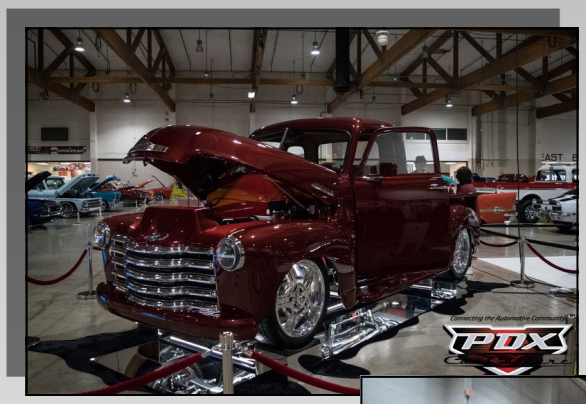
"Come See the "Best of the Best!"

Sponsor & Media Guide 2027

SALEM Roadster SHOW

Come See the Best of the Best!



SALEM Roadster SHOW

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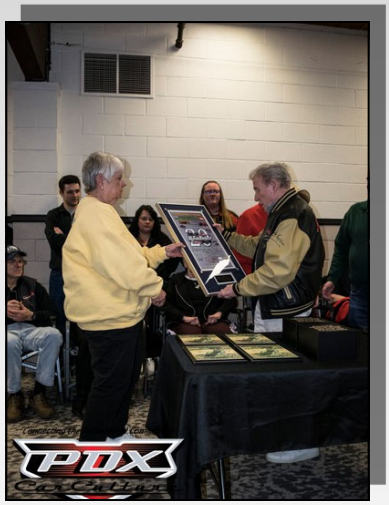

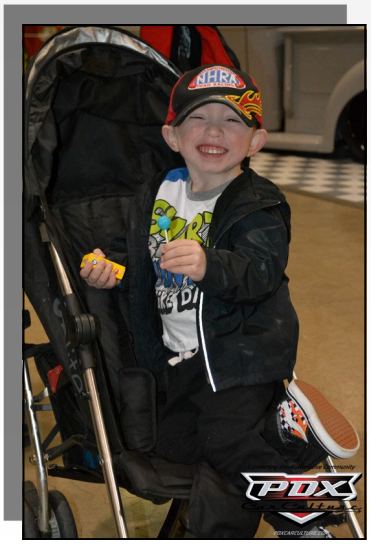

SALEM Roadster SHOW

Come See the Best of the Best!

The Salem Roadster Show is now after 20 consecutive years, the longest running indoor car show in the Pacific NW. What makes the Salem Roadster Show unique, is that all of the cars are personally invited to the show by Producers Greg Roach and Bob Symons, and no car can show more than once! Thus ensuring that our guests will see a fresh mix of the best cars each year. Bob & Greg attend all of the biggest shows up and down the west coast, thus ensuring that our guests do see the "Best of the Best."

Another unique feature to the show is that since each car is personally invited and viewed as a "Show Winner", rather than judging, each participant is award a customized event jacket with "Show Winner" and our Salem Roadster Show logo embroidered on the back.

In 2026 to celebrate the 20th Anniversary, we went back to utilizing the Columbia Hall Building, and will do so for 2027. We wil be expanding the Female Forum, and also inviting clubs from our region to display We will also be reaching out to our youth to bring cars that represent what they want to see. This will allow us to have close to 200 cars at our show!

The Salem Roadster Show continues to grow and has become a must stop for show cars on the west coast loop.

SALEM Roadster SHOW

Come See the Best of the Best!

Why "You" need to be a part of the 21st Annual Invitational Salem Roadster Show

- *Guests are guaranteed to see a fresh mix of the Best of the Best on the west coast.*
- *We continue to attract some of the best cars on the west coast.*
- *We've had Great 8 contenders for the prestigious Ridler Award as well as Goodguys Top 10 Award Winners, including the winner for Truck of the Year.*
- *A wide variety of vendors, including the best custom car builders, fabricators, and suppliers in the Pacific NW.*
- *The opportunity to meet your customers face to face, and discuss your products or service*
- *Studies show that our attendees have higher than average disposable income.*
- *The talent, dedication, and expertise of the Salem Roadster Show Staff & Producers.*
- *Because we are the **"Best of the Best".** The show gets bigger, and better every year, with new cars never seen at our show.*
- ***You can't afford not too!***

SALEM Roadster SHOW

Come See the Best of the Best!

WESTON
BUICK KIA GMC

Connecting the Automotive Community
PDX Car Culture
PDXCARCULTURE.COM

Jerry's Car Barn
EST. 1972
CUSTOM CAR COLLECTION
BORING, OREGON

The Insurance Garage

Safeco Insurance™
A Liberty Mutual Company

print.copy.design
MOREink
For all your printing needs think...more ink!

Withnell MOTOR COMPANY
DODGE

Tires LES SCHWAB

SAM'S TRANSMISSIONS

VANDERBECK RACE CARS INC.
Builders of Fine Rods & Race Cars
SALEM, OREGON 503-362-9050

Shilo Inns Suites Hotels
"AFFORDABLE EXCELLENCE"

Adam's Premium Car Care
Gary Parham
Authorized Dealer

UMPQUA BANK

Thank You!
You make our show possible!

SALEM Roadster SHOW

Come See the Best of the Best!

Salem Roadster Show Sponsor Opportunities

We are inviting you to be a sponsor of our 21st Salem Roadster taking place in March 6th & 7th. With the addition of the Columbia Hall, we will be featuring over 200 of the coolest Customs; Rods, Trucks, and Bikes, personally invited by our Show Producers from the west coast and Canada. We are one of the largest, and currently the longest consecutive running indoor auto event held on the west coast, and include a variety of vendors showing off the latest trends in automotive technology.

Being a "invitation only" show, our guests are guaranteed to see new vehicles each and every year, and truly the "Best of the Best."

Our demographics show that over 50% of our guests are between the ages of 25-45, with 46% of them earning between $50,000 to $100,000 annually. Better than 70% state that they have been to our show before, and look forward to it annually.

Our sponsors are included in all marketing items including print ads via newspaper and magazines, flyers, posters, social media, and special announcements during the show.

You will also receive exceptional exposure through our Salem Roadster Show website and Facebook page. Sponsorship will also provide show floor space and show passes (dependent on commitment) that you can share with your employees or valued customers. Our sponsors are very important to the success of our event, and we will do everything we can to give you the most exposure possible both before and during our event.

SALEM Roadster SHOW

Come See the Best of the Best!

21st Salem Roadster Show Sponsor Opportunities

Title Sponsor $10,000

- Your company name and logo featured as Title Sponsor on all Salem Roadster Show marketing materials.
- Your company logo featured in all newspaper, radio and TV ads.
- Invitation to our "no host" Saturday night participants dinner.
- Show Floor space tbd by need.
- 20 passes to the show.
- Company name and logo posted on our website with link to your site
- Opportunity to hang banners at the Show
- Title Sponsor recognition on sponsorship board at the show
- Distribution of approved promotional items (provided by sponsor) in participant goodie bags.

Presenting Sponsor $5,000

- Your company logo will be featured as a sponsor on Salem Roadster Show marketing materials
- Your company logo featured in all newspaper, radio and TV ads.
- Show Floor space tbd by need
- 10 passes to the show.
- Company name and logo posted on our website with link to your site
- Opportunity to hang banners at the Show.
- Company name posted as sponsor on the sponsorship board at the show.
- Distribution of approved promotional items (provided by sponsor) in participant goodie bags.

SALEM Roadster SHOW

Come See the Best of the Best!

21st Salem Roadster Show
Sponsor Opportunities

General Sponsor $2,500

- 5 passes to the show
- Company logo and link to your website posted on our website
- Name posted as sponsor on the Sponsorship board at the show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

2027 Salem Roadster Show
Sponsorship Agreement

The Salem Roadster Show and its Producers extend an official sponsorship offer to _____.
for the 2027 Salem Roadster Show to be held March 6th & 7th 2027 at the Oregon State Fairgrounds in Salem Oregon.

To secure said sponsorship and participation in the Salem Roadster Show, the prospective sponsor agrees to participate as follows:
_____ will provide a sponsorship fee of _____
to be paid no later than _____.

In return for that fee, the Salem Roadster Show will give
_____ an Official Sponsorship Package for the event. This package will include; agreed upon amount of exhibition floor space for a major display, inclusion in marketing and promotional materials as agreed upon by level of sponsorship, and an agreed upon number of show passes for sponsorship personnel to attend and manage the display.

The sponsors logo will be included on all marketing materials, including newspaper and magazine ads, promotional flyers, posters, websites and social media, dependent on level of sponsorship. A link to the sponsors website is included.

Agreed to on the ____ day of _____, _____

_____Sponsor Representative

_____Salem Roadster Show Representative

Salem Roadster Show 4742 Liberty Rd. S #530 Salem, OR 97302-5037
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www.salemroadstershow.com