

The 21st
ALDEN
ESTD  2004
Auto Show

SUNDAY, JULY 27, 2025
Alden Town Park – Alden, NY

SPONSOR PACKAGE

PROCEEDS TO BENEFIT

mercy*FLIGHT*
WHEN MINUTES MATTER

This premier, family-friendly annual event brings out the coolest classic and custom cars and motorcycles from all over the East Coast and Canada!

- Special Guest Appearances
- Local Bands and Artisans
- Commercial and Local Vendors
- Celebrity Cars
- Awards
- Basket Auction
- Prize Raffles
- 50/50 Splits
- Food
- Beverages
- And Much More!

The Alden Auto Show is an annual event dedicated to raising funds for non-profit organizations in the Western New York area. Staffed by volunteers, the net proceeds from the 21st Annual Alden Auto Show will be proudly donated to Mercy Flight – A Beacon of Hope...*when minutes matter.*



Endorsement

“On behalf of everyone at Mercy Flight, thank you for your continued support. We rely on the generosity we receive from our friends, and every year I am overwhelmed by the dedication and commitment of the Alden Auto Show sponsors, committee members, volunteers, and attendees. We sincerely appreciate everything you do in support of this great event and our organization.”



Margaret Ferrentino
Mercy Flight President

The Mission



Mercy Flight Inc. is a local, independent, not-for-profit provider of air and ground medical transportation and supporting services, ensuring rapid, safe, and cost-effective delivery of expert emergency response teams. We serve the eight counties of Western New York and Northwestern Pennsylvania with bases in Buffalo, Batavia, Springville, and Olean.

Established in 1981, Mercy Flight has safely completed over 31,000 air medical transport missions, and thousands of ground ambulance transports, and is available 24 hours a day, 7 days a week, 365 days a year. The financial support we receive from individual donors, community groups, service clubs, and events like the Alden Auto Show plays a vital role in our ability to carry out our mission.

A Year in Review

2013 through 2019, 2021, 2022, 2023, and 2024 were very successful at our venue in Alden as we paused in 2020 due to the pandemic. Thank you for your continued support.

2025 SPONSOR BENEFITS

BENEFITS OF SPONSORSHIP	Platinum \$5,000	Diamond \$3,000	Sapphire \$2000	Emerald \$1500	Ruby \$1000	Topaz \$500	Pearl \$250
Company Name/Logo on Dash Plaques	YES						
"Presented by (your company name)" under Alden Auto Show logo on all event advertising	YES	YES					
Special appreciation award	YES	YES	YES				
Custom vinyl banner with your company logo prominently displayed at the event	YES	YES	YES	YES			
Invitation for you and a guest to the check presentation dinner	YES	YES	YES	YES	YES		
Complementary 10'x10' vendor space <i>*Please complete Vendor Application</i>	YES	YES	YES	YES	YES		
VIP parking for show vehicle <i>*Please complete Registration Form(s)</i>	FIVE	FOUR	THREE	TWO	ONE		
Company logo featured on 5000+ event posters & flyers to be displayed/distributed at various events	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	
Company name/logo on Alden AutoShow.com, Facebook, and X. Must send your own logo.	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Name
Company name/logo on awards	Logo on all awards	Logo on all awards.	Logo on all awards.	Logo on all awards.			
Advertisement in Event Book distributed day of show. <i>DUE BY 7/1/25</i>	Full Color Page	Full Color Page	Full Color Page	Full Color Page	Full B&W Page	Half B&W Page	Half B&W Page
Public recognition as a sponsor over the PA system during show	YES	YES	YES	YES	YES	YES	YES

Sponsorship Add-Ons: *First come, first serve, subject to change. You will receive a phone call confirmation or alternative based on availability*

- 500 Grab Bags with your company name/logo on them → Company provides
- Grab Bag Items with your company name/logo on them → Company provides
- Sponsor Show Vehicle Registration/ Basket Raffle- Name announced and signage → \$500
- Sponsor Band Stage- Name Announced and Signage → \$500
- Sponsor Show Volunteer Food and Tent- Name announced and signage → \$300
- Sponsor porta-potties - Name announced and signage → \$1,500
- Sponsor Security Team- Name announced and signage → \$3,000
- Product Giveaway- grill, keychains, water bottles, band-aid holders, sunscreen, etc. → Company provides
- Sponsor Show Awards Tent- Name announced and signage → \$300
- Sponsor Motorcycle Parking- Name announced and signage → \$300
- Sponsor an additional business card size ad in the book → \$100

Find us online:
AldenAutoshow.com
Facebook.com/AldenAutoShow
X.com/AldenAuto

MERCY FLIGHT RELIES ON THE ALDEN AUTO SHOW AS ONE OF ITS BIGGEST FUNDRAISERS, TO HELP US DELIVER THIS CRITICAL SUPPORT.

THANK YOU FOR YOUR CONSIDERATION TO BECOME A SPONSOR!

For additional information, please contact: Mary Lynne at (716) 604-8458, Vinny at (716)-440-8723, or MarillaAutoShow@yahoo.com



2025 SPONSORSHIP FORM

Date: _____

Contact Name: _____

Company Name: _____
(Complete name to be used for acknowledgments)

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website Address: _____

Please indicate the level of Sponsorship. If services, please specify service next to level.

- \$5,000 "PLATINUM" (see Notes 1, 2)
- \$3,000 "DIAMOND" (see Notes 1, 2)
- \$2,000 "SAPPHIRE" (see Notes 1, 2)
- \$1,500 "EMERALD" (see Notes 1, 2)
- \$1,000 "RUBY" (see Notes 1, 3)
- \$500 "TOPAZ" (see Notes 1, 4)
- \$250 "PEARL" (see Note 4)
- Add on sponsorship category and amount** _____.
- I am unable to Sponsor. Please accept my donation for \$ _____.

Please mail this pledge form along with check or money order to:
Marilla Auto Show, Attn: Sponsorship, PO Box 1155, West Seneca, NY 14224

Thank you for your support – we could not do this without you!

Notes: Please email your logo to **MarillaAutoShow@yahoo.com** in a high-resolution jpg, gif, bmp, or pdf. Please send the logo with your application. Please know that we are unable to create one for you. Thank you for your understanding. Once the logo is submitted, it will be put on social media. **Deadline for the program book ad is by 7/1/2025.**

- 1 – Full color logo
- 2 – 5.5" W x 8.5" H full-color, full-page ad.
- 3 – 5.5" W x 8.5" H black & white full-page ad.
- 4 – 5.5" W x 4" H black & white half-page ad.