



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