



2019 OUTDOOR RIDE & DRIVE EVENT INITIAL AGREEMENT

*(*** Please Note: This agreement secures your space. Official contract to follow***)*

CHARLOTTE AUTO SHOW WILL PROVIDE:

- Space for all vehicles outside the Charlotte Convention Center
 - Please Note: Each space available designates limitations on total number of vehicles
- Space in lobby of the Charlotte Convention Center for registration (near ticket booths)
- Full page ad promoting the Ride & Drive in our Official Auto Show Program Guide (not to be included in any other manufacturer ad). Also provided digitally at www.charlotteautoshow.com
 - Value of \$3,800
- Special section at www.charlotteautoshow.com dedicated to promoting Ride & Drives Event.
- Social media posts throughout the show on Facebook, Instagram and Twitter.
- Mention in our Saturday morning "Look live" TV commercials.
- Additional Signage in lobby and on show floor.
- (50) promo tickets good for any day of the show.

MANUFACTURER WILL PROVIDE/BE RESPONSIBLE FOR:

- All vehicles.
- Registration desk & staffing.
- Registration and disclaimers for participants.
- Additional insurance coverage if necessary.
- Materials for program guide ad.
- Staging & storage of vehicles.
- Any additional security as needed for the Ride & Drive Event.

Investment: \$8,000

*50% payment due by 5/31/19 & Final payment due 8/31/19

DUE TO LIMITED SPACE, RIDE & DRIVES WILL BE ON A FIRST COME/FIRST SERVE BASIS

Brand(s) represented in the Ride & Drive Event: _____

Location of Ride & Drive Requesting: _____

Name of Company: _____

Name of Signing Representative: _____

Address: _____

Phone: _____ Email: _____

Ride & Drive Approved (sign here) _____ Date: _____