



CITY OF GLENDALE, CALIFORNIA

Community Services & Parks
Administration

613 E. Broadway, Suite 120
Glendale, CA 91206-4308
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glendaleca.gov

February 2022

Glendale Cruise Night is back this year for its 27th Annual event. On behalf of the City of Glendale, I would like to invite you to sponsor Glendale Cruise Night 2022 that will be held on Saturday, July 16th in the heart of downtown Glendale on Brand Blvd. It is an opportunity to become part of the community event that draws people and publicity from all over the Southland and beyond.

This fun, free, family event that features 300-400 pre-1980 classic cars and hot rods, community and sponsor displays, fun games and activities for kids, and of course local restaurants and retail stores, has been part of our community's history for 26 years! New this year, we are expanding the car entry to allow for modified imports and exotic cars. We look to our community to help us preserve this long standing Glendale tradition. Your commitment will help us take advantage of the opportunity to bring fun and entertainment to our city, bring together our community and gather the young and old car enthusiast, while promoting our local merchants.

Your sponsorship will help assure the success of the Glendale Cruise Night 2022. Please find attached a Sponsorship Level Opportunities list and a fun facts sheet. If you are interested in becoming a sponsor, and would like more information, please call Patty Betancourt at (818) 548 -2792 or email at PBetancourt@Glendaleca.gov.

On behalf of the City of Glendale, we thank you for your consideration in supporting this great tradition and for your commitment to our community. It is only through the help of organizations like yours that we can continue our premier summer tradition of Cruise Night.

Sincerely,

Onnig Bulanikian, Director
Community Services & Parks Department



**CITY OF GLENDALE
COMMUNITY SERVICES & PARKS DEPARTMENT**

**CRUISE NIGHT 2022 SATURDAY, JULY 16, 2022
ON BRAND BOULEVARD**

Naming Sponsor

\$20,000

Benefits include:

- "NAMING SPONSOR NAME brings you the 27th Annual Glendale Cruise Night" wording in all press releases, advertising, media outreach, and on event web page.
- Headline atop banner on all posters, flyers and on main stage banner.
- At least two mentions during stage performance.
- Possible usage of a side street for dedicated sponsor booth/display.
- Collateral materials included in swag bag if provided by sponsor.
- 2 10' x 10' booth set ups on Brand Blvd with electricity if needed.
- Mayor's Commendation presented at the July City Council meeting.
- 3 classic car entries to event and event swag bags.
- Sponsor Name advertised on the Civic Auditorium marquee.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Reception located backstage on the day of the event.

Presented By Sponsor

\$10,000

Benefits include:

- "The Naming Sponsor brings you the 27th Annual Glendale Cruise Night" presented by (*PRESENTING SPONSOR NAME*)" wording in all press releases, advertising, media outreach, and on event web page.
- Headline atop banner on all posters, flyers and on main stage banner.
- 1 10' x 10' booth set up on Brand Blvd with electricity if needed.
- Collateral materials included in swag bag if provided by sponsor.
- 2 classic car entries to event and event swag bags.
- Recognition at the Parks, Recreation & Community Services Commission meeting.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Section located backstage on the day of the event.

Platinum Sponsor

\$5,000

Benefits include

- Inclusion in press releases.
- Logo placement on flyers, posters, local print ads and on main stage banner.
- 1 10' x 10' booth set up on Brand Blvd with electricity if needed.
- Collateral materials included in swag bag if provided by sponsor.
- 1 classic car entry to event and event swag bag.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Reception located backstage on the day of the event.

Gold Sponsor

\$1,500

Benefits include:

- Logo placement on flyers, posters, local print ads and on main stage banner.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- 1 10'x10' booth set up on Brand Blvd.

Vendor Booth

\$500

Benefits include:

- 1 10'x10' booth set up on Brand Blvd.



*CITY OF GLENDALE
COMMUNITY SERVICES & PARKS DEPARTMENT*

CRUISE NIGHT 2022 SATURDAY, JULY 16, 2022 ON BRAND BOULEVARD

Glendale's Premier Summer Event

- The first Cruise Night was held in July 1994 in conjunction with the World Cup Soccer Event that was held in Pasadena, Ca, Glendale's neighboring city.
- The Cruise Night Planning Committee includes:
 - Employees from various City Departments
 - Members of the Downtown Glendale Association
 - Community Volunteers
- Cruise Night is traditionally held on the third Saturday of July from 5:30 p.m. – 10:30 p.m. The event is located in Downtown Glendale on Brand Boulevard between Milford and Broadway.
- Approximately 300 – 400 classic car (pre-1980) owners participate in the event annually. Some owners come from as far away as San Diego, Palm Springs, and Santa Barbara.
- NEW this year! Modified Imports and Exotic Cars will be accepted.
- Cruise Night has been distinguished as producing the “largest draw” of individuals to the Downtown Area and the largest one-day sales/revenue for the Downtown Merchants. Businesses are encouraged to remain open during the event.
- Live entertainment is offered on the main stage located at Milford and Brand. Entertainment from previous years has included:
 - Motown Magic
 - Creedence Relived
 - Jumping Jack Flash
 - BRIAN BEIRNE “Mr. Rock & Roll” as the Master of Ceremonies
- Past Cruise Night sponsors include:
 - Downtown Glendale Association
 - Portos
 - Phonecia
 - Harley Davidson of Glendale

- Forest Lawn
 - Glendale Police Officer Association
 - Los Angeles Credit Union
 - Walk Bike Glendale
 - Superking Markets
 - Brand Blvd of Cars
 - LA Injury Group
 - Auto Club of So Cal
- Cruise Night is advertised through the following media platforms:
 - Radio – KABC, KRTH 101, AM 870, Jack FM, KNX 1070
 - Television – KABC TV, Local Cable, and Glendale GTV6
 - Newspapers – Daily News, Glendale News Press, Los Angeles Times, The Toluca Times, CV Weekly, and Glendale Social Media.
 - Misc. Periodicals – Leisure Guide, City Connection, Westaways and Glendale City Views.
 - Other – Glendale Cruise Night Website, Flyers, Facebook and Storefront posters placed in strategic business locations.
 - There are a variety of local community groups who participate in the event. Some of the groups include:
 - AARP Services
 - LA Dot
 - Glendale Arts
 - Donate Life
 - American Red Cross
 - Friends of Public Library
 - Humane Society
 - Glendale Beautiful

SAVE THE DATE:

SAVE THE DATE!

Cruise Night

Saturday, July 16, 2022
 5:30 p.m. – 10:30 p.m.

In the heart of Glendale on Brand Blvd.
 Registration includes a swag bag with a free event t-shirt.
 NEW this year! Modified Imports and Exotic Cars will be accepted!

GlendaleCruiseNight.com
 Information Hotline: (818) 548-6464

TROPHIES AWARDED!
 (Categories at Judges' discretion)

Fireworks! Live Entertainment! Family Fun & Activities!

Facebook, Twitter, Instagram icons

@cruisenightglendale #glendalecruisenight