

365-24-7!

Your sponsorship lasts all year long!
You get continued exposure and recognition
and so does Petaluma!

Here's how and why (and some little known facts about us)

- ✓ 100% volunteer, there are only 13 members of Cruisin' The Boulevard who are responsible for directing and producing Petaluma's Salute to American Graffiti, however several hundred people donate over 5000 volunteer hours throughout the course of the year to CTB.
- ✓ We raise all of the money necessary to fund the costs of operating our Corporation, maintaining our website and our American Graffiti Cop Car and producing each Salute, including fees paid to the City of Petaluma for police and support services.
- ✓ Our website, www.americangraffiti.net, is the Internet's American Graffiti authority and is consistently at or near the top of every major search engine including Google, Yahoo, Bing and Ask. It is continually updated and receives thousands of hits annually.
- ✓ Our American Graffiti Cop Car has become an ambassador for Petaluma! Throughout the year, we take it to other cities to promote Petaluma and our Salute Celebration. In the past, we have participated in the American Graffiti show at Hot August Nights in Reno and events in Manteca/Modesto, Vallejo, Novato, Willits, Gualala, Sebastopol, Sonoma and others.
- ✓ Our American Graffiti Salute brings more people from around the world into Petaluma than any other event. Since 2006, our inaugural year, we estimate more than 80,000 have visited from across the USA and from as far away as New Zealand, Australia, Japan, Austria, Sweden, England, Canada, and others. Classic car owners who have or will this year be bringing their cars are from Pennsylvania, Minnesota, Colorado, Arizona, Nevada, Washington, Oregon, Canada and, of course, from all over California.
- ✓ We designed and printed a full-color American Graffiti/Visit Petaluma brochure that promotes Petaluma and shows where all of the memorable scenes were filmed. This is distributed to motels/hotels and is also given out at events, car shows and parades in other cities. It is also sent with merchandise orders.
- ✓ We are the only Petaluma organization and probably one of the few in Sonoma County that for each annual Celebration, produces a very high quality, full-color program (up to 60 pages or more) that is both sold and given away at other events and shows.
- ✓ In 2008, we received the top community service award from a major national corporation and as a result were featured in several national automobile magazines. In that same year, our Salute Celebration was featured in a multi-page pictorial in Custom Classic Trucks, an internationally distributed magazine.
- ✓ In just six years, we have reinvested over \$100,000 back into Petaluma including AEDs for all Petaluma Police Cars, City Hall and four Petaluma High Schools; an electric gurney for the Petaluma Fire Department; bicycle helmets for children from families with undermet needs; and financial grants to Project Graduation, Meals on Wheels, Christmas Cheer and Henry Travers's Scholarships to graduating high school students.

Petaluma's Salute to

American
Graffiti



Visibility!

Your sponsorship works all year long! Our website, which promotes Petaluma and brings to visitors town, is the Internet's leading American Graffiti authority. It also gets hundreds of hits and is regularly at the top of all major search engines including Google, Yahoo, and Bing. Throughout the year, we take the Petaluma American Graffiti Cop Car to shows, events, and parades in other cities where we hand out Petaluma Visitor information and our full color programs

Salute 2012 Partnerships & Sponsorships

Please call (707) 762 3394 to discuss details and benefits of becoming a \$5,000, \$10,000, or \$20,000 Partner!

Where Were You in '62 - Signature Presenting Partner: \$20,000*

The Freshman Hop - \$10,000 Salute Partner*

Peel out - \$5,000 Salute Partner*

Someone Roaming the Streets Wants Me - \$2,500 Salute Sponsor*

Paradise Road - \$1,500 Salute Sponsor*

The Wolfman - \$1,000 Salute Sponsor*

Herbie & the Heartbeats - \$750 Salute sponsor*

Falfa's '55 Chevy - \$500 Salute Sponsor

Steve's '58 Impala - \$375 Salute Sponsor

Laurie's '58 Edsel - \$150 Salute Sponsor

Trading Card Sponsor - \$150

FREE! All partner/sponsor levels include at least one announcement on XERB Radio

Partner/Sponsor Provisions

Vehicle Entry: Partnerships/Sponsorships that include vehicle entries into Salute 2012 must be confirmed no later than April 1, 2012 in order to guarantee entry.

Souvenir program deadline: Electronic, camera ready advertisements must be received at John@Americangraffiti.net by 5pm, April 8, 2012. We will confirm receipt of your electronic file by return email.

In-Kind donations/Contributions: Donors of equipment, materials, services, and products that will be utilized by Cruisin' the Boulevard, Inc. In the production of Petaluma's Salute to American Graffiti will receive Partnership/Sponsorship recognition and benefits at the market value of the donation.

Merchandise Donations: merchandise donated for the use by Cruisin' the Boulevard, Inc. In raffles, auctions gift baskets, and give-aways will be valued at 25% of the retail price for purposes of determining Partnership/Sponsorship benefits.

7th Annual Petaluma's Salute to American Graffiti 2012 Salute Sponsorships & Benefits

Returning Salute 2011 Sponsors may deduct 10% from the 2012 Sponsor level if renewal is at any level greater than the amount paid in 2011.

Someone Roaming The Streets Wants Me: \$2500

- Full color, full page ad in Salute 2012 program
- 10' x 10' display space at Salute to promote your business
- Logo (with link to sponsor's website) featured on sponsor page of Salute website
- 3 announcements on XERB Radio on Saturday, May 19
- Name on full-color Salute 2012 poster
- Name featured on Salute 2012 T-shirt
- Salute 2012 Sponsor Plaque
- Salute 2012 program, poster, pin, T-shirt
- Two car/truck entries
- Seating for up to two at the Henry Travers Scholarship Dinner

Paradise Road: \$1500

- Full color, full page ad in Salute 2012 program
- Name featured as top level sponsor on sponsor page of Salute website
- 3 announcements on XERB Radio on Saturday, May 19
- Name on full-color Salute 2012 poster
- Name featured on Salute 2012 T-shirt
- Salute 2012 Sponsor Plaque
- Salute 2012 program, poster, pin, T-shirt
- One car/truck entry

The Wolfman: \$1000

- 2/3 page ad in Salute 2012 program
- Name featured as top level sponsor on sponsor page of Salute website
- 2 announcements on XERB Radio on Saturday, May 19
- Name featured on Salute 2012 T-shirt
- Salute 2012 Sponsor Plaque
- Salute 2012 program, poster, pin, T-shirt
- One car/truck entry



7th Annual Petaluma's Salute to American Graffiti 2012 Salute Sponsorships & Benefits

Returning Salute 2011 Sponsors may deduct 10% from the 2012 Sponsor level if renewal is at any level greater than the amount paid in 2011.

Herbie & The Heartbeats: \$750

- 1/2 page ad in Salute 2012 program
- 2 announcements on XERB Radio on Saturday, May 19
- Recognition on sponsor page of CTB website
- Recognition on Salute 2012 T-shirt
- Salute 2012 Sponsor Plaque
- Salute 2012 program, poster, pin, T-shirt
- One car/truck entry

Falfa's '55 Chevy: \$500

- 1/3 page ad in Salute 2012 program
- 2 announcements on XERB Radio on Saturday, May 19
- Recognition on sponsor page of CTB website
- Recognition on Salute 2012 T-shirt
- Salute 2012 program, poster, pin and T-shirt



Steve's '58 Impala: \$375

- 1/4 page ad in Salute 2012 program
- 1 announcements on XERB Radio on Saturday, May 19
- Recognition on sponsor page of CTB website
- Salute 2012 program, poster and pin.

Laurie's '58 Edsel: \$150

- Business card ad in Salute 2012 souvenir program
- Recognition on sponsor page of CTB website
- Salute 2012 program & poster

Equipment, Merchandise, Product, and Service Donations

We are also seeking in-kind donations of food, equipment, services and merchandise to support event production, food service, auctions and raffles. Donations will be credited toward Partnership/Sponsorship levels at the market value of the donation except those donations to be used as auction/raffle items, which will be credited at 25% of market value.

5th Annual Petaluma's Salute to American Graffiti

May 17 - 18 - 19, 2012



PETALUMA-SAVE-A-LIFE.COM



WhtaLARGERad?

Tell us what you want & we'll put a great deal together for you!

(707) 762-3394

info@americangraffiti.net

Get all three!

- Color 2" x 3.5" Ad in Program (\$150)
 - Salute Trophy Sponsor (\$90)
- American Graffiti Trading Card (\$150)

\$325



Petaluma's Salute to American Graffiti

2012 Trading Card

presented by

YOUR NAME HERE!

Your Address here

Your City & Phone # here

Your website or Email Here

Vehicle ~ Owner's Name ~ Owner's City

Your *exclusive* American Graffiti Trading Card: \$150

1000 Full-color cards with classic photo & number on front and your business on back
 The following retail values must be subtracted to determine your tax deductible charitable contribution
 Super Special: \$127, Trophy Sponsor: \$50, Trading Card: \$50, Business Card: \$27

Cruisin' The Boulevard, Inc. ~ P.O. Box 4412, Petaluma 94955 ~ (707) 762-3394 ~ info@americangraffiti.net

Yes!....We want to participate!

Petaluma Business: On Saturday, May 19 we will be open from ____ am to ____ pm.

Business name: _____

Contact: _____ Telephone: _____

Address: _____

Website: _____ Email: _____

___ \$325 Super Specialor individually:

___ \$90 Trophy Sponsor ___ \$150 Trading Card ___ \$150 Business Card Ad

___ Check Enclosed ___ Charge Visa/MasterCard #: _____ Exp: _____

Name on Card: _____ Card Zip Code: _____ 3-Digit Security: _____

___ PLEASE CONTACT ME IMMEDIATELY. I would like more information about:

___ Sponsorship ___ Merchandise Donation ___ Volunteering ___ Other



Broadcasting LIVE from Downtown Petaluma!

Saturday, May 19, 2012

Tune your FM radio to 88.1*

That's right! On Saturday, May 19, we're bringing back Super Golden XERB to the airwaves of downtown, so if you don't already have an FM radio in your ride, be sure to bring one along, tune it to 88.1 and join the fun!

You'll hear '50s and '60s radio commercials, contest winners, your favorite oldies, interviews with classic car owners, dedications, announcements from downtown merchants, and the latest news about everything that's going on downtown.

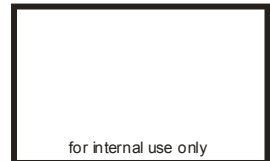
XERB will be located on Petaluma Blvd. North at Center Park and will begin broadcasting about 8:30am with information about downtown parking, so tune in as you make the drive across town to the downtown parking area.. Regular broadcasting will begin around 10am.. Handling the tunes and taking his turns as DJ will be Rock 'n Country Karaoke's Rob Bogan. Come on over to XERB meet the Djs and spin the prize wheel!

Make your own dedication or announcement!

It's easy! Just complete this form and send it in along with your Salute registration and payment. Dedications, personal messages and oldies requests are 3 for \$5. We won't begin making these until 10am. You can request an approximate time and although we'll do our best to make it happen, no guarantees!!

Each request/dedication/announcement also includes one free spin of the XERB contest wheel and entry into one of our "on-air" contests, the winners of which will only be announced on XERB, so you'll want to stay tuned!

Print Clearly - Request form (3 for \$5)



Your name: _____

Approximate time (between 10am and 7pm): _____ If dedication, to whom? _____

Name of song: _____ Artist (if known): _____

Name of song: _____ Artist (if known): _____

Name of song: _____ Artist (if known): _____

Message or Announcement (30 words or less, please): _____

*Our very low wattage output transmitter means that the broadcast can only be heard on the radio in the vicinity of downtown Petaluma. © 2012 Cruisin' The Boulevard, Inc.

Salute 2012

Partner ~ Sponsor ~ Donate ~ Volunteer



Where Were You in '62? Signature Partnership: ___ \$20,000*

The Freshman Hop Partnership: ___ \$10,000* **Peel Out Partnership:** ___ \$5,000*

Sponsorship: ___ \$2,500* ___ \$1,500* ___ \$1,000* ___ \$750* ___ \$500 ___ \$375 ___ \$150

* Includes Trophy Sponsorships

Trading Card Sponsor: ___ \$150 **Trophy Sponsor:** ___ \$90

Contributor: Please accept my tax-deductible gift of \$ _____

___ I would like to donate services/use of equipment. Please contact me.

___ I would like to donate food or merchandise. Please contact me.

___ I would like to volunteer. Please contact Pennylee at volunteer@americangraffiti.net

In-kind donations/contributions: Donations of equipment, materials, services and products that will be utilized in the production of Petaluma's Salute to American Graffiti will be credited toward Partnership/Sponsorship levels at the market value of the donation except those donations to be used as auction/raffle items, which will be credited at 25% of market value.

Yes, I want to participate!

Business or individual name: _____

Contact name: _____ Title: _____

Address: _____

City: _____ ST: _____ Zip Code: _____

Telephone: (____) _____ Email: _____

Website: _____

___ Enclosed is payment in full.

___ Enclosed is partial payment of \$ _____. Please send 30 day balance due invoice.

___ Enclosed is partial payment of \$ _____. I will pay the balance in ___ equal monthly installments of \$ _____ beginning on _____ with the last payment due April 20th

___ Please invoice me. I will pay in 30 days.

___ Please contact me to discuss other payment arrangements.

Payment: Check PayPal (bank account, Visa, MasterCard, American Express, Discover) Visa/MasterCard

___ Please charge Visa/MasterCard # _____ - _____ - _____ - _____ Expiration: ____/____

Name on card: _____ Card Billing Zip code: _____

___ I will pay with PayPal (Visa/MC/Amex/Discover/Bank Account). Please email a PayPal payment request to me at: _____ @ _____

Advertising Deadline: Upon receipt of this form, we will furnish you with advertising preparation guidelines. Electronic ads must be received by 5pm, April 1, 2012.

Please send this form to: Cruisin' The Boulevard, Inc.
P.O. Box 4412.
Petaluma, CA 94955-4412

The following retail values must be subtracted to determine your tax-deductible charitable contribution: Sponsorships: 20,000 (-1,887); 10,000 (-1,407); 5,000 (-617); 2,500 (-577); 1,500 (-347); 1,000 (-287); 750 (-257); 500 (-107); 375 (-57); 150 (-27); Trading Card -50 & Trophy Sponsor -50