2027 Starbird Car Show Sponsorship Kit

CONTACT BRICE BLEDSOE WITH FURTHER QUESTIONS

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General Information

63rd Annual on February 19 – 21, 2027

Over 1,000 cars entered

Approximately 100 vendors

Annual attendance 30,000 spectators

Marketing efforts across the state as well as Missouri and Kansas

Multiple sponsorship opportunities ranging from $1,000 – 20,000

ADVERTISING DOLLARS SPENT

$150,000

Radio Advertising

Griffin Communications Tulsa OK	$15000
iHeart Media Tulsa OK	$12500
Cox Radio Tulsa OK	$12500
Stillwater OK	$2500
Muskogee OK	$2500
Joplin MO	$2500
Pittsburg KS	$2500
Total	$50000

Television

COX Media	$15000
KOTV	$7500
KOKI	$5000
KTUL	$4000
KJRH	$3500
Total	$35000

Billboard

Tulsa and Surrounding Areas	
Digital	$25000
Poster Boards	$5000
Total	$30000

Digital/Social Media

Facebook	$10000
COX	$7500
KOTV	$2500
KJRH	$2500
KTUL	$2500
Total	$25000

National Print

Street Scene/NSRA	$2500
Trendsetter/KKOA	$2500
Rat Rod Magazine	$2500
Total	$7500

Local Print

Perry Daily Journal (OK coverage 14 newspapers)	$2500
Total	$2500

SPONSORSHIP OPPORTUNITIES

$25,000 Title – (Not Available)

Name included in all advertising: TV, radio, print, billboards, and social media

Event billing as “Sponsor X Presents Darryl Starbird’s 63rd Annual…”

Sponsor receives signage both indoor and outdoor (Marquee) during show dates.

Sponsor receives 150 comp tickets good for one day admittance. (Value $4200)

Sponsor has the option to sell or give away a minimum of 500 tickets to store managers, employees, good customers etc. at a discounted cost of $5.00 per ticket off retail price.

Sponsor shall receive website exposure with link to the company’s website

Prime space will be reserved for the display of a feature vehicle pertaining to sponsor at no entry fee charge.

A minimum of 10x80 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles. Additional space provided at no extra cost depending on availability.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$10,000 “Rockin’ Billy Bash”

Name included in all advertising when applicable including radio, TV, print and social media material.

Rockin’ Billy Bash will be billed as “Sponsor X Rockin’ Billy Bash”

Sponsor receives signage, both indoor and outdoor the Rockin’ Billy Bash area during show dates.

Sponsor shall receive website exposure with link to the company’s website

Sponsor receives 75 comp tickets good for one day admittance. (Value $2100)

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$10,000 “Go for the Gold” Award

Name included in all advertising when applicable including radio, TV, print and social media material.

Go for the Gold Award will be billed as “Sponsor X Go for the Gold Award”

Sponsor receives signage both indoor and outdoor (Marquee) during show dates.

Sponsor’s insignia on Fine Nine Trophies as well as the Gold for the Gold Award

Sponsor shall receive website exposure with link to the company’s website

Sponsor receives 75 comp tickets good for one day admittance (Value $2100)

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles. Additional space provided at no extra cost depending on availability.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$10,000 “Action Arena”

Name included in all advertising when applicable including radio, TV, print and social media material.

Action Arena will be billed as “Sponsor X Action Arena”

Sponsor receives signage in Action Arena Area during show dates.

Sponsor shall receive website exposure with link to the company’s website

Sponsor receives 50 comp tickets good for one day admittance (Value $1400)

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles. Additional space provided at no extra cost depending on availability.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$5,000 “Outdoor Cool Car Corral”

Name included in all advertising when applicable including radio, TV, print and social media material.

Outdoor CCC will be billed as “Sponsor X Cool Car Corral”

Sponsor receives signage, in the CCC area during show dates.

Sponsor shall receive website exposure with link to the company’s website

Sponsor receives 30 comp tickets good for one day admittance. (Value $840)

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$5,000 “Entrant’s Display Signs”

Entrant’s Display Signs will have Sponsor’s insignia, along with Starbird Car Show insignia

Sponsor shall receive website exposure with link to the company’s website

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$3,000 “Goodie Bag”

Goodie Bags will have Sponsor’s insignia, along with Starbird Car Show insignia.

Sponsor shall receive website exposure with link to the company’s website

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$2,500 “Entertainment Stage”
(Upstairs or Downstairs)

Entertainment Stage will be billed as “Sponsor X Entertainment Stage”

Sponsor receives signage on stage area during show dates.

Sponsor shall receive website exposure with link to the company’s website

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$3,000 “Lanyard”

Lanyards will have Sponsor’s insignia, along with Starbird Car Show insignia

Sponsor shall receive website exposure with link to the company’s website

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$2,500 “Trophy/Plaque”

Trophy/Plaque will have Sponsor’s insignia, along with Starbird Car Show insignia

Sponsor receives signage in trophy area during show dates

Sponsor shall receive website exposure with link to the company’s website

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.

$1,000 “Special Cash Awards”

Trophy/Plaque/Cash Award will have Sponsor’s insignia, along with Starbird Car Show insignia and will be billed as “Sponsor X’s Special Cash Awards”

Sponsor receives signage in trophy area during show dates

Sponsor shall receive website exposure with link to the company’s website

A minimum of 10x20 space will be provided as a display and sales area for various sponsor retail merchandise or vehicles.

Sponsor, six (6) months prior to the termination date of agreement will have first option to renew the contract, cost to be negotiated.