

SPONSOR OPPORTUNITIES

2026

New location!

CARS *in* CLEVELAND

WESTLAKE DAVE & BUSTER'S • AUG 30 2026

Organized by



Mercedes-Benz
of North Olmsted



PORSCHE
Porsche North Olmsted

• BENEFITTING •





Want to see more?
Scan for videos & photos from all previous years!

BENEFITTING



Friendship Animal Protective League
OF LORAIN COUNTY

CARS in CLEVELAND

WESTLAKE DAVE & BUSTER'S ■ AUG 30 2026



CARS IN CLEVELAND™ DRIVES WEST!

Rafih Auto Group, Mercedes-Benz of North Olmsted, and Porsche North Olmsted present Cars in Cleveland™ 2026!

In response to our visitors survey, the big change this year is the location. We move back to the West side suburbs! Cars in Cleveland will be held at Dave & Buster's in Westlake, Ohio. We are beyond excited for this next evolution of the event.

The other change this year is the timing. Instead of Labor Day weekend, we're moving the show to the weekend before.

What has not changed is the charitable aspect of Cars in Cleveland. Proceeds from sponsorships will benefit the Friendship Animal Protective League of Lorain County, who is committed to ensuring no animal suffers without the basic necessities for a healthy life. Friendship APL of Lorain County works to strengthen the human-animal bond while treating every person and animal they serve with kindness, dignity, and respect.

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

Organized by



Mercedes-Benz
of North Olmsted



PORSCHE
Porsche North Olmsted

carsincleveland.com



PRESENTING SPONSOR

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

Only One Available

SPONSORSHIP VALUE \$65,225

NET +\$45,225

BRANDING	• 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	• 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 BenzsandBowties social media channels (312,000+ Subscribers) (Value: \$5,000)
GAMING	• Dave & Buster’s Game Card preloaded with 1125 chips (Value: \$150)
PRINT	• Exclusive naming rights for the VIP room (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	• 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)
VIDEO	• Logo inclusion & exclusive presenting sponsor mentions in all marketing event videos (Value: \$4,000)
EMAIL	• Logo inclusion & exclusive presenting sponsor feature in all event email marketing (Value: \$6,800) Rafih Email Subscriber Audience = 78,900+ // Avg. OR = 42.1% // Avg. CTR = 9.3%



TIP: Maximize your exposure when you sponsor early (& feel good about it)!

Event marketing has started, so the sooner you sponsor, the more promotions your brand will be included in—and it’s for a good cause!

To secure sponsorship:

Email or call

✉ LKnaus@mbzno.com

☎ (440) 716-2700 ext. 2043



RALLY SPONSOR

\$10,000

No Longer Available SPONSORSHIP VALUE \$34,230 NET +\$24,230

BRANDING	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	- 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 BenzsandBowties social media channels (312,000+ Subscribers) (Value: \$5,000)
GAMING	Westlake Dave & Buster's Game Room preloaded with BenzsandBowties chips (Value: \$130)
PRINT	- Logo on all rally promotional signage and banners at owner's breakfast (Value: \$1,500) - Logo on signage throughout event, in photo ops, and promotional materials (Value: \$3,250) - Logo on location website at Cavalier Cleveland event (Value: \$1,000)
VIP	- A complimentary Mercedes-Benz S-Class for a weekend of your choice (Value: \$2,500) 25 VIP tickets (Value: \$1,000)
VIDEO	Logo inclusion in event sponsor mentions in all marketing event videos (Value: \$2,000)
EMAIL	Logo inclusion in all event email marketing, presenting sponsor of rally breakfast email (Value: \$4,600) Rafih Email Subscriber Audience = 78,900+ // Avg. OR = 42.1% // Avg. CTR = 9.3%

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ENTERTAINMENT



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DIGITAL VOTING SPONSOR

\$10,000

One Available

SPONSORSHIP VALUE \$34,230

NET +\$24,230

BRANDING	• The Exclusive Presenting Sponsor of the Live Voting - Prominent logo placement and presentation as the exclusive sponsor of voting on displayed cars in three categories (Value: \$7,000)
ONLINE	• Logo on all pages of digital voting app (Value: \$1,500) • Logo inclusion as voting sponsor in social media posts on all channels (Value: \$1,500) • Video shout-out on BenzsandBowties social media channels (312,000+ Subscribers) (Value: \$5,000)
GAMING	• Dave & Buster's Game Card preloaded with 937 chips (Value: \$130)
PRINT	• Logo on all QR code voting signage throughout the event (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	• A complimentary Mercedes-Benz S-Class for a weekend of your choice (Value: \$2,500) • 25 VIP tickets (Value: \$2,500)
VIDEO	• Logo inclusion in event sponsor mentions in all marketing event videos (Value: \$2,000)
EMAIL	• Logo inclusion in all event email marketing, presenting voting sponsor (Value: \$4,600) Rafih Email Subscriber Audience = 78,900+ // Avg. OR = 42.1% // Avg. CTR = 9.3%



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FAMILY ZONE SPONSOR

\$5,000

One Available

SPONSORSHIP VALUE \$14,410

NET +\$9,410

BRANDING	• The Exclusive Presenting Sponsor of the Family Zone - Prominent logo placement and presentation as the exclusive sponsor of the entire Family Zone (Value: \$2,750)
ONLINE	• 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)
GAMING	• Dave & Buster's Game Card preloaded with 375 chips (Value: \$60)
PRINT	• Logo on signage established at the Family Zone (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	• 10 VIP tickets (Value: \$1,000)
VIDEO	• Logo inclusion in event sponsor mentions in all marketing event videos (Value: \$1,000)
EMAIL	• Logo inclusion in all event email marketing, presenting Family Zone sponsor (Value: \$3,100) Rafih Email Subscriber Audience = 78,900+ // Avg. OR = 42.1% // Avg. CTR = 9.3%



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TROPHY SPONSOR

\$1,000

Three Available

SPONSORSHIP VALUE \$2,970

NET +\$1,970

BRANDING	• 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	• 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)
GAMING	• Dave & Buster's Game Card preloaded with 100 chips (Value: \$20)
PRINT	• 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	• 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	TROPHY \$1,000
Logo level	Exclusive Event Presenter	Rally Breakfast Exclusive	Live Voting Exclusive	Family Zone Exclusive	Trophy Sponsor
VIP tickets	50	25	25	10	2
Inclusion in print materials & signs	✓	✓	✓	✓	✓
Inclusion in digital materials	✓	✓	✓	✓	✓
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	✓	✓	✓		
Dave & Buster's Preloaded Card	1125 chips	937 chips	937 chips	375 chips	100 chips
On-site tented location & banner		✓	✓		
VIP room naming rights	✓				
Logo inclusion on VIP lanyards	✓				
Logo on all staff t-shirts	✓				
Logo wrap on featured event car	✓				



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



JACK CASINO

BLOCKCHIP

CLEVELAND
**AUTO
SHOW**



Morgan Stanley
THE HAGEMAN/MASTERS GROUP
AT MORGAN STANLEY



Tito's

Handmade
VODKA

**SAVILE
LANE**



everstream
FASTER FIBER. BETTER BUSINESS.

Shurtape
TECHNOLOGIES



FORCE
MARKETING





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