

Organized by



+ CarFilm

To benefit



PRAYERS FROM *Maria*

Children's Cancer Foundation

2025 SPONSORSHIP OPPORTUNITY GUIDE

CARS IN CLEVELAND

carsincleveland.com



CARS *in* CLEVELAND

PUBLIC SQUARE ■ AUGUST 31 2025

Organized by



+ CarFilm



CARS IN CLEVELAND™ IS AUG. 31, 2025

Rafih Auto Group and CarFilm are thrilled to announce the return of the annual Cars in Cleveland™ on August 31, 2025!

This year's event promises an even bigger and more impressive showcase of exotic cars on the ground, all while the Cleveland National Air Show soars overhead.

The day kicks off with the *Rally to the Square*, a high-energy morning drive through the streets of Cleveland. 2025 will introduce exciting new vendors, interactive activities, and an exclusive VIP experience, all set within an expanded and more immersive event footprint. The excitement continues with the annual awards presentation, where guests can cast their votes using the live voting app. Then, our grand

finale returns—a thrilling symphony of roaring engines as the cars make their grand exit. After Cars in Cleveland, you're just steps away from some of the city's best restaurants—perfect for keeping the energy going!

Every year, proceeds from sponsorships and car registrations are contributed to a great cause and this year is no different. Cars in Cleveland 2025 will benefit *Prayers From Maria*—a Northeast Ohio-based foundation dedicated to fighting childhood brain cancer.

Cars in Cleveland is a family-friendly event that is ALWAYS 100% FREE for all visitors.

carsincleveland.com

PRESENTING SPONSOR

\$20,000 / “Cars in Cleveland”™ Presented by YOU!”

Only One Available

SPONSORSHIP VALUE \$71,825

NET +\$51,825

BRANDING	<ul style="list-style-type: none"> • The Exclusive Presenting Sponsor of this Event - Prominent logo lockup with Cars in Cleveland event logo in all instances of logo usage leading up to and through the event (Value: \$20,000)
ONLINE	<ul style="list-style-type: none"> • Prominent logo lockup with event logo across entire event website (Value: \$3,000) • Prominent logo placement with event logo on top of all voting website pages during the event (Value: \$1,000) • Prominent logo lockup & ‘Presenting Sponsor’ feature posts on social media channels (Value: \$3,000) • Video shout-out on BensandBowties social media channels (312,000+ Subscribers) (Value: \$5,000)
TV	<ul style="list-style-type: none"> • Included as ‘Presenting Sponsor’ in all local television & media coverage (Value: \$6,500)
PRINT	<ul style="list-style-type: none"> • Exclusive naming rights for the VIP tent (Restricted access for food and beverages. VIPs include sponsors, car owners, media and other VIPs.) (Value: \$2,500) • Presenting sponsor logo lockup on souvenir VIP lanyards (Value: \$775) • Prominent signage throughout the event, in photo ops, and in promotional materials (Value: \$5,250) • Prominent logo placement on ALL event staff t-shirts (Value: \$1,250)
VIP	<ul style="list-style-type: none"> • A complimentary Mercedes-Benz S-Class for a weekend of your choice (Value: \$2,500) • Exclusive “Wrap a Ride” corporate logo wrap applied to a feature car at rally & event (Value: \$5,000) • 50 VIP tickets (Value: \$5,000)
DIGITAL	<ul style="list-style-type: none"> • Prominent logo placement and signage throughout digital signs at the event (Value: \$2,250)
VIDEO	<ul style="list-style-type: none"> • Logo inclusion & exclusive presenting sponsor mentions in all marketing event videos (Value: \$4,000)
EMAIL	<ul style="list-style-type: none"> • Logo inclusion & exclusive presenting sponsor feature in all event email marketing (Value: \$4,800) Rafih Email Subscriber Audience = 50,700+ // Avg. OR = 42.1% // Avg. CTR = 9.3%

TIP: Maximize Your Exposure When You Sponsor Early!

Event marketing is already beginning — the sooner you sponsor, the more materials and promotions your brand will be included in!

To inquire or reserve sponsorship:

Email or call



sponsor@carsincle.com



(855) 227-3456

RALLY SPONSOR

\$10,000

One Available

SPONSORSHIP VALUE \$34,150

NET +\$24,150

BRANDING	<ul style="list-style-type: none"> • The Exclusive Presenting Sponsor of the Rally Breakfast - Prominent logo placement and presentation as the exclusive sponsor at the rally breakfast at Dealer Tire (Value: \$7,000)
ONLINE	<ul style="list-style-type: none"> • Logo placement on event website, exclusive breakfast sponsor on rally pages (Value: \$1,500) • Logo inclusion as sponsor in social media posts on all channels (Value: \$1,500) • Video shout-out on BensandBowties social media channels (312,000+ Subscribers) (Value: \$5,000)
PRINT	<ul style="list-style-type: none"> • Logo on all rally directional signage and banner at owner's breakfast (Value: \$1,250) • Logo on signage throughout the event, in photo ops, and in promotional materials (Value: \$3,250) • Tented location on site at Cars in Cleveland event with banner (Value: \$3,000)
VIP	<ul style="list-style-type: none"> • A complimentary Mercedes-Benz S-Class for a weekend of your choice (Value: \$2,500) • 25 VIP tickets (Value: \$2,500)
DIGITAL	<ul style="list-style-type: none"> • Logo placement and signage throughout digital signs at the event (Value: \$2,250)
VIDEO	<ul style="list-style-type: none"> • Logo inclusion in event sponsor mentions in all marketing event videos (Value: \$2,000)
EMAIL	<ul style="list-style-type: none"> • Logo inclusion in all event email marketing, presenting sponsor of rally breakfast email (Value: \$2,400) Rafih Email Subscriber Audience = 50,700+ // Avg. OR = 42.1% // Avg. CTR = 9.3%

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DIGITAL VOTING SPONSOR

\$10,000

NO LONGER AVAILABLE. CLAIMED BY

J♥A♠C♦K♣
ENTERTAINMENT





FAMILY ZONE SPONSOR

\$5,000

One Available

SPONSORSHIP VALUE \$14,250

NET +\$9,250

BRANDING	<ul style="list-style-type: none">• The Exclusive Presenting Sponsor of the Family Zone - Prominent logo placement and presentation as the exclusive sponsor of the entire Family Zone on South side of Public Square (Value: \$2,750)
ONLINE	<ul style="list-style-type: none">• Logo placement on event website, exclusive family zone sponsor (Value: \$1,250)• Logo inclusion as sponsor in social media posts on all channels (Value: \$1,250)
PRINT	<ul style="list-style-type: none">• Logo on signage established at both Family Zone entrances (Value: \$2,000)• Logo on signage throughout the event, in photo ops, and in promotional materials (Value: \$1,500)• Logo inclusion on event step-and-repeat photo backdrop (Value: \$500)
VIP	<ul style="list-style-type: none">• 10 VIP tickets (Value: \$1,000)
DIGITAL	<ul style="list-style-type: none">• Logo placement and signage throughout digital signs at the event (Value: \$1,500)
VIDEO	<ul style="list-style-type: none">• Logo inclusion in event sponsor mentions in all marketing event videos (Value: \$1,000)
EMAIL	<ul style="list-style-type: none">• Logo inclusion in all event email marketing, presenting Family Zone sponsor (Value: \$1,500) Rafih Email Subscriber Audience = 50,700+ // Avg. OR = 42.1% // Avg. CTR = 9.3%

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WATER STATION SPONSOR

\$2,500

One Available

SPONSORSHIP VALUE \$7,500

NET +\$4,500

BRANDING	<ul style="list-style-type: none">• The Exclusive Water Sponsor - Prominent and exclusive logo placement on 5,000 water bottles to be distributed at the event (Value: \$2,000)
ONLINE	<ul style="list-style-type: none">• Logo inclusion in sponsor sections of event website (Value: \$1,000)• Logo inclusion in social media posts on all channels (Value: \$1,000)
PRINT	<ul style="list-style-type: none">• Logo on signage throughout the event, in photo ops, and in promotional materials (Value: \$1,000)• Logo inclusion on event step-and-repeat photo backdrop (Value: \$500)
VIP	<ul style="list-style-type: none">• 5 VIP tickets (Value: \$500)
DIGITAL	<ul style="list-style-type: none">• Logo placement and signage throughout digital signs at the event (Value: \$1,000)

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TROPHY SPONSOR

\$1,000

Three Available

SPONSORSHIP VALUE \$2,950

NET +\$1,950

BRANDING	<ul style="list-style-type: none">• Exclusive Trophy Sponsor - Select Best in Show, Most Likely to be in a Film, or Car Most Likely to be Ticketed. Trophy selection is first-come, first-served (Value: \$1,000)
ONLINE	<ul style="list-style-type: none">• Logo inclusion with your trophy on voting website (Value: \$250)• Logo inclusion in sponsor sections of event website (Value: \$250)• Logo inclusion in social media posts on all channels (Value: \$250)
PRINT	<ul style="list-style-type: none">• Logo included with your trophy on voting signs throughout the event (Value: \$500)• Logo inclusion on event step-and-repeat photo backdrop (Value: \$500)
VIP	<ul style="list-style-type: none">• 2 VIP tickets (Value: \$200)



Most Likely to be in a Movie



Best in Show



Most Likely to be Ticketed

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	PRESENTING \$20,000	RALLY \$10,000	VOTING \$10,000	FAMILY \$5,000	WATER \$2,500	TROPHY \$1,000
Logo level	Exclusive Event Presenter	Rally Breakfast Exclusive	CLAIMED J.A.C.K. ENTERTAINMENT	Family Zone Exclusive	Water Station Exclusive	Trophy Sponsor
VIP tickets	50	25	25	10	5	2
Inclusion in print materials & signs	✓	✓	✓	✓	✓	✓
Inclusion in digital materials & signs	✓	✓	✓	✓	✓	✓
Inclusion in all event emails	✓	✓	✓	✓	✓	✓
Logo + link on event website	✓	✓	✓	✓	✓	✓
Inclusion in social media event posts	✓	✓	✓	✓	✓	✓
Logo on event step-and-repeat	✓	✓	✓	✓	✓	✓
Inclusion in all event videos	✓	✓	✓	✓	✓	
Logo inclusion on voting website	✓		✓			✓
Video shout-out on BenzsandBowties	✓	✓	✓			
S-Class for a weekend	✓	✓	✓			
TV/media mention	✓	✓				
On-site tented location & banner		✓	✓			
VIP tent naming rights	✓					
Logo inclusion on VIP lanyards	✓					
Logo on all staff t-shirts	✓					
Logo wrap on featured event car	✓					

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Your Brand is in Great Company

Here are some of the incredible companies that have sponsored Cars in Cleveland in previous years:



SHERWIN-WILLIAMS



UBS

Hardy Wealth Partners



ESOTERIC

DealerTire



SHINTO

JACK CASINO

BLOCKCHIP

CLEVELAND
**AUTO
SHOW**



Morgan Stanley
THE HAGEMAN/MASTERS GROUP
AT MORGAN STANLEY



**EMPIRE
DEALER SERVICES**

Tito's

Handmade
VODKA

**SAVILE
LANE**



**SUBURBAN
COLLISION CENTERS**



everstream
FASTER FIBER. BETTER BUSINESS.

Shurtape
TECHNOLOGIES



**FORCE
MARKETING**



BERNSTEIN



THE **VITTARDI**
REAL ESTATE GROUP



CARS *in* CLEVELAND

AUG 31 ■ RAFIH AUTO GROUP ■ CARFILM

Benefitting



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Children's Cancer Foundation

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Scan for videos & photos from all previous years



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