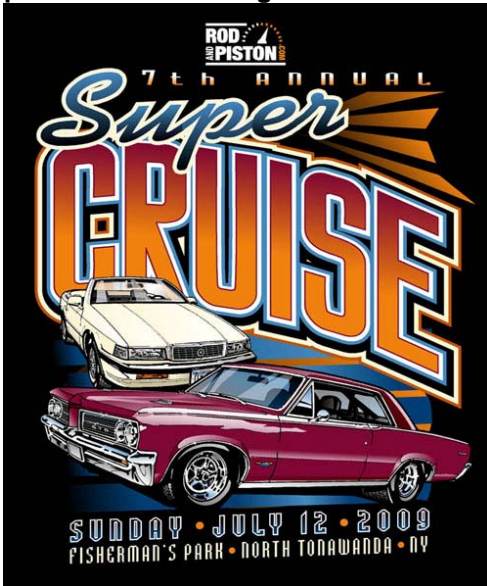




Sunday July 12th 2009, RodandPiston.com will once again host one of the largest automotive events in Western New York. We invite you to partner with us as an event sponsor to advertise and promote your business. From increasing sales to increasing brand awareness and identifying with a lifestyle, this 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 six years, the event has grown significantly larger with more participants, more spectators, and more vendors. With upwards of 500+ registered vehicles, we have built up to be one of the largest one day shows in the Western New York area. 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 7^h 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 7^h Annual Car Show advertising blitz.

- We distribute 10,000 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: Show09@RodandPiston.com

7th Annual RodandPiston.com Super Cruise
Sunday July 12, 2009 • 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 and on web site
 - 1 year large banner (468x60 pixels) advertisement on RodandPiston.com: **\$600 value**
 - 4 Page ad Spread in RodandPiston.com On-line Magazine for 2 monthly issues: **\$560 value**
 - Six complimentary souvenir show shirts
 - 20' x 30' vendor space at RodandPiston.com Super Cruise
 - Announced recognition of your sponsorship by DJ during the event

- Platinum Sponsor - \$2,000**
 - Corporate logo (large) on show flyer and on web site
 - 6 months large banner (468x60 pixels) advertisement on RodandPiston.com: **\$320 value**
 - 3 Page ad Spread in RodandPiston.com On-line Magazine for 2 monthly issues: **\$420 value**
 - Four complimentary souvenir show shirts
 - 20' x 30' vendor space at RodandPiston.com Super Cruise
 - Announced recognition of your sponsorship by DJ during the event

- Gold Sponsor - \$1,000**
 - Corporate logo (medium) on show flyer and on web site
 - 6 months small banner (125x125 pixels) advertisement on RodandPiston.com: **\$180 value**
 - 2 Page ad Spread in RodandPiston.com On-line Magazine for 2 monthly issues: **\$280 value**
 - Three complimentary souvenir show shirts
 - 20' x 30' vendor space at RodandPiston.com Super Cruise
 - Announced recognition of your sponsorship by DJ during the event

- Silver Sponsor - \$500 ***BEST VALUE*** Will Sell Out Quickly!**
 - Corporate logo (medium) on show flyer and on web site
 - 3 month small banner (125x125pixels) advertisement on RodandPiston.com : **\$105 value**
 - 1 Page ad in RodandPiston.com On-line Magazine for 2 monthly issues: **\$140 value**
 - One complimentary souvenir show shirts
 - 20' x 30' vendor space at RodandPiston.com Super Cruise
 - Announced recognition of your sponsorship by DJ during the event

- Bronze Sponsor - \$250**
 - Company name/address/phone on back page of show flyer and on web site
 - 2 months small banner (125x125pixels) advertisement on RodandPiston.com: **\$70 value**
 - 1/4 Page ad Spread in RodandPiston.com On-line Magazine for 1 monthly issue: **\$45 value**
 - Announced recognition of your sponsorship by DJ during the event

If interested in sponsorship, please return to us ASAP so you can get included in all marketing promotions such as flyers, signs, and website promotion.

Please **print** the name as you would like it to appear on the flyers and website or attach logo or original artwork.

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

Thank you for your generous support!