

# University Heights Lions Club



## 21st ANNUAL

# Jonesboro Auto Show

## March 27-28, 2010

## ASU Convocation Center Jonesboro, Arkansas



### Entry Fee Cars

**\$40** If postmarked prior to midnight March 23, 2010

**\$50** If postmarked after midnight March 23, 2010

### Motorcycles

**\$35** If postmarked prior to midnight March 23, 2010

**\$45** If postmarked after midnight March 23, 2010

### Awards Based on 100 Point System

**(TWO CATEGORIES: VEHICLES BEFORE 1985 & VEHICLE MODELS 1985 TO PRESENT)**

### Plaques Given For:

- First Place – Top Scores in each category
- Second Place – Next High Scores in each
- Third Place – Next High in Show in each
- Motorcycles Judged Separately

### PLUS:

- |              |                    |               |
|--------------|--------------------|---------------|
| Best of Show | Best Engine        | Best Interior |
| Best Paint   | Club Participation | Best Display  |
|              | Peoples Choice     |               |

## Proceeds Help the Sight & Hearing Impaired

### WHAT YOU GET FOR YOUR ENTRY FEE:

MORE THAN **\$86** IN VALUE

1. Two weekend passes (A \$16 VALUE)
2. Show souvenirs (UP TO \$12 VALUE)
3. Trophy Based on 100 Point System (2 categories-Up to \$35 VALUE)
4. Goody bags & Door Prizes (UP TO \$25 VALUE)
5. Hospitality Room (UP TO \$10 VALUE)
6. Great Competition
7. Secure, Climate Controlled, INDOOR Showroom, fun, fellowship, meeting lots of your fellow enthusiasts and Large Crowds (PRICELESS!)



Advertising & Promotions Commission



**HOSPITALITY ROOM:**

A hospitality room will be provided for the exhibitors and vendors. There will be soft drinks and coffee provided. You MUST have your PASS to get in! Supplies are limited.

**ELECTRICAL:**

There is a \$25 charge for electricity. You MUST supply your own lights and extension cords. Extension cords must be the Heavy-Duty types. A third wire for grounding is REQUIRED. Lights must be placed with safety in mind. **The Convocation Center CHARGES the Lions Club for each outlet used. We MUST be notified in advance if electricity is needed so that placement can be coordinated.**

**FIRE REGULATIONS:**

Come with as little gas as possible. Please try to have less than ¼ tank of gas when entering the building and the cap MUST be taped or locked. Fireproof displays are also required.

**SIGNS:**

Please have signs by your entry with your name, city, state, and a description of your entry's features and changes. NO Commercial signs without prior written approval from the Show Committee.

**ARMOR-ALL:**

Exhibitors WILL NOT use Armor-All or any other slick tire shine material in the building.

**FAILURE TO ABIDE BY THE RULES COULD RESULT IN DISQUALIFICATION!**

**VENDORS:** Limited spaces for vendors are available. 12x 12 booth is \$100, 12x20 booth is \$150 (both plus \$25 electricity charge if needed). Exhibiting vehicles in vendor booth is NOT allowed.

	<b>CHECK-IN TIME</b>	<b>12 NOON – 8 P.M.</b>	<b>FRIDAY, MARCH 26, 2010</b>
<b>SHOW TIME:</b>	<b>SATURDAY</b>	<b>10 A M</b>	<b>- 8 P M</b>
	<b>SUNDAY</b>	<b>11 AM</b>	<b>- 4 PM</b>
<b>(EXHIBITORS WITH PASS MAY ENTER 30 MINUTES PRIOR TO SHOW TIMES EACH DAY)</b>			

MAKE CHECK PAYABLE TO UNIVERSITY HEIGHTS LIONS CLUB.

SEND THE CHECK ALONG WITH A ¾ FRONT & A ¾ REAR PHOTO OF THE VEHICLE (PHOTOS ARE EVEN MORE IMPORTANT THIS YEAR, THEY MAY BE USED IN THE EVENT PROGRAM) ALL ENTRIES ARE SUBJECT TO FINAL APPROVAL AND SPACE AVAILABILITY.

FOR MORE INFORMATION CALL THE HOTLINE PROVIDED BY RITTER COMMUNICATIONS IS **870-336-CARS**



WRITE TO: CAR SHOW, BOX 16063, JONESBORO, AR 72403 OR VISIT OUR WEBSITE AT [www.uhliions.com/](http://www.uhliions.com/)



*Special Thanks to ABC Supply in Jonesboro, The A.J. Foyt Racing ABC Supply Indy Car will be featured at the Jonesboro Auto Show*



# University Heights Lions Club Auto Show



The 21st Annual Jonesboro Auto Show is set for the weekend of March 27-28, 2010 at the Arkansas State University Convocation Center.

Sponsored by the **University Heights Lions Club** of Jonesboro, Arkansas and our corporate sponsors, the show raises thousands of dollars each year for assisting those less fortunate individuals with sight and hearing impairments, the needy children's eyeglasses program, Mid-South Lions Sight and Hearing Service, Memphis, TN, Lions World Services For The Blind, Little Rock, AR, National Camps for Blind Children, Leader Dogs for the Blind and the Arkansas Lions Eye Bank, along with various local projects benefit from the monies raised through this show.

The show features custom cars, modified stock cars, cars from bygone years restored to original factory condition, late model cars and trucks in show condition, as well as motorcycles and other interesting exhibits.

The Car Show Committee is expecting another excellent show this year. This being the first indoor show in the area after a long winter brings many exhibitors out to show off their cars. In recent years we have had cars from Tennessee, Mississippi, Kentucky, Illinois, Louisiana and Missouri, as well as from throughout Arkansas. We have space for 170 cars and motorcycles, and we expect advanced registrations will fill those spaces before move in at noon on Friday, March 26, 2010.



**PLEASE NOTE THERE WILL BE TWO CATEGORIES FOR JUDGING: 1) VEHICLE**

**MODELS PRE-1985 AND 2) THOSE 1985 AND AFTER.** At the request of many of our exhibitors, we will continue to use the 100 point system to determine awards. Plaques will be given to the top scoring exhibitors IN EACH CATEGORY. Exhibitors will still vote on Best Interior, Best Engine and Best Paint. Best Display and Best of Show will be determined by the judges. There will also be a Club Participation award, and the general public will vote to determine the People's Choice winner.

Show visitors will be able to visit vendor booths where they will find on display many items of interest to the car enthusiast. Show hours are tentatively set for 10 a.m. until 8 p.m. Saturday, March 27, and 11 a.m. until 4 p.m. on Sunday March 28. Adult tickets are \$8.00 at the door, or from any University Heights Lions Club member. Children aged 12 yrs. And under are FREE.

**ENTRY FEE FOR CARS AND TRUCKS IS \$40 IF POSTMARKED PRIOR TO MARCH 23, 2010 AND \$50 IF POSTMARKED ANYTIME AFTER MIDNIGHT ON MARCH 23, 2010. MOTORCYCLES ARE \$35 IF POSTMARKED PRIOR TO MARCH 23 AND \$45 IF POSTMARKED ANYTIME AFTER MIDNIGHT MARCH 23, 2010. ELECTRICITY IS AVAILABLE AT A CHARGE OF \$25 PER CONNECTION FOR THOSE WITH DISPLAYS. THE CONVOCATION CENTER CHARGES \$25 PER OUTLET SO THOSE WHO USE ELECTRICITY MUST NOTIFY THE COMMITTEE PRIOR TO BEING PARKED AT THE SHOW SO THAT PLACEMENT CAN BE COORDINATED.**

Vendor Exhibit booths are available. A 12' x 12' booth can be obtained for \$100, and a 12' x 20' booth can be obtained for \$150. Electricity is available to vendors for an additional charge of \$25 per connection. We MUST be notified if you need electricity PRIOR to March 23. The indoor show will also include 24-hour security for the safety of the entries and vendors booths.

More information and/or ENTRY FORMS can be obtained by calling the **LIONS CLUB AUTO SHOW HOTLINE PROVIDED BY RITTER COMMUNICATIONS AT 870-336-CARS**, by mail at: CAR SHOW, P. O. Box 16063, Jonesboro, AR 72403 OR by downloading from our website at [www.uhliions.com](http://www.uhliions.com)

**A P P L I C A T I O N**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

VEHICLE \_\_\_\_\_ YEAR \_\_\_\_\_

CLUB \_\_\_\_\_

*YOUR EMAIL ADDRESS IS VERY IMPORTANT, WE WILL ONLY USE YOUR  
EMAIL ADDRESS IN REGARD TO CAR SHOW BUSINESS*

**REMEMBER TO SEND 3/4 FRONT & 3/4 REAR PHOTOS OF VEHICLE  
ALL ENTRIES ARE SUBJECT TO FINAL APPROVAL OF SHOW COMMITTEE AND SPACE AVAILABILITY.  
SEND PHOTOS, CHECK, APPLICATION TO: CAR SHOW, P.O. BOX 16063, JONESBORO, AR 72403**

## SPONSORSHIPS AND ADVERTISING AVAILABLE

This year there are sponsorship and advertising opportunities available. PRIDE sponsorships are available for \$1,000. CONTRIBUTING sponsorships are available for \$500. Sponsorship benefits are listed below for each level. Media advertising includes some or all of the following: KAIT8, SuddenLink Media, Triple FM stations, Jonesboro Sun ads and billboards. Expose your business in a positive manner by being associated with the Lions Club's charities and to auto enthusiasts from across several states at the show. Bring a program about your business to our Lions Club meeting, have booth space for your product or service AT the show, hear your business mentioned many times during the show and get your business international attention on the world wide web through our website. For detailed demographics or sponsorship opportunities, contact car show hotline provided by Ritter Communications at 870-336-CARS. Sponsorships can be arranged by completing the enclosed form or by contacting the Car Show, or via our website at [www.uhlions.com](http://www.uhlions.com)

### ***THE ABSOLUTE DEADLINE FOR RECEIPT OF SPONSORSHIPS TO BE INCLUDED IN ADVERTISING IS FEBRUARY 19!***



### PROPOSALS FOR SPONSORSHIP FOR JONESBORO AUTO SHOW - MARCH 27-28, 2010

#### **PRIDE SPONSOR**

- RECOGNITION AS SPONSOR
- OPPORTUNITY TO PRESENT PROGRAM ABOUT YOUR BUSINESS AT A CLUB MEETING
- CORPORATE LOGO ON TV AND PRINT ADS
- MENTION ON RADIO ADS
- PRODUCT DISPLAY BOOTH AT THE SHOW
- PRODUCT AND/OR BUSINESS ADVERTISING ON P. A. SYSTEM
- 10 WEEKEND PASSES TO THE SHOW
- TWO TICKETS TO CLUB AWARDS BANQUET IN JUNE
- PROMINENT RECOGNITION ON UNIVERSITY HEIGHTS WEB SITE ([www.uhlions.com/](http://www.uhlions.com/))
- FRAMED CERTIFICATE FOR DISPLAY IN YOUR OFFICE OR FACILITY



CORPORATE INVESTMENT REQUIRED: \$1,000 or more



## CONTRIBUTING SPONSOR



RECOGNITION AS SPONSOR  
ADVERTISING ON PUBLIC ADDRESS SYSTEM  
5 WEEKEND PASSES TO THE SHOW  
MENTION ON UNIVERSITY HEIGHTS WEB SITE ([www.uhliions.com/](http://www.uhliions.com/))  
CERTIFICATE FOR DISPLAY IN YOUR OFFICE OR FACILITY



CORPORATE INVESTMENT REQUIRED: \$500 - \$999

**DEADLINE TO BE MENTIONED ON ALL MEDIA ADVERTISING IS FEBRUARY 19**

**Your sponsorship will help the Lions  
to make a lasting  
difference in hundreds of lives!**



*Thanks to ABC Supply  
in Jonesboro,  
The A.J. Foyt Racing  
ABC Supply  
Indy Car will be featured  
at the Jonesboro Auto Show*





**SPONSORSHIP - ADVERTISING REQUEST**

Return with check and ad copy to

**Car Show, Box 16063, Jonesboro, AR 72403**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**CHOOSE YOUR SPONSORSHIP LEVEL**

- Pride Level - \$1,000
- Contributing Level - \$500
- Lion Level - \$250 (gets signage at event)
- Supporter - \$100 (can distribute flyers at event)
  
- I don't want to be a sponsor, but I would like to contribute \$ \_\_\_\_\_ to the great work Lions are doing!
  
- I'd like to purchase \_\_\_\_\_ weekend passes to the show at \$12 each (a \$16 value) to help the Lions provide service to our community!

***PLEASE REMEMBER, THE ABSOLUTE DEADLINE FOR YOUR BUSINESS TO RECEIVE THE FULL BENEFIT OF YOUR SPONSORSHIP IS FEBRUARY 19, 2010***  
**THANK YOU FOR YOUR CONTINUED SUPPORT!**