



Pfaff Digital Rendering & Design
1622 Roseland Avenue
Royal Oak, MI 48073
Phone 248-259-6175

04/01/24

Proposal: Madison Height Car Show Initiatives, Show Duties & Consulting 2024
Car Show Saturday September 14th 9am-3pm

Presented to:

Quinn Wright
City Commissioner
City of Madison Heights (MH)
248-550-2942

Description of deliverables:

Consulting / Brand Ambassador / Event Liaison –

- Develop an engaging and unique name for the event
- Participate in strategic show and planning meetings
- Develop sponsorship sales sheet
- Sell sponsorships at 30% commission
- Promote show to other Influencers, Enthusiasts, Manufacturers, and Vendors
- Attract feature vehicles
- Invite and manage food trucks
- Invite Special Guests, Guest of Honor, and others
- Participate in interviews and report on behalf of Madison Height Car Show
- Work and contribute to the operations of the show over the course of the car show
- Personally present Pfaff Designs Pick at show
- Organize and oversee car award pickers and team
- Conduct Awards Ceremony
- Encourage other industry luminaries to attend and become “show ambassadors”
- Promote on personal and Pfaff Designs social media
- Promote show in Metro Detroit market and beyond
- Sell vendor spaces at 40% commission
- It is suggested vendor rates should start at \$200 for a 10x10, \$300 for a 20x20

Show Art and Marketing Materials Design/Development (MH to cover all production costs)

- Design Event Logo
- Include dates of show and year
- Design to be flexible for use as logo / awards / banner / shirt / poster / other uses
- Design and produce promotional flyer/postcard
- Design social media art
- Design and produce event banners
- Design and produce car show awards, includes 3-5 “Dignitary Pick” awards and Top Pick awards

Car Show Social Media Management

- Minimum of one posts per week –
- April thru September
- Continue “voice/personality” of the
- Promote car related and enthusiast topics
- Promote local interests of Madison

- | | |
|---|---|
| <ul style="list-style-type: none"> event • Monitor and respond to follower comments • A budget of \$200 until event is suggested for paid promotion of key posts on Facebook • At least one “live” non-produced or edited video per month | <p>Heights</p> <ul style="list-style-type: none"> • Promote show friends and vendors • Promote show attractions, feature vehicles, guest of honor, and others • All subject critical follower questions to be answered by MH staff |
|---|---|

Goals

- Provide an engaging, family fun activity/attraction
- Promote community spirit
- Attract 100-150 classic, hot rods, muscle, modern muscle, tuners, and more.
- Have a safe and successful event that we will want to repeat for years to come.

Assumptions:

- City Staff to assist with leads and introductions to community-oriented businesses for sponsorship and volunteer assistance.
- City Staff to assist with planning and running of the show
- MH will carry liability insurance for event
- MH to provide \$800-\$100 advertising budget (Flyers, Cruisn’media, Social Media, etc.)
- MH to provide volunteer staff (6-10 people) day of show.
- MH to provide music and PA system the day of the show.
- Online registration for show will be available and managed by MH.
- All approved show costs to be paid by MH.
- Murray to work with MH staff throughout the year for planning purposes.
- MH Dept of Works to lend assistance where necessary.

Estimate:

Show Chairman / Brand Ambassador / Event Liaison –	\$ 2500.00
Show Art and Marketing Materials Design/Development -	\$ 1000.00
Car Show Social Media Management -	<u>\$ 500.00</u>
 Total	 \$4000.00

Consultation, Graphic Design and other work not covered in the proposal are available at the rate of \$100/hour(discounted from \$125). This estimate expires 30 days from date.

Acceptance:

Accepted By	Title
Signature	Date

Payment Terms:

- 50% down to initiate contract, remaining balance due once sponsorship sales and donations exceed \$4000.00.
- Payment due to initiate work.
- Please make payment to Pfaff Designs.
- Federal ID # 20-2196486

Please sign and fax/return proposal to initiate project. Thank you for your business!