

CELEBRATING 15 YEARS OF KEEPING WORKING FAMILIES WORKING!



15 YEAR ANNIVERSARY!

Friday, February 22, 2019

6:00 p.m. – 11:00 p.m.

Dinner and Celebrations begin at 7:00 p.m.

Bryan Glazer Family JCC, Tampa
522 N. Howard Avenue ~ Tampa, Florida
33606

Honorary Event Chairman, Thomas duPont
Publisher, duPont Registry
2018 Honoree, LEGENDS OF AUTO Award

Road Trip Attire Welcome!

Hitch a ride with Wheels of Success, Inc. for a **Road Trip** of a lifetime to discover epic drives and the sights, sounds and regional cuisine synonymous with the backroads and byways of the U.S.A! Whether remembering innocent days gone by or checking off a must-do item on your bucket list, the excitement and mystery of the open road and sense of freedom and timelessness it brings is just the beginning of our journey. You'll enjoy every twist and turn with your pedal to the metal throughout this fun event celebrating this nonprofit organization's 15 years of service to the Tampa Bay community!

A highlight of the evening will be the annual **RACE –Recognition and Appreciation of Our Champions- HUB CAP** awards honoring community organizations, businesses, and individuals who have provided outstanding support to Wheels of Success.



We invite you to join us as a sponsor so that working families can continue on their own journeys to independence. The following opportunities represent sponsorships at the starting line that will allow us to keep the wheels turning.

Event: Road Trip! USA

Featuring the RACE Hub Cap Awards

Honoring community organizations, businesses and individuals who have provided outstanding support to Wheels of Success

Date: Friday, February 22, 2019

Reception 6 pm; Dinner & Celebrations 7-11 pm

Sponsorship Promotion Timeframe: Through May 2019

Sponsor/VIP Pre-or Post-Reception: TBD

Location: Bryan Glazer Family JCC

522 N. Howard Avenue, Tampa, FL 33606

Expected Attendance: 300+ Community Leaders and Organization Supporters

Beneficiary: Wheels of Success, Inc.

Honorary Chairman: Thomas duPont, Publisher duPont Registry

2018 Honoree of the LEGENDS OF AUTO Award presented by World Auto News.

Past recipients include other auto luminaries Lee Iacocca, Jay Leno, Roget Penske and the late Carroll Shelby

Event Description in Brief: Road Trip 2019 will transport you along the most scenic drives winding throughout the United States. From music to regional food – and each guest table showcasing another epic drive – this interactive journey will begin during the reception where each guest will discover their destination for the evening—maybe it will be the majestic Grand Canyon, or the tropical Florida Keys; the iconic Route 66 or the scenic Blue Ridge Parkway—all roads will take you on a fun and meaningful journey.

Guests will enjoy a menu of regional cuisine created around our epic road trip destinations and experience a myriad of entertainment. From a spin on “carpool karaoke” and a photo booth with engaging backdrops of significant landmarks, to everyone’s favorite cruising music along the open road, the journey includes the *Recognition and Appreciation of Our Champions Hub Cap Awards* and car presentations.

About Wheels of Success: Since 2003, Wheels of Success has provided cars and car-related services to Tampa Bay individuals and families who need reliable transportation to get to work. To date, we have provided almost 1,000 vehicles and an additional 838 car-related services to working families in the Tampa Bay area. Having a vehicle means more than just reliable transportation; it can mean a better job, promotions and an opportunity to lead a more fulfilling life. Wheels of Success has created a number of targeted programs to address specific community needs. From young adults aging out of foster care hoping to continue their education (*Wheels to the Future*), to the domestic violence victims leaving their abuser to start again (*Road to Independence*), to veterans reentering the workforce after serving their country (*Vehicles for Veterans*), patient caregivers who are often aiding patients after the buses stop running (*Cars for Caregivers*), and the family ending the cycle of homelessness by finally finding a job and the means to get there, Wheels of Success offers a hand-up, not a hand-out, to keep working families working.

The Road to Sponsorship: We want to work with you to ensure that your investment makes an impact for your company as well as those served by our organization. Every dollar raised benefits the mission of the organization. We don’t assume that we know what will drive your decision to journey with us to a successful fundraising event. Perhaps it’s the brand exposure your company can garner through the marketing and promotion; perhaps it’s an opportunity to entertain friends and clients, or simply the much-appreciated generous gesture of corporate philanthropy that will enable us to continue providing safe and reliable vehicles to working families.





National Sponsorship – Title/Presenting

As vast as the United States, this leadership role provides the most expansive benefits package for your organization pre-during and post-event. And as the saying goes, if you're not in front, the view is always the same. With this National Sponsorship the road is your own!

This presenting sponsorship role is exclusive to one company.

ONSITE

- ◆ Opportunity for **your company** to be introduced at the event and, in conjunction with the emcee, present one award
- ◆ (20) Tickets / Two Tables at the **Road Trip** event with premium placement and table signage
- ◆ Opportunity for a static, branded display during the event's reception
- ◆ Verbal recognition during the ceremony
- ◆ Logo included in multi-media presentation at **Road Trip** event

IN PRINT

- ◆ Your company logo on event signage, and all printed and digital promotions for **Road Trip**
- ◆ Full-page advertisement* in **Road Trip** event program with premium placement (back cover)
- ◆ Logo recognition in any/all advertisements for Road Trip

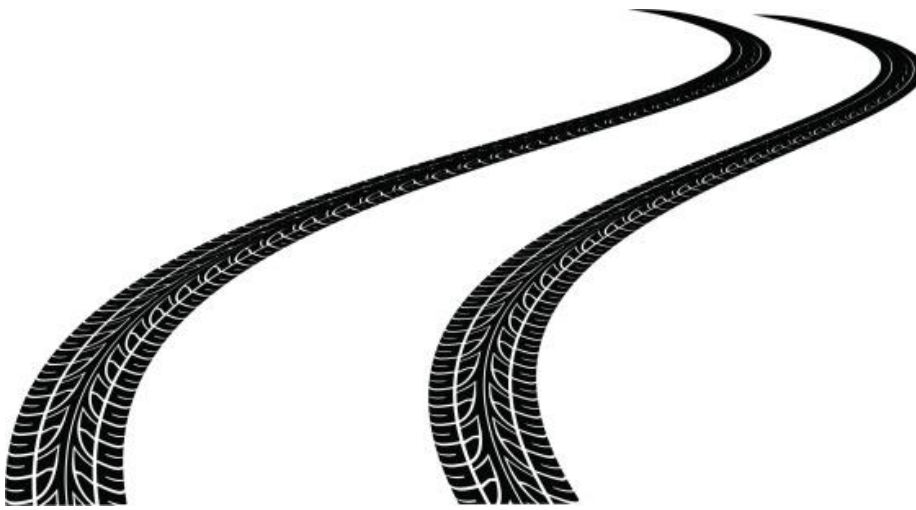
ONLINE

- ◆ Recognition on Wheels of Success Facebook page through May 2019
- ◆ Banner on Virtual Build-A-Car page on Wheels of Success website for one year
- ◆ Banner on monthly emailed newsletter for one year

IN ADDITION

- ◆ Three cars presented to working families in your company's name at future Wheels of Success events or at locations of your choice
- ◆ Invitation to an exclusive pre-or post- event VIP Party

Sponsorship Investment: \$25,000





Cross Country Sponsorship

Since the 18th century the Mississippi River has been considered the dividing line between east and west and is our demarcation for this opportunity available for only two sponsors of **Road Trip** – going cross country East or West.

ONSITE

- ◆ Industry exclusivity in this category (no other similar businesses)
- ◆ Up to two Tables (20 tickets) to **Road Trip** event
- ◆ Opportunity for **your company** to be introduced at the event and, in conjunction with the emcee, present one award
- ◆ Logo included in multi-media presentation at **Road Trip** event

IN PRINT

- ◆ Your company logo on event signage, and all printed promotions for **Road Trip**
- ◆ Full-page advertisement* in **Road Trip** event program
- ◆ Logo recognition in any/all advertisements for Road Trip

ONLINE

- ◆ Banner on Virtual Build-A-Car page or monthly email newsletter for one year

IN ADDITION

- ◆ Two cars presented to working families in your company's name, at future Wheels of Success events or at locations of your choice
- ◆ Invitation to an exclusive pre-or post-event VIP Party

Sponsorship Investment: \$10,000





Roads to Success Sponsorship

Wherever you travel, every Road Trip tells its own unique story. Available to only five sponsors, you'll "own" a spectacular region of our beautiful country for the evening.

The Northeast –Lakes to Locks Passage Trail will take you from the Adirondacks to Canada and take a working family on their own road to independence. Drive from the excitement of New York City to quaint antique villages, historic America, and scenic river roads up the coast to Cape Cod.

The Southeast –Travel on the Overseas Highway to the Florida Keys. From Key Largo to Key West, you hold the keys to a new-to-them car for a working family. Or you'll want to stop for lots of photo ops on the scenic miles along the Skyline Drive and the Blue Ridge Parkway through the majestic Blue Ridge Mountains and scenic Shenandoah National Park in Virginia.

The Midwest – Take the Great River Road, the longest Byway in the USA, along the Mississippi River through Illinois, Iowa, Wisconsin, and Minnesota, traveling through part of America's farmland and through quaint and historic covered bridges.

The Southwest – Create an out-of-this-world opportunity for a more fulfilled life for working families when you travel on the Extraterrestrial Highway! You and local working families will strike gold with your sponsorship of The Turquoise Trail from Santa Fe to Albuquerque with a side trip to the National Scenic Byway that leads to mining towns.

The West – After enjoying the splendor of the Pacific Coast Highway, drive over to Going-to-the-Sun Road in Montana and cross the Continental Divide. Travel south to movie-famous Highway 163 in Monument Valley and take in the marvels of mountains.

SPONSORSHIP BENEFITS



ONSITE

- ◆ One Table (10 tickets) to **Road Trip** event
- ◆ Company Logo on custom signage created for display at the event site

IN PRINT

- ◆ Your company logo on event signage, and all printed promotions for **Road Trip**
- ◆ Half-page advertisement* in **Road Trip** event program
- ◆ Company/name listing in **Road Trip** event program
- ◆ Company/name included in multi-media presentation at **Road Trip** event

IN ADDITION

- ◆ Invitation to an exclusive pre-or post-event VIP Party
- ◆ One car presented to a working family in your company's name at a future Wheels of Success event

Sponsorship Investment: \$5,000 per Road to Success

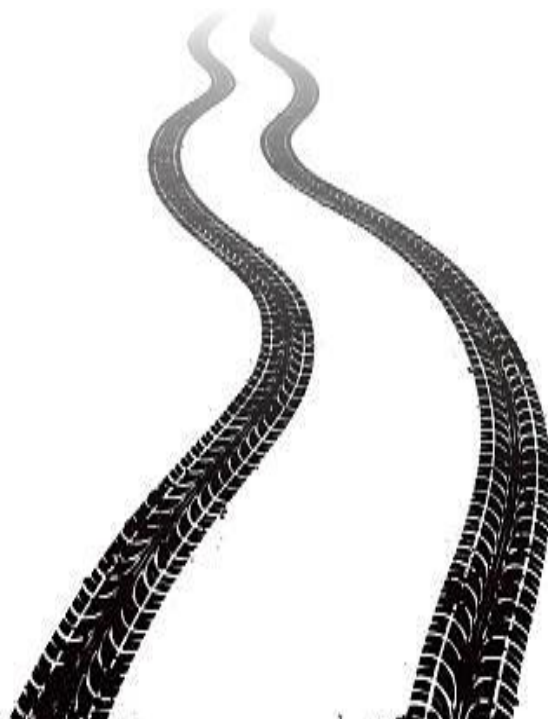


Build-A-Car Mechanic Sponsorship - \$3,500

*The engine and driving force behind Wheels of Success is to provide safe and reliable transportation to working individuals and families to help them get a better job, pay raise and/or promotions and an opportunity to lead a more fulfilling life. On average, it takes \$3,500 to get each donated vehicle repaired and road-ready, and our goal this year is to get at least 20 more working families on the road with the proceeds raised from this year's **Road Trip** event. In addition to knowing that you have built-a-car with your sponsorship support, your company will also receive:*

- ◆ Four tickets to **Road Trip** event
- ◆ Company/name listing in **Road Trip** event program
- ◆ Company/name included in multi-media presentation at **Road Trip** event
- ◆ One car presented to a working family in your company's name at a future Wheels of Success event

***Camera-ready advertisement to be provided by the Sponsor**





SPONSORSHIP COMMITMENT

SPONSOR

(Please print name exactly as you would like it to appear in all event materials and attach high-res logo.)

CONTACT

ADDRESS

PHONE

EMAIL

Yes! I/we want to **SPONSOR** Wheels of Success and its mission to keep families working with the help of reliable, personal transportation. Please accept our contribution at the following level:

- ___ \$25,000 National Sponsor
- ___ \$10,000 Cross Country Sponsor
- ___ \$5,000 Roads to Success Sponsor
- ___ \$3,500 Build A Car Mechanic

SPONSORSHIP COMMITMENT DEADLINE December 3, 2018 - must meet deadline for inclusion in the program and for media opportunities. Please contact Wheels of Success at (813) 995-5040 with any questions or for more information.



I'd like to help celebrate our 50 states and Puerto Rico by sponsoring _____ State Table(s).

_____ \$1,500 State Table of 10, includes table signage and preferred seating

Please indicate your top three state preferences. State tables will be assigned on a first-come basis. Every effort will be made to seat you at your preferred state table(s).

#1 _____

#2 _____

#3 _____