



PRESENTING SPONSOR | **GENTEX CORPORATION**
 DeVos Place, Grand Rapids
 February 4-7, 2021

SPONSORSHIP OPPORTUNITIES & PACKAGES

| SPONSORSHIP PACKAGES | PRESENTING SPONSOR \$50,000 | CRYSTAL SPONSOR \$30,000 | DIAMOND SPONSOR \$20,000 | FEATURE SPONSOR \$10,000 | HOSTING SPONSOR \$5,000 |
|----------------------------------|---|--|--|--|--------------------------|
| Exclusive Category | Exclusive | Exclusive | | | |
| Logo Recognition | All Show Mentions | All Show Mentions | Included with Diamond Mentions | Included with Feature Mentions | |
| Show Program | Full Page Ad | 1/2 Page Ad | 1/4 Page Ad | 1/8 Page Ad | |
| Signage Rights | At Entry Lobby, Exhibit Hall & Floorplan Signs | At Feature Locations & Floorplan Signs | At Feature Locations & Floorplan Signs | At Feature Locations & Floorplan Signs | |
| Admission Tickets | 200 Tickets | 150 Tickets | 100 Tickets | 50 Tickets | 25 Tickets |
| Exhibit Space | Premium Entry/ Lobby Space | Premium Exhibit Hall Space | Exhibit Hall Space | Double Booth (10' x 20') | Single Booth (10' x 10') |
| Inclusion in Advertising: | | | | | |
| TV | **As Presenting Sponsor, your logo and audio mention will run with the Show logo & Mention in the Show's entire Ad Campaign** | Video Logo in all :30 Second Ads | Video Logo in all :60 Second Ads | | |
| Radio | | Audio in all :30 Second Ads | Audio in :60 Second Ads | Audio with Feature Mentions | |
| Print | | Logo w/Crystal Sponsor Recognition | Logo w/Diamond Sponsor Recognition | Logo w/Feature Sponsor Recognition | |
| Email | | All Emails Logo & Link | All Emails Logo & Link | All Emails Logo & Link | |
| Releases | | Mention | Mention | Mention | Mention |
| Website | Logo placement and link | Logo placement and link | Logo placement and link | Logo placement and link | Logo placement and link |
| Social Media | Show related post | Show related post | Show related post | Show related post | |

EXPOSURE

Television: Network, cable TV & streaming
Radio: Advertising and promotional campaigns
Newsprint & Digital: GR Press, MLive & targeted websites
Magazine: Major regional magazines
Billboard: Exclusive to Presenting Sponsor
Website & Social Media: GRAutoShow.com | @grautoshow

STAND IN THE LIMELIGHT

Ask about other sponsorship opportunities.

Visit: GRAutoShow.com/sponsorship
 Call: 616-447-2860
 Email: DawnB@ShowSpan.com
 #GRAutoShow