BUILDING BRIDGES

Portland Roadster Show

71st Anniversary

1956-2027

MULTNOMAH HOT ROD COUNCIL
Portland, Oregon

MARCH 19, 20, 21ST 2027

The Tradition Continues!

Social Media

Our Facebook page has literally blown up the past two years. With daily updates, and contest opportunities, we start the buzz early!

Local "Buzz"

Printed posters can be found throughout the Portland metropolitan area from auto part stores, to coffee shops and bar & grills. Our dedicated volunteers and following, make sure the word gets out.

Television Coverage

Each year we receive "featured" coverage on Local Broadcast Stations in the Portland Metro Area giving us tremendous exposure to our show and its sponsors.

Portland Roadster Show Website

Jam packed with information and exposure opportunities. Prior to the show, our site averages 50,000+ Unique Visitors and 75,000+ Total Visits

Electronic Media

Each year we develop a coordinated media buy consisting of both TV and Radio advertising that spotlights the cars, our celebrities, and all of the activities that take place.

71st Portland Roadster Show Sponsor Opportunities

We are inviting you to be a sponsor of our 71st Portland Roadster Show, taking place in March of 2027. Once again, we will be featuring over 300 of the coolest Customs, Rods, Trucks, and Bikes from all over the USA and Canada. We are the largest indoor auto event held in the Northwest and include over 100 vendors showing off the latest trends in automotive technology. We also have displays from local car clubs, the small-scale auto exhibit and model car contest, and our popular High School Challenge. Our High School Challenge scholarship program winner is chosen from one of 20+ hottest high school vehicles in the show.

In the past, the Pacific Northwest has been a hot bed of classic car and hot rod enthusiasts and automotive enthusiasts. Builders, families and friends have arrived from all over the USA and Canada to admire the beauty and style of the wide variety of vehicles on display at the Portland Roadster Show.

Our demographics show that over 50% of our guests are between the ages of 25-45, with 46% of them earning between $50,000 to $100,000 annually. Better than 70% state that they have been to our show before and look forward to it annually.

All major sponsors will be included in over $50,000 of marketing on TV and radio, and in print via newspapers, magazines, billboards, flyers, posters, event T-shirts, social media, and special announcements during the three days of the show.

You will also receive exceptional exposure through our Portland Roadster Show website and Facebook page. Sponsorship will also provide show passes (dependent on commitment) that you can share with your employees or valued customers. ***Our sponsors are very important to the success of our event, and we will do everything we can to give you the most exposure possible both before and during our event.***

Welcome to the Tradition that is the Portland Roadster Show!

71st Portland Roadster Show Sponsor Opportunities

Title Sponsor $20,000

- Your company name and logo featured as Title Sponsor on Portland Roadster Show posters and T-shirts.
- Your company logo featured in all newspaper, radio and TV ads.
- 3 nights lodging for 2
- 10 x 100 booth ($5,000.00 value)
- 20 passes to the show. Additional tickets available at a discount.
- Company name and logo posted on PRS website with link to your site
- Opportunity to hang 5 banners at the Show
- Title Sponsor recognition on Sponsorship board at the Show
- Distribution of approved promotional items (provided by sponsor) in participant goodie bags.

Presenting Sponsor $15,000

- Your company logo will be featured as a sponsor on Portland Roadster Show posters and T-shirts.
- Your company logo featured in all newspaper, radio and TV ads.
- 10 x 50 booth ($2250.00 value)
- 15 passes to the Show. Additional tickets available at a discount.
- Company name and logo posted on PRS website with link to your site
- Opportunity to hang 4 banners at the Show.
- Company name posted as sponsor on the Sponsorship board at the Show.

71st Portland Roadster Show Sponsor Opportunities

Contributing Sponsor $10,000

- Your company logo featured as a sponsor on Portland Roadster Show posters and T-shirts
- Your company logo featured in all newspaper, radio and TV ads
- 10 x 40 booth ($1800.00 value)
- 10 passes to the show. Additional tickets available at a discount.
- Company name posted on PRS website with link to your site
- Opportunity to hang 3 banners at the Show
- Company name posted as sponsor on the Sponsorship board at the show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bag

Participating Sponsor $5,000

- Your Logo will be featured as a sponsor on Portland Roadster Show posters and T-shirts.
- Your company logo featured in all newspaper, radio and TV ads
- 10 x 30 booth ($1300.00 value)
- 10 passes to the show. Additional tickets available at a discount.
- Name posted on PRS website with link to your site
- Opportunity to hang 2 banners at the Show
- Company name posted as sponsor on the Sponsorship board at the Show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

General Sponsor $2,500

- 5 passes to the show
- Company logo and link to your website posted on PRS website
- Name posted as sponsor on the Sponsorship board at the Show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

71st Portland Roadster Show
Sponsor Opportunities

General Sponsor $1,000

- 5 passes to the show. Additional tickets available at a discount.
- Name posted on PRS website
- Name posted as sponsor on the Sponsorship board at the Show
- Distribution of approved promotional items (provided by the sponsor) in participant goodie bags

High School Challenge Supporter $100 & up

- 1 pass to the Show for every $100 donated to the High School Challenge Award Fund.
- Name posted as a supporter on a Sponsorship board at the show.
- Announcement of your or your company name during High School Challenge portion of the PRS Awards presentation.

2027 Portland Roadster Show
Sponsorship Agreement

The Multnomah Hot Rod Council Inc. (MHRC) a 501c3 non-profit and producer of the 71st Annual Portland Roadster Show (PRS), extends an official sponsorship offer to _____ For the 2027 Portland Roadster Show to be held March 19, 20, 21, 2027 at the Portland Expo Center.

To secure said sponsorship and participation in the Portland Roadster Show, the prospective sponsor agrees to participate as follows:
_____will provide a sponsorship fee of _____to be paid no later than_____.

In return for that fee, the MHRC will give_____an Official Sponsorship Package for the event. This package will include agreed upon amount of exhibition floor space for a major display, inclusion in marketing and promotional materials as agreed upon by level of sponsorship, and an agreed upon number of show passes for sponsorship personnel to attend and manage the display. Electrical power for the show area is contracted separately and is not included as a part of this agreement.

The sponsors logo will be included on promotional flyers, posters, T-shirts, MHRC & PRS websites and social media, dependent on level of sponsorship. A link to the sponsors website is included.
The sponsor needs to provide the scalable "Vector" graphics logo for posters and banners and a PNG "Raster" graphic logo for the web site.

Agreed to on the____day of_____, _____

_____Sponsor Representative

_____MHRC/PRS Representative

Make Checks Payable to: Portland Roadster Show

MHRC/Portland Roadster Show PO Box 55067, Portland, OR 97238
503-232-4567 www.PortlandRoadsterShow.com

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