



# 11th Season 2026

## SPONSORSHIP INFORMATION

We are thrilled to announce that the Bassett Hwy 57 Cruise-In is gearing up for its 11th season starting in May 2026! This exciting series of events, held on the third Saturday of each month from May through October, is hosted at the main office parking lot of Bassett Furniture Industries, Inc. Each event welcomes an average of 300-500 classic cars and 1,500-2,000 spectators from all over the region, creating a vibrant setting where attendees from New York, Kentucky, West Virginia, North Carolina, South Carolina, and beyond gather to celebrate the best of automotive culture in a family-friendly environment.

The Bassett Hwy 57 Cruise-In Committee is actively securing sponsors for the 2026 season, and we are delighted to consider YOU as one of our valued partners. As an Associate Sponsor, your business will gain exposure to a diverse and engaged audience, allowing you to showcase your products and services in a unique venue along the beautiful Smith River. All sponsor contributions directly support the event, including costs for advertising, promotional materials, security, DJ services, and restroom facilities. Over the years, our event has grown tremendously, receiving frequent praise as a top-notch cruise-in destination.

Sponsorship requests will be approved through the Bassett Cruise In Committee. Please mark what tiers you would be interested in for the 2026 Season. Confirmation on Tier Level will be provided by March 2026.

### Sponsorship Tiers

**Tier 3: \$500 \_\_\_\_\_**

Logo on website, flyers, and posters

Business highlights on Instagram and Facebook throughout the Bassett Cruise-In season and at the start and end of the season

**Tier 2: \$300 (Unlimited Sponsors) \_\_\_\_\_**

Logo on website

Name on flyers and posters

Business highlights on Facebook and Instagram at the beginning and end of the season

**Tier 1: \$100 (Unlimited Sponsors) \_\_\_\_\_**

Door prize - This donation will be cash money given to a random car owner at each event.

Name of business will be announced during giveaway

Business Name will be on flyers and posters

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Cell#: Yes or No

Business Address: \_\_\_\_\_

After Bassett Cruise In Committee confirmation of your sponsorship, you will be contacted to sign agreement via email and a check will be required at that time.

We are excited to bring fresh, engaging activities to each event this season and hope you will join us as an Associate Sponsor for 2026. Should you have any questions or wish to discuss this opportunity further, please feel free to reach out at 760-498-9832 or [BASSETTCRUISEIN1@GMAIL.COM](mailto:BASSETTCRUISEIN1@GMAIL.COM). Additional details about the event are also available on our website at [www.bassettcruisein.com](http://www.bassettcruisein.com) or our Facebook page.

Thank you for considering this partnership. Together, we can make the 11th season of the Bassett Hwy 57 Cruise-In our best one yet!