

# **SALEM** **Roadster** **SHOW**

*Come See the "Best of the Best!"*



## Sponsor & Media Guide 2023



# **SALEM** **Roadster** **SHOW** ***Come See the Best of the Best!***





# SALEM

## UNIQUE STREET & CAR CULTURE

# SHOW





# **SALEM** **Roadster** **SHOW** ***Come See the Best of the Best!***





# **SALEM** **Roadster** **SHOW**

***Come See the Best of the Best!***

***The Salem Roadster Show is now after 16 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 2020 we added the Salem Unique Street & Car Culture Show, and in 2022 it was even bigger and better. A completely separate show, celebrating the cars and people you would not normally see in an indoor car show. The addition of this show brought increased attendance, and a whole new group of people that came out to see the kind of vehicles that they are interested in.***

***The Salem Roadster Show and the Unique Street & Car Culture Show continue to grow and has become a must stop for show cars on the west coast loop.***



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## **Why "O'Reilly Auto Parts" needs to be a part of the 17th Annual 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!***



***Thank You!***  
***You make our show possible!***



# **SALEM** **Roadster** **SHOW**

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## ***Salem Roadster Show & Unique Street & Car Culture Show Opportunities***

We are inviting you to be a sponsor of our 17th Salem Roadster taking place in March 4th & 5th 2022. (We are putting the Unique Street & Car Culture Show on hold for 2022 as we migrate back to our pre-Covid show dates.) Once again, we will be featuring over 100 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.



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## ***17th 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**

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## ***17th 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







## 2023 Salem Roadster Show Sponsorship Agreement

The Salem Roadster Show and its Producers extend an official sponsorship offer to O'Reilly Auto Parts for the 2023 Salem Roadster Show to be held March 4th & 5th, 2023 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: O'Reilly Auto Parts will provide a sponsorship fee of \_\_\_\_\_ to be paid no later than \_\_\_\_\_.

In return for that fee, the Salem Roadster Show will give O'Reilly Auto Parts 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



**COME SEE THE BEST OF THE BEST!**



**The Best will compete for the  
4th Annual Pacific NW Emerald Award!**



**PRESENTS:**

**THE 16TH ANNUAL INVITATIONAL**

# **SALEM** **Roadster** **SHOW**



**MARCH 4TH & MARCH 5TH, 2023**  
**JACKMAN LONG BLDG: OREGON STATE FAIRGROUNDS**

**SAT: 9AM TO 6PM**

**SUN: 9AM TO 5PM**

**ADMISSION: \$15.00 15 & UNDER: FREE**

**GETS YOU INTO BOTH BUILDINGS!**

**SUNDAY IS "LADIES DAY" \$5.00 ADMISSION FOR THE LADIES**



**DAVE'S CAR STUFF - D&B CUSTOM SHIRT WORKS - C&S MACHINE**  
**CASCADE NUT & BOLT - HILLYER'S TIRE & WHEEL - PRECISION AUTO BODY & PAINT**

**INFO: 503-871-7573 OR 541-928-3149 [WWW.SALEM-ROADSTERSHOW.COM](http://WWW.SALEM-ROADSTERSHOW.COM)**