

## *Petaluma's Salute to American Graffiti*

**Petaluma Save-A-Life is a Cruisin' The Boulevard, Inc. Community Project**

*Benefiting arts, education, history, safety and the welfare of our community*



Greetings!

Thank you for considering becoming a Petaluma's Salute to American Graffiti and Petaluma Save-A-Life sponsor. Petaluma Save-A-Life is a community project that is endorsed by the City of Petaluma, Petaluma Police Department and the Petaluma Health Care District.

Cruisin' The Boulevard, Inc. is a tax-exempt 501(c)(3) nonprofit California Public Benefit Corporation that was founded in 2005 to pay tribute to the timeless, coming-of-age film, *American Graffiti* (filmed in Petaluma in 1972); to rekindle and celebrate the "happy days" of the '50s and early '60s; and to raise money in support of the arts, education, history, safety and welfare of our community. We're proud to say that we are all-volunteer and thus pay no salaries and associated employment costs. We also pay no rents or mortgages for office space. Thus, the maximum amount of your investment dollar goes directly to fund our community projects and programs.

At our first Salute celebration in 2006, we raised \$18,000 that we invested back into the Petaluma community including the purchase and installation of four AEDs; one each for our two public high schools; one for City Hall and the first of many for Petaluma Police patrol cars. In as much as police are generally first on the scene of an emergency, our board of directors has voted to utilize the majority of the Salute 2007 proceeds to purchase AEDs for all Petaluma Police cars, so our goal for 2007 is to raise \$35,000!

We also plan to purchase AEDs for various community buildings (Community Center, Senior Center, Veterans Building, etc.), additional schools and shopping complexes.

Petaluma-Save-A-Life is a valuable asset to our community, one in which we hope you will want to make an investment. San Diego has embarked on a similar program, as has Monterey County. You can find out more about these and other projects by visiting [www.petaluma-save-a-life.com](http://www.petaluma-save-a-life.com).

The following information provides you with a complete overview of Petaluma's Salute to American Graffiti and Petaluma Save-A-Life and our partner and sponsor opportunities. Should you have questions or need additional information, please call (707) 762-3394 or email [infor@american-graffiti-salute.com](mailto:infor@american-graffiti-salute.com).

Thanks very much for your consideration.

Saving lives in Petaluma,

John Furrer  
President

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# American Graffiti ~ Where Were You in '62?

Then and Now – Possibly the world's most successful motion picture production!



It's a common misconception that *American Graffiti* was filmed in Modesto, California. The fact is that most of the memorable moments in George Lucas' timeless 'coming of age' movie classic were filmed in Petaluma, California in 1972. Actress Candy Clark recalls, "It was summer, but it was really cold"...very typical of summer nights in this Northern California city that today remains the quintessential American "hometown" with its historic iron-front and brick buildings, riverfront, and classic Victorian homes.

Nearly all of the action in the film, which has several plot lines inter-woven around Mr. Lucas' own teenage years in 1950's Modesto, takes place at night as teenagers in a typical American town of the post war

era cruise the main drag (street) in their cars and hot rods. The intrinsic uniqueness of this film is that what is portrayed as happening in Modesto in 1962 was not unique at all! Whether you were a teenager in Bountiful, UT; Pontiac, MI; Somerset, KY; Hammonton, NJ; Petaluma, CA...or Anytown, U.S.A., you cruised! Back then, at least in California, we called it 'tooling'.

George Lucas chose Petaluma as the setting for most of the filming when the city of San Rafael revoked his permit after the first night of shooting because a local bar owner complained that the late night schedule was disrupting his business. Mr. Lucas immediately jumped in his car and drove to film-friendly Petaluma, where he was welcomed with open arms. Although filming in San Rafael was allowed to continue for a couple more days, after making necessary logistical arrangements, director Lucas moved his production to Petaluma and completed filming most of the movie here.

*American Graffiti* premiered on August 1st, 1973 at the Petaluma theater now named McNear's Mystic Theatre and Music Hall, and at other locations. It won instant critical acclaim and quickly became a box office smash! Regarded as one of Mr. Lucas' best and most personal films, it earned four Academy Award nominations, including Best Picture. Filming took just 28 nights and came in on budget at what is purported to have been \$777,777.77. Between worldwide box office receipts and video rentals and sales, it is reported to have grossed more than \$170 million, which we believe makes it the most profitable movie ever filmed. It provided Mr. Lucas with the financial resources to produce his Star Wars and Indiana Jones serials and to establish his Bay Area special effects studio, Industrial Light and Magic, now located, along with Lucasfilm Ltd. and LucasArts, on 23 acres of Presidio of San Francisco National Park.

The film's young cast, unknown at the time, included many actors and actresses that are now either Hollywood stars or *American Graffiti* culture icons: Ron Howard, Richard Dreyfuss, Harrison Ford, Cindy Williams, Mackenzie Phillips, Kathleen Quinlan, Suzanne Sommers, Paul Le Mat, Candy Clark and Bo Hopkins.

2007 marks the 35<sup>th</sup> anniversary of the filming and next year of its release in 1973. *American Graffiti* and American Classic Cars continue to grow in popularity, not only here in the United States and Canada, but worldwide, especially in New Zealand, Australia, Japan and throughout Europe. Major classic events include Reno, Nevada's week-long Hot August Nights and the Woodward Michigan Dream Cruise that is the world's largest one-day celebration of car culture, attracting over 1 million visitors! In New Zealand, over 70,000 fans jam into the tiny seaside town of Whangamata to witness the annual Beach Hop.

Cruisin' The Boulevard's goal is 15,000 visitors this year and over 30,000 in 2008 when we will celebrate the film's 35<sup>th</sup> year of its release and recreate the destruction of the police car scene in the exact same location where it was filmed in 1972...Jerry's Cherries Used Car Lot!

# *Petaluma's Salute to American Graffiti*

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**Salute 2007 is dedicated to  
Henry and Jackie Travers**

## **Saving Lives in Petaluma!**

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***"An AED in every police car will allow the Petaluma Police Department to provide another level of safety and security for our community."***

Steve Hood, Chief of Police

Starting at just \$150 including a full-color ad in the Souvenir Program, even a modest sponsorship of our 2<sup>nd</sup> Annual *Petaluma's Salute to American Graffiti* is an opportunity to both promote your business and return a portion of your success to Petaluma in support of Petaluma Save-A-Life: the installation of a life-saving, Automated External Heart Defibrillator in Petaluma's Police cars, schools, community buildings and shopping complexes.

**PETALUMA-SAVE-A-LIFE.COM**



**What is an AED?** An **A**utomated **E**xternal **D**efibrillator diagnoses and treats a person experiencing cardiac arrest due to ventricular fibrillation or tachycardia. This treatment, called defibrillation, applies an electric shock to the entire heart muscle, uniformly clearing the electrical activity thus enabling the heart to attempt to re-establish an effective rhythm.

**AEDs SAVE LIVES!! ~ [www.petaluma-save-a-life.com](http://www.petaluma-save-a-life.com)**

**Put down your iPod and move away from the computer!**

**Help Save-A-Life by taking a step back in time to the wonder years of the '50s & '60s...**

*Salute 2007* will take place May 17 - 19. We expect over 10,000 visitors to join the fun as the celebration will be promoted throughout the Bay Area and Northern California in newspapers and over the airwaves! KZST, our *Salute 2007* radio partner, will be promoting it heavily in the weeks immediately preceding the celebration.



***Salute 2007 Radio***

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## Salute 2006 raised \$18,000 that was reinvested into Petaluma



Gulick's Body Shop  
Petaluma Minuteman Press  
Sprint  
All About Classics  
Boulevard Cinemas  
Bubbies, Inc.  
Comcast  
DeCarli's Petaluma Butane  
Industrial Carting  
KVAL, Inc.  
Kragen Auto Parts  
Petaluma Village Premium Outlets  
Quality Inn Petaluma  
Redwood Credit Union  
Sonomacountystreetrodz.com  
Steve Rustad Marketing  
Couches Etc.  
California State Automobile Assn.  
Figone's Truck & Auto Painting  
First Community Bank  
Flowmasters, Inc.  
Hanson McClain  
Lucasfilm Ltd.  
North Bay Construction  
Nancy Koenitzer State Farm Ins.  
Petaluma Grocery Outlet  
Redline Synthetic Oil Corporation  
Andersen & Co., LLP  
Bay Bridge Garage  
Best Western Petaluma Inn  
Boulevard Cafe and Grill  
Brodie's Tire & Brake  
Curves Eastside  
Designer Fragrances & Cosmetics  
Empire Automotive  
GreenWaste of Petaluma  
Hansel Honda  
Larry Parks Realty  
McDevitt & McDevitt Construction  
Mitch White Insurance  
Mrs. Grossman's Paper Company  
Pinky's Pizza Parlor  
Quiznos - Redwood Center  
Rocky Mountain Chocolate Factory  
Shotwell's Auto Body & Painting  
Spurgeon Painting  
Summit Technology Group  
TSR Enterprises  
Velasco's - North of the Border  
Wells Fargo Bank  
Anticipation Gallery

Clover Stornetta Farms  
Baddeley, Oliker & Sartori  
Bank of Marin  
Bank of Petaluma  
Butler-Preston Automotive  
Bill Gabbert  
Circle Bank  
Dunaway Auto Paint Supply  
Financial Concepts  
Fruit In Motion  
Graziano's Ristorante  
J L Blasting  
Jay & Bill's Tire Service  
Mr. Pickles Sandwich Shop  
Silveira Pontiac GMC of Novato  
Sonic.net  
Sonoma National Bank  
Starbucks  
Steve Dolowitz  
The Muffler Works of Petaluma  
Vintage Bank Antiques  
Wendy's  
Yelton Company  
See's Candies  
Applebee's  
Ego  
Classic Industries  
Gardner-Westcott  
Ruckus Rod & Kustom  
Ididit, Inc.  
Summit Racing Equipment  
Cattlemen's Restaurant  
Classic Performance Products  
Petaluma Historical Museum  
Safeway Food & Drug  
High Tide Surf Shop  
Hub Cap Mike  
Sanderson Headers  
Auto & Truck Service  
Haus Fortuna  
Patty Robfogel Jewelry  
Gallery One  
Auto Parts Unlimited  
Barbara's Bakery  
Interstate Batteries  
Mel's Drive-In  
Merle Norman Cosmetics  
Redwood Glass  
Round Table Pizza  
Santa Rosa Auto Parts  
America's Luggage Depot

31 Flavors - Golden Eagle  
Bella Luma Café  
Cline Cellars  
Petaluma Grocery Outlet  
Infineon Raceway  
Jelly Belly Candy Co.  
Johnny Franklin's Mufflers  
Morgan Manufacturing  
Starstruck Boutique  
Sheraton Sonoma County Petaluma Hotel  
Jim N I Rents  
Hertz Party Rentals  
Picture Marketing  
Stevenson Supply  
AutoWorld  
Van Midde & Sons Concrete  
Baskin Robins 31 Flavors  
Liberty Classics  
Ferguson Wholesale Plumbing  
Kastania Vineyards  
Stephen Vincent Wines  
Sunrise Farms  
Albertsons  
The Port Works  
Victory Chevrolet  
Boulevard Bowl  
Firestone  
The Original Mel's, Sparks Nevada  
Petaluma Auto Parts  
Mike Hudson Distributing  
Mi Pueblo  
Preferred Sonoma Caterers  
Petaluma Coffee & Tea Co.  
Electrical Equipment Co.  
Stillwater Spirits  
Stewart Warren Services  
Don Jackson Photography  
Barber Sign Co.  
Petaluma Riding & Driving Club  
San Antonio Volunteer Fire Dept.  
Pacific Gas & Electric Co.  
Petaluma Community Access  
K & N Engineering  
Christopher & Company  
Phil Hall Images  
Bernard McKenna  
Petaluma Kiwanis Club  
U.S. Coast Guard - Petaluma  
707 Teen Band, Sebastopol  
Francis Ng  
John Warren  
Johnny B & The Speedshifters  
Marty Lorenzo  
Petaluma High School Auto Club  
Tillman Bussey  
Tom Burnside  
Yuba County Automotive Academy  
Rex Hardware  
Orchard Supply  
Bear Republic  
4<sup>th</sup> & Sea Fish & Chips  
Corda Winery  
Country Clutter  
KB Toy Outlet  
Bose  
Big Dog Sportswear  
Henry & David  
L'eggs Hanes Bali Playtex  
Clarks Bostonian  
Triple S Tires  
Palmgren's Engravables  
Claire's Accessories  
Totally Stainless

# *Petaluma's Salute to American Graffiti*

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[www.american-graffiti-salute.com](http://www.american-graffiti-salute.com)



**Gulick's  
BODY SHOP**

PRESENTS

**2nd Annual  
Petaluma's Salute to  
American Graffiti**

**What:** Petaluma's 2nd<sup>nd</sup> Annual Salute to American Graffiti (filmed here in 1972).

**When:** May 17 – 19, 2007

- VIP Dinner with The Stars: Thursday-May 17, 5pm – advance reservations only.
- Cruise-in Kickoff Party: Friday-May 18, 3pm
- American Graffiti Celebration: Saturday-May 19, all-day!

**Where:** Downtown Petaluma and Petaluma Village Premium Outlets.

**Why:** FUN! Bring back the 'happy days' of the '50s & '60s for everyone to enjoy! Raise money for Petaluma Save-A-Life.

**Dedication:** Salute 2007 is dedicated to Henry and Jackie Travers. Henry was the movie's car guru (transportation manager). He drove both the Deuce and the '55 Chevy in the drag race scenes and set up the Ford police car for the destruction scene. Henry passed away on August 20, 2006 at his home in Sparks, Nevada. Jackie, his loving wife of 54 years, will be attending Salute 2007.

**Henry Travers' Memorial Scholarship Fund:** Money raised at the *VIP dinner with The Stars* as well as donor designated contributions will be given to one or more graduating high school seniors to help them further their education in pursuit of a career in automobile mechanics, performing arts, or the motion picture industry.

**Who will attend:** Our demographic is "across the board". We expect between 10 and 15 thousand visitors from all over Northern California, across the United States and several foreign countries to attend this year. *Salute 2007* will be promoted on the Internet, in newspapers and on radio throughout the Bay Area. KZST, our official American Graffiti Salute radio partner and morning DJ Brent Farris, a classic car owner himself, will be promoting the event heavily.

**Fun for the whole family:** There will be hundreds of classic cars and street rods, live rock 'n roll, a street dance, great food, games for the kids, cool contests and even a few special surprises! We're bringing back three of the "star" cars from the movie and stars Paul Le Mat, Candy Clark, Bo Hopkins, Cindy Williams and Manual Padilla. The Petaluma Historical Museum is planning a month-long tribute to transportation in Petaluma history. The classic car show will take place in the morning and early afternoon at Petaluma Village Premium Outlets and then the action moves downtown for a fun evening of cruisin' and dancin'!

**Who will benefit:** YOU and our community!! The majority of net proceeds from Salute 2007 will be used to purchase and install AEDs in Petaluma Police cars, schools, community buildings and shopping centers.

**How YOU will benefit:** *Salute 2007* offers visibility and exposure for your business and great mileage for your advertising and community dollars. Fun for everyone – value for you – investment in community! Become an official Salute sponsor. Partnerships & sponsorships include a full-color ad in the *Salute 2007* souvenir program and help save lives.

As The Wolfman would say..... ***Be there or be square, baby! Ahooooooooo....***

See Sponsor/Advertising details attached. If you have questions or need additional information, please call (707) 762-3394 or email [info@american-graffiti-salute.com](mailto:info@american-graffiti-salute.com).

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## *Petaluma's Salute to American Graffiti 2007*

Proceeds from Salute 2007 will be used to equip  
Petaluma Police cars with  
Automated External Heart Defibrillators  
**Save-A-Life Partnerships**

### *\$5000 Signature Partnership*

- One AED bearing your name as donor installed in Petaluma Police car
- Full color, full page, full-bleed “premier location” ad in Salute-2007 souvenir program
- Embroidered *Petaluma's Salute to American Graffiti* Jacket personalized with your business name and first name of your choice (optional)
- Premier display space at classic car show to advertise your business
- Seating for two at VIP Dinner with The Stars including cocktails and quality wine with dinner
- Name on street banner across Petaluma Blvd.
- 8 foot logo/name banner at classic car show
- Name featured as signature partner on car show/downtown cruise/street dance signage
- Name/Logo on home page of CTB website including link to your website
- Name/Logo on event registration form
- Name/Logo on full-color Salute-2007 poster
- Name/Logo featured on Salute-2007 tee-shirt
- Name/Logo included in advertising and press releases
- Salute 2007 Merchandise Package
- Up to three car/truck entries into Salute-2007 (1972 or older American vehicle)

### *\$10,000 Premier Event Partnership*

As one of only two \$10,000 *Signature Partners*, you receive premier billing as  
**YOUR BUSINESS** presents *Petaluma's Salute to American Graffiti*

- All of the \$5000 Partnership benefits with the following adjustments and additions
- Logo on front cover of Salute-2007 souvenir program
- Two AEDs bearing your name as donor installed in Petaluma Police cars
- Two full color, full page, full-bleed “premier location” ads or double-truck spread in Salute-2007 souvenir program
- Two embroidered *Petaluma's Salute to American Graffiti* Jackets personalized with your business name and first names of your choice (optional)
- Seating for six at VIP Dinner with The Stars including cocktails and quality wine with dinner
- 14 foot *Petaluma's Salute to American Graffiti* presented by YOUR BUSINESS banner at classic car show and downtown cruise/street dance
- Up to six car/truck entries into Salute-2007 (1972 or older American vehicle)
- Movie stars signed and ‘personalized to you’ memorabilia

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*Petaluma's Salute to American Graffiti 2007*  
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**Save-A-Life Sponsor Opportunities**

**Stand By For Justice!**: \$2000

- 2 Tickets to VIP Dinner with The Stars
- Display space at classic car show to advertise your business
- Full color, full page, full-bleed ad in Salute-2007 program
- One AED bearing your name as donor placed in a Petaluma Police car
- Logo or name featured as top level sponsor on sponsor page of CTB website
- Name on full-color Salute-2007 poster
- Name featured on Salute-2007 tee-shirt
- Name featured on Salute-2007 signage
- Salute 2007 Merchandise Package
- Two car/truck entry into Salute-2007 (1972 or older American-made vehicle)

**Where Were You in '62?**: \$1500

- Same as 'Stand By For Justice' except no VIP Dinner tickets, no display space at car show, one car/truck entry into Salute-2007 and ad will be standard, full color, full page (with no bleed to edges of page).

**Paradise Road:** \$1000

- 2/3 page ad in Salute-2007 program
- Name featured as top level sponsor on sponsor page of CTB website
- Name featured on Salute-2007 tee-shirt
- Name featured on Salute-2007 signage
- Salute 2007 Merchandise Package
- One car/truck entry into Salute-2007 (1972 or older American-made vehicle)

**The Wolfman:** \$750

- 1/2 page ad in Salute-2007 program
- Recognition on sponsor page of CTB website
- Recognition on Salute-2007 tee-shirt
- Recognition on Salute-2007 signage
- Salute 2007 Merchandise Package
- One car/truck entry into Salute-2007 (1972 or older American-made vehicle)

**Milner's Deuce:** \$500

- 1/3 page ad in Salute-2007 program
- Recognition on sponsor page of CTB website
- Recognition on Salute-2007 tee-shirt
- Salute 2007 Merchandise Package
- Recognition on Salute-2007 signage

**Flash Cadillac:** \$375

- 1/4 page ad in Salute-2007 program
- Recognition on sponsor page of CTB website
- Recognition on Salute-2007 signage

**The Freshman Hop:** \$150

- Business card ad in Salute 2007 souvenir program
- Recognition on sponsor page of CTB website
- Recognition on Salute-2007 signage

**Merchandise, Product, and Service Donations**

We are also seeking donations of merchandise, food, equipment and services to support event production, our breakfast, lunch, raffle and silent auction. Appropriate recognition will be acknowledged on our website, in the event program and at the car show.

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Benefiting arts, education, safety and the welfare of our community



Salute 2007 is dedicated to  
Henry and Jackie Travers

## Salute 2007 benefits Petaluma Save-A-Life

Sponsor ~ Contributor ~ In-kind Equipment  
Merchandise Donor ~ Volunteer

Signature Partnership:  \$10,000  \$5000

Sponsorship:  \$2000  \$1500  \$1000  \$750  \$375  \$150

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

Designee: \_\_\_\_\_ Petaluma Save-A-Life \_\_\_\_\_ Henry Travers' Memorial Scholarship Fund  
\_\_\_\_ I would like to donate the use of the following equipment. Please contact me.

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

\_\_\_\_ I would like to volunteer. Please contact me

### 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 \_\_\_\_\_

Please invoice me. I will pay in 30 days.

I will pay with my Visa/MC/Amex/Discover credit card via PayPal. Please email a PayPal request for payment to me at: \_\_\_\_\_ @ \_\_\_\_\_

Please contact me to discuss other payment arrangements.

**Ad preparation:** Upon receipt of this form, we will furnish you with advertising preparation guidelines. Ads must be received by 5pm, April 13, 2007. We can assist you with ad preparation. Please ask.

**Please send your payment to:** Cruisin' The Boulevard, Inc.  
P.O. Box 4412.  
Petaluma, CA 94955-4412

**For information, questions, help:**

(707) 762-3394

[info@american-graffiti-salute.com](mailto:info@american-graffiti-salute.com)

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**A Cruisin' The Boulevard, Inc.  
Community Project**

**WHAT**

**DO THESE  
TWO MACHINES  
HAVE IN COMMON?**

AED  
Automated  
External  
Defibrillator



Petaluma's Salute to American Graffiti  
is presented by

**May 17-19** *Gulick's*  
**2007** **BODY SHOP**

**They both get  
your ♥  
pumping!**

**You can help save a life!  
Petaluma Save-A-Life**

**An AED in every Petaluma Police Car**



*"Having AEDs in police cars, community buildings and schools will save lives! Petaluma Save-A-Life is a project that we encourage everyone to support.*

*Please...Help Save-A-Life!"* Pamela Torliatt, Mayor  
City of Petaluma

To become a sponsor, call (707) 762-3394

**All gifts are fully tax-deductible**

**(707) 762-3394**

**Donate securely online at  
[www.petaluma-save-a-life.com](http://www.petaluma-save-a-life.com)**

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P.O. Box 4412 ~ Petaluma, CA 94955-4412

**AEDs Save Lives!**

An automated external defibrillator (AED) diagnoses and treats a person experiencing cardiac arrest due to ventricular fibrillation or tachycardia. This treatment, called defibrillation, applies an electric shock to the entire heart muscle, uniformly clearing the electrical activity thus enabling the heart to attempt to re-establish an effective rhythm.



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# We Want to Know!

## Does your business already have AEDs installed?

Every 20 seconds someone in the United States suffers a heart attack, yet between 90% and 95% of those who reach a hospital alive will survive!

Girl or boy, mom or dad, grandpa or grandma ...anyone of any age can suffer a heart attack at anytime! Employers are becoming aware that having AEDs installed in the workplace may save someone's life.

Business name: \_\_\_\_\_

Does your business have AEDs installed? \_\_\_ Yes \_\_\_ No      If yes, how many? \_\_\_\_\_

Have employees been instructed how to use them? \_\_\_ Yes \_\_\_ No

Are you considering the installation of AEDs in the near future? \_\_\_ Yes \_\_\_ No

### Yes, we would you like to learn more about:

- Having AEDs installed in our business.
- Having our employees trained in CPR and/or the use of AEDs.

Please contact us:

Contact name: \_\_\_\_\_

Business name: \_\_\_\_\_

Address: \_\_\_\_\_ Petaluma, CA \_\_\_\_\_

Telephone: (707) \_\_\_\_\_ Email: \_\_\_\_\_

Please return this survey to:

Petaluma Save-A-Life

P.O. Box 4412

Petaluma, CA 94955-4412

# PETALUMA-SAVE-A-LIFE.COM

