



Charter Member of Michigan Festival & Events Association
PO Box 271, Richmond, Michigan 48062
Telephone: 586-727-1320
www.richmondgoodolddaysfestival.com

Dear Business Owner/Manager,

We hope this letter finds you well after what has been an unprecedented year. Back in 2019, the Country Cruiser Car Club informed us that after 30 successful years running the Richmond Area Good Old Days Festival Car Show and Cruise, they were retiring. While saddened that they were leaving, we knew that these events had to go on.

As the new chairman, I wanted to reach out to you regarding sponsorship for this year's events. The Festival has many avenues of sponsorship available for our signature events and Grand Parade. For the car show and cruise, we'd like to offer a smaller scale sponsorship level that focuses mainly on a singular event. Shown below is our car show and cruise only event sponsorship levels. This year's car cruise will be on September 8th at 6pm. The car show will be September 11th at 9am. Please review each and contact the festival's main sponsorship chairman Jeff DeBuck (810)522-7162 or Car Show Chairman Matt Rix (586)531-3441 for further information.

Car Show and Car Cruise Sponsorship

Entry Level Sponsorship \$50

Your business name will be displayed on the sponsor board at both events and will be announced during the car show.

Mid Level Sponsorship \$125

Your business name will be displayed on the sponsor board at both events and will be announced during the car show. Business name will appear on event personal t-shirts. Business will receive a sponsor plaque to be displayed.

Upper Level Sponsorship \$200

Your business name will be displayed on the sponsor board at both events and will be announced during the car show. Business name will appear on event personal t-shirts. Business will receive a sponsor plaque to be displayed. Business will have a banner made and displayed at Sunday's car show for the duration of the event.

Custom Sponsorship \$400+

We would be happy to discuss more sponsorship opportunities. Please call the event chairman Matt Rix at (586)531-3441.

Thank you for your time and consideration in sponsoring the 2022 Richmond Area Good Old Days Festival Annual Car Cruise and Car Show. Deadline for confirmation is August 5th. Please make checks payable to Richmond Area Good Old Days Festival.