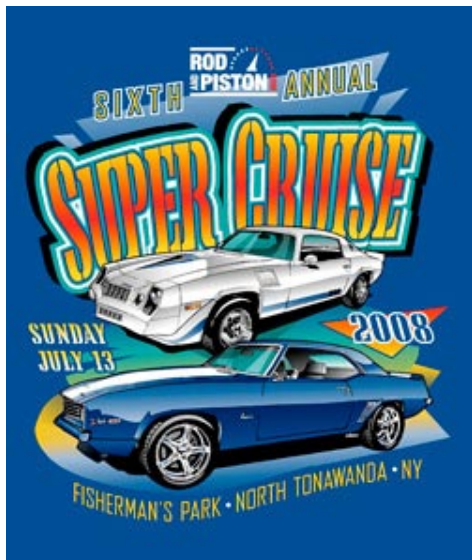




Sunday July 13th 2008, RodandPiston.com will once again host one of the largest automotive events in Western New York. We invite you to partner with us as an event sponsor to advertise and promote your business. From increasing sales to increasing brand awareness and identifying with a lifestyle, this event is an ideal marketing platform for reaching the lucrative WNY automotive enthusiast market



Event Demographics and Statistics:

The show is set at Fisherman's Park along the scenic Niagara River in North Tonawanda. The Park's excellent location brings attendees from all over Western NY, Canada and even other states as distant as Pennsylvania, Colorado, and Virginia.

Over the past five years, the event has grown significantly larger with more participants, more spectators, and more vendors. We had 300 showing participants in 2003, 400 for 2004, 450 for 2005, nearly 500 for 2006, and over 500 for 2007. This event draws thousands of spectators yearly as well.

Sponsorship Opportunities:

We invite you to tap into the sales and marketing power of this event by becoming a sponsor. Your fully integrated package of primary benefits can include:

Sales Rights: You will receive on-site sales rights and ample space to sell/promote your product at the RodandPiston.com 6th Annual Super Cruise.

Sampling and Display: The centrally located display area is an ideal venue for your sales force to interact with customers and provide hands on demonstrations of your product line. The display area can also be used to entice the crowd with on-site promotions and giveaways.

Guaranteed Visibility: You will be included in the RodandPiston.com 6th Annual Car Show advertising blitz.

- We distribute 5,000 two-sided 8.5x11 brochures from March through July at hundreds of events in and around Western New York.
- Your Sponsorship featured on www.rodandpiston.com - We have the largest automotive enthusiast website in Western New York, which averages over 1 Million pages viewed per month.
- Event Day recognition of your sponsorship, in the form of the following:
 - Prominent Display of all sponsors on Sponsors Display Board
 - Repeated mention of sponsors by DJ throughout the Event
 - Sponsor's Choice Awards

Questions or Comments

Call Joe: 716-390-6848 or John: 716-510-9349

E-mail: Show08@RodandPiston.com

6th Annual RodandPiston.com Super Cruise
Sunday July 13, 2008 ▪ Fisherman's Park ▪ North Tonawanda, NY

PLEASE PRINT

Company/Individual Name: _____

Address: _____

Contact Name: _____ Phone Number: _____

Web Address: _____ Email Address: _____

Sponsor Request Form

Please indicate level of sponsorship requested



- Titanium Sponsor - \$5,000**
 - Corporate logo on front page of flyer
 - Corporate logo/ad (large) on show flyer (5,000 copies) and on web site
 - 1 year large banner (468x60 pixels) advertisement on RodandPiston.com: **\$600 value**
 - Six complimentary souvenir show shirts
 - Company name on sponsor board at show
 - 5 Sponsor Choice Awards
 - 20' x 30' vendor space at RodandPiston.com Super Cruise

- Platinum Sponsor - \$2,000**
 - Corporate logo (large) on show flyer (5,000 copies) and on web site
 - 6 months large banner (468x60 pixels) advertisement on RodandPiston.com: **\$320 value**
 - Four complimentary souvenir show shirts
 - Company name on sponsor board at show
 - 4 Sponsor Choice Awards
 - 20' x 30' vendor space at RodandPiston.com Super Cruise

- Gold Sponsor - \$1,000**
 - Corporate logo (medium) on show flyer (5,000 copies) and on web site
 - 6 months small banner (125x125 pixels) advertisement on RodandPiston.com: **\$180 value**
 - Three complimentary souvenir show shirts
 - Company name on sponsor board at show
 - 3 Sponsor Choice Awards
 - 20' x 30' vendor space at RodandPiston.com Super Cruise

- Silver Sponsor - \$500 ***BEST VALUE*** Will Sell Out Quickly!**
 - Corporate logo (medium) on show flyer (5,000 copies) and on web site
 - 3 month small banner (125x125pixels) advertisement on RodandPiston.com : **\$105 value**
 - One complimentary souvenir show shirts
 - Company name on sponsor board at show
 - 2 Sponsor Choice Awards
 - 20' x 30' vendor space at RodandPiston.com Super Cruise

- Bronze Sponsor - \$250**
 - Company name/address/phone on back page of show flyer (5,000 copies) and on web site
 - 2 months small banner (125x125pixels) advertisement on RodandPiston.com : **\$70 value**
 - Company name on sponsor board at show
 - 1 Sponsor Choice Award

- Copper Sponsor - \$50: Select Quantity ____**
 - Company name on show flyer (5,000 copies) and on web site
 - 1 Sponsor Choice Award

Please **print** the name as you would like it to appear on the sponsor board or attach logo or original artwork.

Please make checks payable to: RodandPiston.com
Mail to: WNYCarClubs, P.O. Box 641, Kenmore, NY 14217.
Please return Sponsor Request Forms ASAP for best placement.

Thank you for your generous support!