



• **FRIDAY AUGUST 18, 2023** •

1PM · 9PM Rendezvous at Riverfront Festival Plaza
6PM · 9PM Car Cruise

DOWNTOWN
WINDSOR

www.downtownwindsor.ca



About

The Ouellette Car Cruise builds on the nostalgia of Windsor's storied automotive history and seeks to engage car enthusiasts, hobbyists and the community at large in celebration of our deep automotive roots.

Cruisers begin gathering at Riverfront Festival Plaza at 1pm in the heart of downtown Windsor. The cavalcade of roaring engines and shining chrome begins at 6:00 pm. The route takes cruisers on a tour of the city from Ouellette Avenue to Tecumseh Road East and from Riverside Drive to Pillette Road. Preceding the Woodward Dream Cruise in Detroit, Michigan, the Ouellette Car Cruise attracts significant participation and on-site spectator attendance; introduces the community and event attendees to a myriad of classic, vintage and custom vehicles of a by-gone era; and utilizes Riverfront Festival Plaza and neighbouring parking lots as the Rendezvous and Gathering Points in which participants can also kick back, relax and enjoy the many vendors.

Participation is free and all vintage, classic, custom, collector and special interest cars, street rods and muscle cars are welcome.



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Demographic Information

Sources: Jacksonville, Boston, Connecticut, Denver & Michigan Auto Shows



58.6%

CAR FANATICS



72.5%

MALE



27.5%

FEMALE



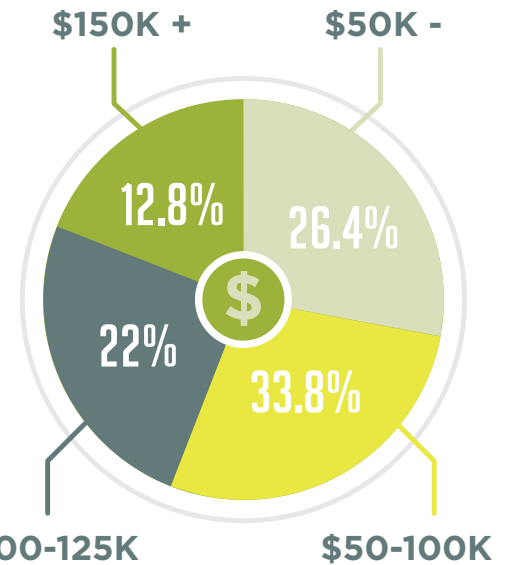
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MARRIED

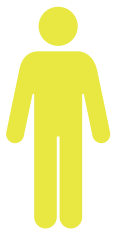


67.8%

HOME OWNERS



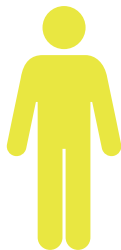
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4.75%



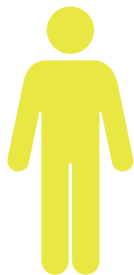
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16.25%



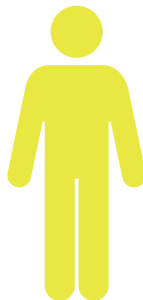
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20.75%



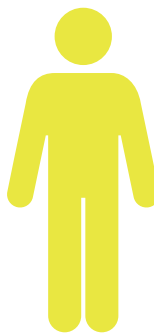
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17.5%



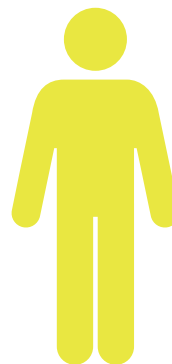
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18.75%



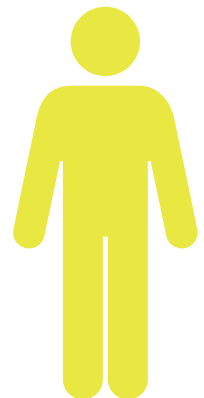
55-64



14%



65+



7.5%



DOWNTOWN WINDSOR



Experiential Marketing & Sampling Opportunities

The Woodward Dream Cruise is both the inspiration and catalyst for the creation of the Ouellette Car Cruise. As a two nation destination, Windsor is perfectly situated to present an annual car cruise and is expected to attract thousands of car enthusiasts and visitors from Southwestern Ontario, Greater Michigan and beyond for a myriad of unforgettable experiences.



The Ouellette Car Cruise features:

- Extensive and far reaching media coverage
- Broad audience demographic
- High profile marketing
- Strong audience loyalty

Partner With Us

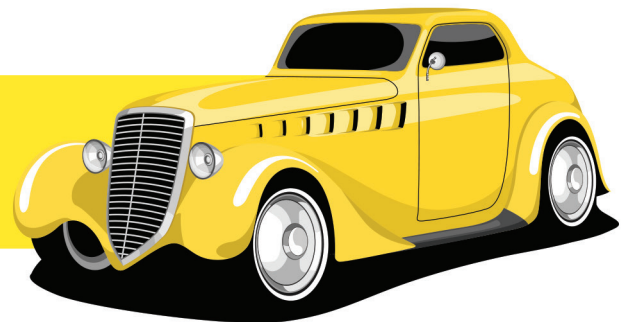
The Ouellette Car Cruise offers exciting on-ground product sampling and experiential marketing opportunities.

Key attributes include:

- Reaching large and diverse audiences in Windsor-Region
- Engaging consumers on a personal level
- Delivering one-to-one brand experiences
- Creating tangible and memorable brand or product experiences
- Fostering emotional connections
- Increasing exposure and build brand awareness.
- Increasing social media exposure.
- Talent access, corporate hosting and hospitality.



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Sponsorship Opportunities

The Ouellette Car Cruise is your platform for unprecedented sponsorship and brand integration opportunities. As a sponsor of the Cruise, your company will realize tangible marketing benefits while positioning your organization as a partner of the region's newest and most exciting car cruise, an event that is expected to attract 10,000+ attendees.

Sponsorship opportunities begin at the \$500 level with benefits accruing as the level of sponsorship increases. We would be pleased to work with you in creating an integrated sponsorship program designed to meet your company's unique marketing objectives.



HIGH VISIBILITY. PROMOTION. HOSPITALITY.

The Ouellette Car Cruise can help you increase your corporate and brand visibility through immersive and engaging experiences from a host of branding, sampling, promotional and hospitality options.

Ouellette Car Cruise Offers:

- High levels of foot traffic with excellent brand building opportunities
- High density of visitors in sampling locations
- Audience demographics to fit your brand requirements
- Opportunities for brand exclusivity
- Flexible, creative marketing team to help you ensure successful delivery
- Broader sponsorship opportunities available



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RIVERFRONT FESTIVAL PLAZA SPONSOR: \$5,000

- Exclusive Plaza sponsor with your company name on all promotional material/literature.
- This sponsorship package includes the ability to sponsor Riverfront Festival Plaza.
- Your company will be able to tie in corporate promotions, set up booths, brand the space with your corporate banners etc. at this location.

The benefits of this package include:

- ▶ Festival Plaza is the pre-cruise gathering space and typically attracts 500+ vehicles and thousands of spectators
- ▶ Company vehicle as a leader in the car cruise. Your branded vehicle will be seen first by all spectators, participants, and media outlets
- ▶ Company banner(s) prominently displayed at Riverfront Festival Plaza
- ▶ Logo placement on website and sponsors page
- ▶ Acknowledgment as the Riverfront Festival Plaza sponsor in media releases
- ▶ Acknowledgment of sponsorship in all print, radio and digital advertisements
- ▶ Website Spotlight
- ▶ Logo on all posters
- ▶ Social Media brand acknowledgment
- ▶ Description of company on event website with link to company website and social media sites.

DASH PLAQUE SPONSOR: \$2,500

- This sponsorship package affords your company the opportunity to sponsor all of the participation plaques that will be given to the first 700 car cruise participants.
- This is an amazing branding opportunity, as the plaques will be an item that participants will keep and display forever.

The benefits of this package include:

- ▶ Recognition as the official dash plaques sponsor (corporate logo and name printed on every dash plaque)
- ▶ Description of company on event website with link to company website and social media sites
- ▶ Make your brand visible to all participants
- ▶ Provide cruisers and car enthusiasts with the a memorable keepsake

PHOTO & VIDEO SPONSOR: \$2,500

The Photo & Video Sponsor enables us to capture the essence of the Ouellette Car Cruise – from the rendezvous to the cruise itself.

The benefits of this package include:

- ▶ Event day Photo Booth with Sponsor logo branded on photo frame keepsake available FREE to all participants and visitors
- ▶ Sponsor logo and name recognition branded on pre-event video distributed to participants and promoted on Facebook and Instagram
- ▶ Sponsor logo and name recognition branded on post-event video distributed to participants and promoted on Facebook and Instagram
- ▶ Sponsor logo and name recognition on website, social media and print leading up to event, at the event and following the event
- ▶ Posting and placement of all official videos will credit the Sponsor with logo placement on frames
- ▶ All official photos will credit the Sponsor reaching thousands of viewers

EVENT SPONSOR: \$1,000

Event sponsors are critical in enabling us to present the annual Cruise.

The benefits of this package include:

- ▶ Website spotlight
- ▶ Logo on all posters and print materials
- ▶ Logo on banners at the event
- ▶ Opportunity to participate as a vendor at the event at no cost (10'x10' vendor space)
- ▶ Logo and name recognition on social media leading up to event, at the event and following the event

PARKING LOT SPONSORS: \$1,500

- This sponsorship package includes the ability to sponsor a pre and post car cruise parking lot location.
- One lot will be named after each sponsoring company.
- You company will be able to tie in corporate promotions, set up booths, etc at this location.
- Choose one of 3 municipal parking lots - Festival Plaza back lot, Lot 16 and Lot 34.

The benefits of this package include:

- ▶ Website spotlight
- ▶ Logo on all posters
- ▶ Logo and location highlighted on event map
- ▶ Acknowledgment as one of the official rendezvous sponsors
- ▶ Ability to tie in promotions
- ▶ Sampling of products and/or services
- ▶ Description of company on event website with link to company website and social media sites

PIT STOP SPONSOR: \$1,000

- A Pit Stop sponsor is a business along the Car Cruise route. These sponsors will be official event sponsors.
- The sponsor's location will be promoted to participants and spectators as an Official Pit Stop destination.

The benefits of this package include:

- ▶ Website spotlight
- ▶ Logo and location will be posted on event map on website
- ▶ Logo on all posters
- ▶ Acknowledgment as official pit stop sponsor
- ▶ Description of company on event website with link to company website and social media sites

VOLUNTEER SPONSOR: \$750

The Ouellette Car Cruise is made possible with the help and support of volunteers. Sponsoring our volunteers not only enhances their experience at the Cruise, it also provides fantastic exposure for your brand. This is an incredible opportunity for brand recognition, and includes your logo printed on the volunteer t-shirts.

The benefits of this package include:

- ▶ Logo and company recognition on volunteer t-shirts
- ▶ Exhibit table
- ▶ Description of company on event website with link to company website and social media sites
- ▶ Make your brand visible to spectators

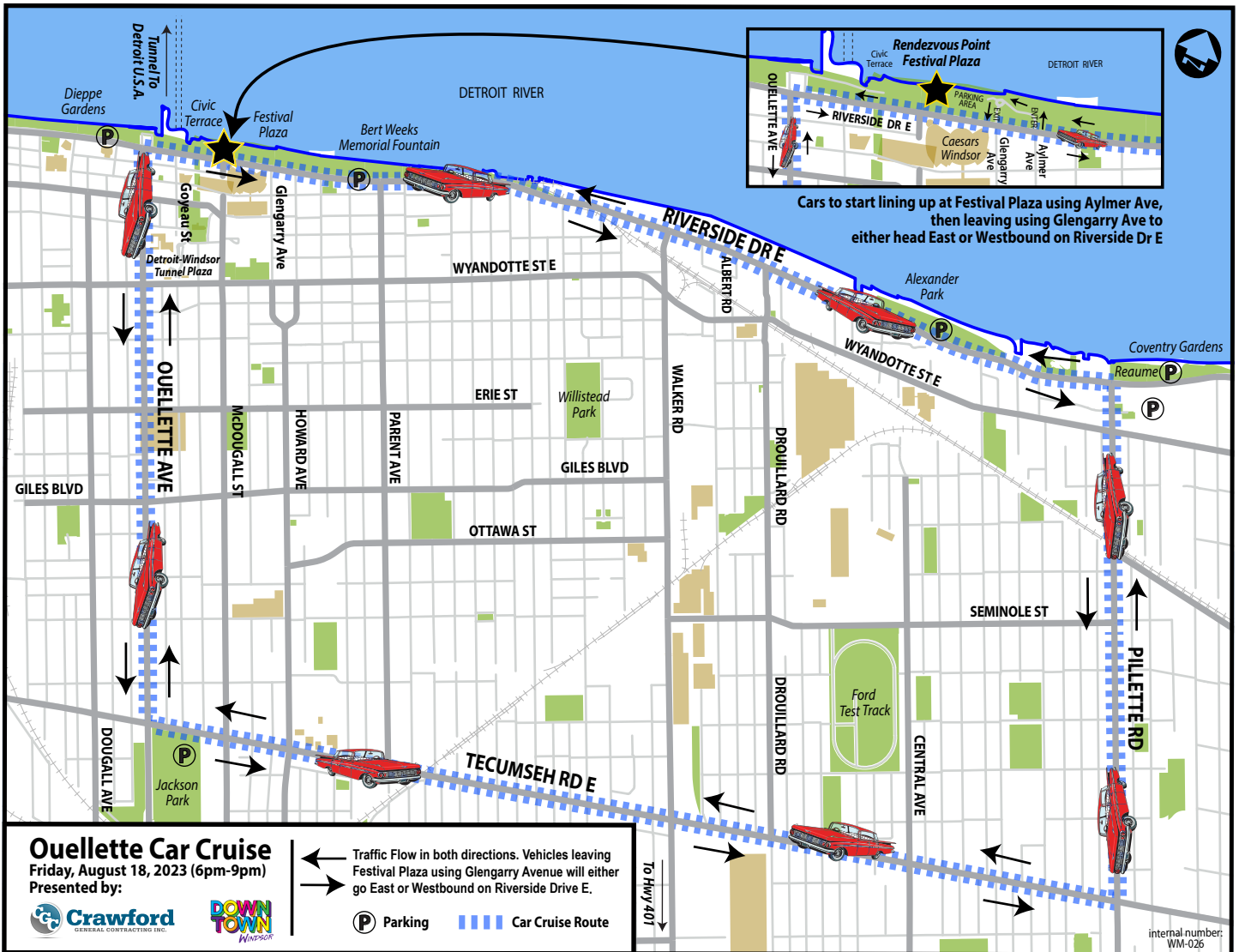
VENDOR BOOTH: \$250

Reach thousands of participants and spectators at the rendezvous at Riverfront Festival Plaza.

- Space is allocated at 10'x10' increments.
- Vendors are responsible for providing their own tents, tables, chairs etc.

The benefits of this package include:

- ▶ Vendor logo and company recognition on event website
- ▶ Promote and sell your product or service to a broad and diverse audience
- ▶ Generate lucrative, highly targeted business leads
- ▶ Develop and strengthen your brand awareness
- ▶ Create memorable and lasting impressions of your company
- ▶ Take advantage of direct sales opportunities
- ▶ Capitalize on a cost-effective networking and advertising medium



Contact

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