

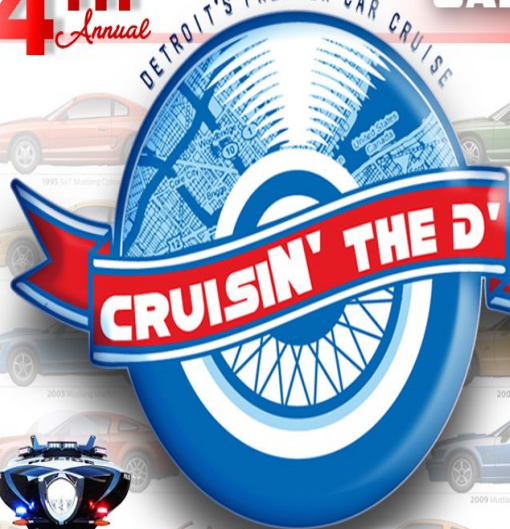
# Cruisin' The D'

## 2017 SPONSORSHIP OPPORTUNITIES

4<sup>TH</sup> Annual

DETROIT'S PREMIER CAR CRUISE

CALLING ALL BIKERS AND CAR CRUISERS



Palmer Park  
AUG. 18<sup>TH</sup> - 20<sup>TH</sup> 2017



### CELEBRATING M1 ROAD

FIRST MILE OF CONCRETE ROAD IN THE WORLD.  
WOODWARD AVE. (BETWEEN 6 MILE ROAD & 7 MILE ROAD)



THE FIRST MILE OF  
CONCRETE HIGHWAY

In 1909 Wayne County built the first mile of concrete highway in the world here on Woodward between Six and Seven Mile roads. From that time on, the highway has been a landmark for the heavy traffic period. The experiment in concrete highways, including the first mile of concrete highway, was a success.

12 NOV Events, LLC

MORE INFO: 313.961.3580 / 313.608.8537 REGISTER ONLINE @ [CRUISINTHED.COM](http://CRUISINTHED.COM) (TEXT 313131 CRUISIN)



Become a 2017 **Cruisin' The D'**™ Event Sponsor and cruise with us down this stretch of history (M1 – the first laid mile of pavement in America, Woodward between 6 & 7 Mile Roads), and then let your passion drive you to **Cruisin' The D'**™ festivities at Palmer Park, during this special auto heritage celebration.

**Cruisin' The D'**™ recognizes Detroit's auto heritage as the worldwide force behind automobile industry and driving; Showcasing Classic Cars & Motor Bikes, while **Cruisin'** around beautiful Palmer Park, Detroit, and the **Cruisin' The D'**™ "Detroit Loop."



**Cruisin' The D'<sup>TM</sup> 2017 will offer a 2-day "Motor City" celebration of cars and music, including local caterers, vendors, children's activities, and fun for the entire family.**

#### **SPONSORSHIP OPPORTUNITIES**

##### **CONCOURS EVENT SPONSOR - \$10,000**

- Prominent Event Banner at Palmer Park (Woodward Ave., Car Showcase, and Registration Areas) & at the African World Festival – Museum of African American History (on Sunday)
- Reserved "Marked Signage" Parking for 10 cars at Palmer Park
- Sponsorship Level Announcement during all media coverage
- Company Logo on all printed materials
- Company Logo on **Cruisin' The D'** Website
- Catered Hospitality Tent at Palmer Park event (up to 10 guests: 12-3pm)
- VIP Access (up to 10 guests) to Afterglow Event

##### **CLASSIC CAR SPONSOR - \$5,000**

- Event Banner at Palmer Park (Car Showcase and Registration Areas) & at the African World Festival – Museum of African American History (on Sunday)
- Reserved "Marked Signage" Parking for 5 cars at Palmer Park
- Sponsor Level Announcement during all media coverage
- Company Logo on all printed materials
- Company Logo on **Cruisin' The D'** Website
- Catered Hospitality Tent at Palmer Park event (up to 5 guests: 12-3pm)
- VIP Access (up to 5 guests) to Afterglow Event

##### **VINTAGE SPONSOR - \$2,500**

- Event Banner at Palmer Park (Registration Area) & at the African World Festival – Museum of African American History (on Sunday)
- Reserved "Marked Signage" Parking for 2 cars at Palmer Park
- Sponsor Level Announcement during all media coverage
- Company Logo on all printed materials
- Company information on **Cruisin' The D'** Website
- Catered Hospitality Tent at Palmer Park event (up to 2 guests: 12-3pm)
- VIP Access (up to 2 guests) to Afterglow Event

##### **PATRON SPONSOR - \$1,500**

- Reserved "Marked Signage" Parking for 2 cars at Palmer Park
- Company information on **Cruisin' The D'** Website
- VIP Access (up to 2 guests) to Afterglow Event



### SPONSORSHIP LEVELS

- ☐ CONCOURS EVENT SPONSOR - \$10,000
- ☐ CLASSIC CAR SPONSOR - \$5,000
- ☐ VINTAGE SPONSOR - \$2,500
- ☐ PATRON SPONSOR - \$1,500
- ☐ CAR ENTHUSIAST SUPPORTER - \$500

### SPONSOR INFORMATION

LEVEL/FINANCIAL COMMITMENT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

### PAYMENT INFORMATION

- ☐ Check Enclosed (*Please make check payable to: **Cruisin' The D'***)  
Amount Enclosed \$ \_\_\_\_\_

- ☐ AMEX / VISA / Master Card  
Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

- ☐ I / my company **will not** be able to participate as a Sponsor, but **please accept my donation of \$** \_\_\_\_\_

**Please send this form and payment to: **Cruisin' The D'****

Atty. Gregory Reed,  
269 Walker Street, #753, Detroit, MI 48207

For Inquiries, please contact: Nikki Howard-Combs @ 248-648-1268 or [nikkihc@12nvevents.com](mailto:nikkihc@12nvevents.com)

**Cruisin' The D'** is a non-profit, 501(c)3 charitable organization



**Be a Super Roll sponsor and**  
start the Woodward Dream Cruise  
back where it all began by

Please contact Nancy Darga, 313-872-8759 to  
secure your Sponsorship, or if you need additional  
information.

## **Cruisin' The D<sup>TM</sup>**

Ford Piquette Plant  
Saturday August 19, 2017  
Cars line up at 8:00am  
Police escort Cruisers down Woodward Ave.  
at 10:00am

Free donuts and coffee  
Free Plant Tours 9:00am - 4:00pm



Saturday, August 19, 2017  
10:00am - 8:00pm  
Palmer Park, Detroit  
(Classic Car Showcase, Food & Family Fun)

Become a Super Roll Sponsor and Ignite your passion, along with your engines, during this annual odyssey in which auto enthusiasts come together to travel down Woodward Avenue and the first laid mile of pavement in America. Beginning at the Ford Piquette Plant, the birthplace of the Ford Model T, "Super Roll Cruisers" will head out from the spiritual heart of the American automotive industry, and join up with fellow cruisers, along Woodward Ave. Become a sponsor and cruise with us down this stretch of history, then let your passion drive you to join the Cruisin' The D<sup>TM</sup> festivities at Palmer Park, on this special auto heritage day; Build awareness of Detroit's auto heritage and learn how this heritage became the worldwide force behind automobile industry and driving.

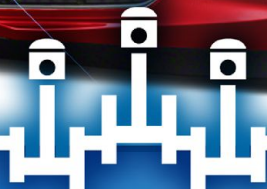
As a Super Roll sponsor your name/logo will be featured on the banner across the Welcome Desk at the Ford Piquette Plant, on all EVENT posters, and on the Ford Piquette Plant web site.

Super Roll Rally Stop Sponsor	\$ 150
You Auto Know Educational Tours Sponsor	\$ 2,200
Total Super Roll Sponsorship Package	\$ 2,350





Palmer Park AUG. 18<sup>TH</sup>-20<sup>TH</sup> 2017



## FOURTH ANNUAL Cruisin' The D', AUGUST 18 – 20, 2017

Detroit's Official Car Cruise and Showcase;  
Limited \$200 Gift Cards for Early Bird Registration at [www.cruisinthed.com](http://www.cruisinthed.com)

### AUGUST 18, 2017 - BIKER RIDE-OUT, Palmer Park

Limited \$200 Gift Cards for first 75 Registrants at [www.cruisinthed.com](http://www.cruisinthed.com)

### AUGUST 19, 2017 – SUPER ROLL / CAR CRUISE & SHOWCASE Ford Piquette Plant to Palmer Park

SUPER ROLL Morning Cruise, 8-10am, Ford Piquette Museum  
Woodward to Palmer Park

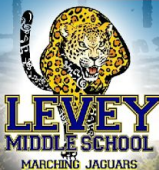
MARCHING BAND leads celebration of 1st M-1 Concrete Mile at  
Palmer Park, 10am CAR SHOWCASE at Palmer Park, 10am – 6pm

**VOTE for Best Car & Best Church Car by texting 313131 Cruisin'; \$200 Gift Cards for first 100 voters**

OFFICIAL CRUISE around the Detroit Loop at 5pm, Palmer Park  
AFTERGLOW hosted by BUF @ Prestige Automotive Dealership  
in Warren, MI, 7pm – 12am (for Cruisin' The D' Showcase participants)

### AUGUST 20, 2017 - AFRICAN WORLD FESTIVAL, Charles H. Wright Museum of African American History, 10am – 2pm

Best Cars and Church Car on Display  
10:00-2:30pm Award Ceremony  
[ 100,000 attendee ]



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2017 4<sup>TH</sup> ANNUAL DETROIT

# DRIVES & DREAMS

*Celebrating Cars & Causes*

**BUF**  
OF MICHIGAN

PRESENTED BY:



*August 19, 2017*

**7PM - 12AM**

Prestige Cadillac | 29900 Van Dyke Road | Warren, MI 48093

Classic Car Showcase • Complimentary Hors d'oeuvres • Live Entertainment  
Best in Show Competition • Club Red Lounge • Dancing

**TICKETS:** [DrivesandDreams2017.eventbrite.com](https://www.eventbrite.com/DrivesandDreams2017)

**CONTACT:** [ctutt@truerootmarketing.com](mailto:ctutt@truerootmarketing.com)

**[bufmi.org](http://bufmi.org)**

SUPPORTING PARTNER:

**Prestige**  
Cadillac

