

Presented By

**Rotary**  
Castro Valley



*18th Annual*

Castro Valley Classic Car Show

**Saturday, June 20, 2026**

11:00am - 5:00pm

Castro Valley Blvd, Castro Valley, CA, 94546

CastroValleyCarshow@gmail.com

CastrovalleyCarshow.com





# 2026

Sponsorship Opportunities



# Activity Sponsor

Sponsorship Commitment: \$1,000

As an Activities Sponsor, you will be the face of the scavenger hunt activity and car show map. The scavenger hunt is one of the Car Show's newest most exciting activities and is designed to appeal to families, especially those with young children, making it a great way to connect with a wide audience. Your brand will be featured on hunt materials, ensuring maximum visibility as participants explore the car show in search of clues. As the map sponsor your brand will be featured on the event map, which will guide visitors to key areas, activities, and attractions throughout the day. This is a chance to make a lasting impression and align your brand with fun, family-friendly entertainment.

## Scavenger Hunt Sponsor Will Receive the Following:

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on scavenger hunt
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

## Map Sponsor Will Receive the Following:

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on stage
- logo on print advertising
- logo on street map
- logo on scavenger hunt
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (2)
- complimentary event hats (2)

## Face-In-Hole Cutout Sponsor Will Receive the Following:

- facebook posts
- website advertisement
- 10'x10' booth
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on scavenger hunt
- complimentary event T-shirts (1)
- complimentary event hats (1)

# Lifestyle Sponsors

## Sponsorship Commitment: \$1,000

As a Lifestyle Sponsor, you will enhance the attendee experience by supporting essential services like sanitation stations, shuttle service, medical support, fuel stations, or mobile/wireless phone stations. Your brand will be prominently featured in high-traffic areas where attendees will rely on these services throughout the event. These vital sponsorships ensure a seamless and enjoyable experience for all, while offering your brand high visibility and direct engagement with all attendees. By supporting these key components, you'll not only showcase your commitment to the community but also position your brand as an integral part of the event's success. With limited opportunities available, secure your Lifestyle Sponsorship today and be a valued partner in creating a smooth and enjoyable experience for every attendee.

### **Sanitation Station and Medical Sponsors Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website Sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

### **Shuttle Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website Sponsor listing
- logo on street map
- 10'x10' booth
- 24'x36' A-frame signage (3)
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

### **Fuel and Mobile Phone Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website Sponsor listing
- logo on street map
- logo on print advertising
- logo on stage
- logo on scavenger hunt
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (2)
- complimentary event hats (2)



For the past 18 Years the Castro Valley Classic Car Show has been a favorite event of Castro Valley and the surrounding communities. Over 400 cars and 12,000 attendees have made the Castro Valley Classic Car Show one of the best events in the East Bay.



# Presenting Sponsor

**Sponsorship Commitment: \$25,000**

As the Presenting Sponsor of our highly anticipated Castro Valley Car Show event, your brand will be front and center, enjoying unparalleled exposure across multiple channels before, during, and after the event. From strategic placement on event signage to a prime position on promotional materials, your logo will be showcased throughout the venue and in key marketing assets. You will have the opportunity to engage directly with attendees at your exclusive booth space, while also being recognized in a variety of event announcements and social media promotions. With VIP access to select awards and additional perks, your sponsorship ensures your brand stands out in the automotive community and leaves a lasting impression on all who attend.

## **Presenting Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on stage
- logo on print advertising
- logo on street map
- logo on scavenger hunt
- logo on barricade sign
- logo on event advertising banner
- logo on T-shirt sleeve
- 20'x10' booth space
- car show award selection
- complimentary event T-shirts (4)
- complimentary event hats (4)
- complimentary six-pack

# Stage Sponsors

Sponsorship Commitment: \$3,000

As a Stage Sponsor, you'll align your brand with one of three prominent stages at the car show, each located on high-traffic streets—Santa Maria Ave, San Miguel Ave, and Redwood Rd. Your logo will be prominently displayed on the stage tent and surrounding areas, ensuring maximum visibility to thousands of attendees throughout the event. With three distinct stages featuring live music, this sponsorship provides a dynamic way to showcase your brand to a diverse audience. Each stage offers a unique opportunity for exposure, making this a perfect way to engage with attendees while supporting the lively atmosphere of the car show. Spots are limited, so secure your Stage Sponsorship today for a prime opportunity to make a lasting impact.

## **Stage Sponsors Will Recieve the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

# Maker's Market Sponsor

Sponsorship Commitment: \$3,000

As the Maker's Market Sponsor, you'll have the opportunity to showcase your brand alongside a vibrant collection of local artists and makers. This bustling market features a wide array of handmade goods, from unique artwork to one-of-a-kind crafts, attracting a diverse crowd eager to support creative talent. Your brand will be prominently displayed on event signage, and throughout the market area, ensuring maximum exposure to all attendees. This is a fantastic opportunity to align your business with the growing appreciation for craftsmanship and local artistry, all while connecting with a community of passionate shoppers. With the market set to be a highlight of the car show, this sponsorship offers a memorable way to engage with a creative, dynamic audience.

## **Maker's Market Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on stage
- logo on print advertising
- logo on street map
- logo on event advertising banner
- 10'x10' booth space
- section signage (2.83'x10.17' banner signs x2)
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

# Media Sponsor

**Sponsorship Commitment: \$25,000 in kind**

As a Digital Media Sponsor, you'll provide essential online coverage for the event, including social media promotions, email campaigns, and website advertising. Your digital platforms will help drive awareness and excitement, ensuring a strong online presence that engages potential attendees before, during, and after the event.

As a Print Media Sponsor, you'll support the event through traditional media channels. Your sponsorship will help ensure the event's visibility in the community and promote key event details to both attendees and the broader public.

As a Radio Media Sponsor, you'll amplify the event's reach through radio ads, live broadcasts, and event mentions. This sponsorship provides valuable on-air promotion, reaching listeners with event details, interviews, and live coverage that build excitement and drive attendance.

## **Media Sponsors Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on stage
- logo on print advertising
- logo on barricade sign
- logo on event advertising banner
- 10'x10' booth space
- car show award selection
- complimentary event T-shirts (4)
- complimentary event hats (4)
- complimentary six-pack

# Section Sponsor

Sponsorship Commitment: \$3,000

As a Section Sponsor, you'll have the exclusive opportunity to sponsor one of eight distinct sections along the car show route. Your brand's logo will be prominently displayed on signs and banners throughout your designated area, ensuring high visibility to all attendees as they make their way through the event. This targeted sponsorship offers a unique way to engage with the crowd and create a memorable presence, while aligning your business with the excitement of the car show. With only eight sections available, spots are limited and expected to sell out quickly. This is a prime opportunity to stand out and showcase your brand in a dynamic setting.

## **Section Sponsors Will Recieve the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- Logo on stage
- logo on print advertising
- logo on street map
- logo on event advertising banner
- 10'x10' booth space
- section signage (2.83'x10.17' banner signs x2)
- car show award selection
- complimentary event T-shirts (2)
- complimentary event hats (2)

# Feature Sponsor

Sponsorship Commitment: \$3,000

As a Feature Sponsor, you'll have the exclusive opportunity to sponsor a vibrant section of Chester St, Santa Maria Ave, or Wilbeam Ave, key roads that lead directly into the heart of the event. This dynamic area will be home to featured attractions, including Electric Ave, Vintage Trailers, and a Beer Garden. Your brand's logo will be prominently featured throughout these high-traffic streets, ensuring maximum exposure to attendees as they explore the attractions. Spots for Feature Sponsors are limited, so don't miss out on this prime opportunity to stand out in a highly engaging and visible location.

## **Feature Sponsors Will Receive the Following:**

- facebook post
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on stage
- logo on print advertising
- logo on street map
- logo on event advertising
- 5'x5' booth space
- section signage (2.83'x10.17' banner signs x2)
- car show award selection
- complimentary event T-shirts (2)
- complimentary event hats (2)

# Community Sponsors

## Sponsorship Commitment: \$1,000

As the Refreshments Sponsor, you'll have the opportunity to be prominently featured at the car show's popular food and drink booths, including water, lemonade, snow cones, popcorn, watermelon, and beverages. Your brand will be showcased at these high-traffic stations, ensuring maximum visibility as attendees refresh and refuel throughout the event. By sponsoring these essential refreshment booths, you'll align your brand with the fun and lively atmosphere of the car show, offering a cool break for guests while making a lasting impression. With your logo displayed at each booth and on promotional materials, this is a unique opportunity to engage a diverse audience and enhance their experience. Secure your Refreshments Sponsorship today and be a key part of the event's vibrant energy.

### **Lemonade Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

### **Snow Cone Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

### **Watermelon Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

# Community Sponsors Continued

## **Popcorn Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

## **Non-alcoholic Beverage Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

## **Water Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map
- logo on event advertising banner
- 10'x10' booth
- car show award selection
- complimentary event T-shirts (1)
- complimentary event hats (1)

## **Car Parts Sponsor Will Receive the Following:**

- facebook posts
- website advertisement
- sponsorship announcements at car show
- website sponsor listing
- logo on street map