

Sponsor Registration Packet

CYNTHIANA RUN! ^{KY}



Our History » Our Impact » Our Future

Each August, historic downtown Cynthiana transforms into a celebration of automotive tradition, community, and timeless craftsmanship.

Founded in 2012, the Cynthiana Rod Run began as a small gathering of automotive enthusiasts, welcoming just a few hundred vehicles into downtown Cynthiana. What started as a local event has grown year after year into one of the region's most anticipated automotive gatherings.

Today, the Cynthiana Rod Run welcomes an estimated 1,800+ vehicles annually, including classic cars, trucks, motorcycles, tractors, and semi trucks, along with thousands of spectators who travel from across Kentucky and beyond to experience the event.

Set in historic downtown Cynthiana, the Rod Run offers a nostalgic atmosphere that sets it apart from traditional car shows. Organized by a dedicated volunteer committee of 35 individuals, the event is carefully planned and executed year-round to ensure a high-quality experience for participants, spectators, and sponsors alike. With streets closed to traffic and lined with classic vehicles, local shops, restaurants, and attractions for the kids, attendees experience a unique blend of automotive culture and small-town charm. The historic surroundings create a one-of-a-kind backdrop that continues to bring participants back year after year.

As the event continues to grow, the Cynthiana Rod Run remains committed to preserving its welcoming, community-focused atmosphere while expanding its reach and impact for future generations.

Sponsoring the Cynthiana Rod Run is more than advertising - it is an investment in community, tradition, and growth.

Sponsors benefit from:

- Exposure to thousands of attendees from across the region and beyond
- Alignment with a well-established, family-friendly community event
- Direct connection to automotive enthusiasts and consumers
- Positive brand association through community investment
- Supporting new scholarship initiatives benefiting students entering skilled trades

As the event continues to grow, sponsors play a vital role in helping the Cynthiana Rod Run expand its impact while ensuring the event remains a highlight of the summer for years to come.

Over 1,800 vehicles annually

Thousands of spectators each year

Established 501(c)(3) organization

Attendees from across the nation

Sponsor Exposure & Community Impact

The Cynthiana Rod Run connects sponsors with thousands of attendees while creating lasting impact within our community.

YOUR BRAND IN FRONT OF THOUSANDS

The Cynthiana Rod Run provides sponsors with direct exposure to **thousands** of automotive enthusiasts, families, and visitors from across Kentucky and beyond. With more than 1,800 vehicles and thousands of spectators filling historic downtown Cynthiana each year, sponsors receive meaningful visibility before, during and after the event.

Event signage throughout downtown Cynthiana

Recognition on official event marketing materials

Social media promotion and sponsor spotlights

Website sponsor listings and recognition

Inclusion in pre-event promotions and advertising

Announcements during the event

NEW FOR 2026 - THE OFFICIAL CRR MOBILE APP

App features include:

- Interactive event map and schedule
- Sponsor listings with direct visibility to attendees
- Vendor and food information
- Real-time event updates and announcements

Sponsors gain significant advantages through prolonged visibility, as attendees engage with the app in the months leading up to the event, on the day itself, and even afterward. This approach enhances brand awareness well beyond conventional event advertising.

INVESTING IN THE NEXT GENERATION

The Cynthiana Rod Run is proud to introduce scholarship opportunities for local high school seniors pursuing careers in skilled trades such as automotive technology, welding, mechanics, and other vocational fields.

Sponsor support does more than help make the event possible - it directly contributes to changing the lives of young people in our community by helping them pursue meaningful careers and continue the skilled trades that keep industries like automotive culture alive.

By sponsoring the Cynthiana Rod Run, businesses are not only gaining exposure but also *investing* in the future workforce and *strengthening* the community that supports them.

Your sponsorship fuels more than an event – it fuels opportunity.



Sponsorship Opportunities

Our sponsorship levels are designed to provide meaningful exposure for businesses of all sizes while directly supporting the continued success of the Cynthiana Rod Run and its community initiatives.

Elite Sponsors

Limited availability Negotiable

- Full-page ad in the digital event magazine
- Spotlight placement in the NEW CRR App with link to your website
- Spotlight placement on homepage of CynthianaRodRun.com with link to your website
- Premium logo placement on:
 - All event sponsor signage
 - All printed & digital advertising
 - Event posters
 - Event t-shirts
- Multiple social media spotlights leading up to the event
- Opportunity for promotional booth or materials at the event
- Priority renewal consideration for future years
- Recognition as contributing sponsor to the CRR Trade Scholarships

Premier Sponsors

\$1,000

- Full-page ad in the digital event magazine
- Standard logo placement on:
 - Courthouse event sponsor banner
 - All printed & digital advertising
 - Event posters
 - Event t-shirts
- Recognition on the CRR App sponsor tab
- Social media shoutouts prior to the event
- Recognition as contributing sponsor to the CRR Trade Scholarships

Preferred Sponsors

\$750

- Full-page ad in the digital event magazine
- Basic logo placement on:
 - Courthouse event sponsor banner
 - Event poster
 - Event t-shirt
- Recognition on the CRR App sponsor tab
- Social media shoutouts prior to the event
- Recognition as contributing sponsor to the CRR Trade Scholarships

Signature Sponsors

\$500

- Full-page ad in the digital event magazine
- Name listed on:
 - Courthouse event sponsor banner
 - Event poster
- Recognition on the CRR App sponsor tab
- Recognition as contributing sponsor to the CRR Trade Scholarships

Supporting Sponsors

\$250

- ½-page ad in the digital event magazine
- Recognition on the CRR App sponsor tab
- Recognition as contributing sponsor to the CRR Trade Scholarships

Heritage Sponsors

\$100

- Business card-size ad in the digital event magazine
- Recognition on the CRR App sponsor tab
- Recognition as contributing sponsor to the CRR Trade Scholarships

Ad specifications

Measurements are width x height



Full Page

8.5 x 11 with $\frac{1}{4}$ inch bleed

Half Page

8.5 x 5.5

Business Card

4.25 x 2.75

Ad submission deadline: June 15

Advertising materials must be received by **June 15** to ensure placement in the CRR Sponsor Magazine.

If advertising materials are not received by this deadline, the Cynthiana Rod Run will either use the sponsor's most recent ad on file (if available and as is) or create a standard ad featuring the business name and phone number.

Ad Requirements

- Accepted file formats: PDF, JPG, or PNG
- High-resolution files required (minimum 300 DPI recommended)
- Ads must be sized exactly to the purchased ad space
- Color ads preferred
- Ads must be print-ready upon submission
- Design assistance may be available upon request with advance notice

How to Submit

- Ads should be submitted via email to: cynthianarodrunads@gmail.com
- Please include the business name and sponsorship level in the subject line

We appreciate your timely submission and support in helping us produce a high-quality sponsor publication



Sponsor Registration

CONTACT INFORMATION

COMPANY NAME: _____

CONTACT NAME: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

MAILING ADDRESS: _____

WEBSITE: _____

SPONSORSHIP LEVEL

<input type="checkbox"/> ELITE LEVEL SPONSORSHIP	TBD
<input type="checkbox"/> PREMIER LEVEL SPONSORSHIP	\$1,000
<input type="checkbox"/> PREFERRED LEVEL SPONSORSHIP	\$750
<input type="checkbox"/> SIGNATURE LEVEL SPONSORSHIP	\$500
<input type="checkbox"/> SUPPORTING LEVEL SPONSORSHIP	\$250
<input type="checkbox"/> HERITAGE LEVEL SPONSORSHIP	\$100
<input type="checkbox"/> I WOULD LIKE A PRINTED VERSION OF THE CRR SPONSOR MAGAZINE	\$25
	TOTAL \$ _____

PLEASE MAIL TO:

CYNTHIANA ROD RUN, INC
PO BOX 221
CYNTHIANA, KY 41031

QUESTIONS? CONTACT:
JESSY TAYLOR, SPONSOR COORDINATOR
859-588-5508

By signing below, the undersigned agrees to become a sponsor of the Cynthiana Rod Run and affirms they have the authority to enter into this agreement on behalf of their organization. Sponsorship payment is due upon signing. To be included in the CRR Sponsor Magazine, sponsorship must be paid in full and ads submitted no later than **June 15**. Payments received after this deadline may not be eligible for magazine placement.

Signature _____

Date _____