

# 1986-2017

## THE GREATEST SHOW ON BRITISH WHEELS

WIN A TRIP! Ballot Inside!

2017 Souvenir Magazine  
**\$4.00**

# ABFM

SATURDAY MAY 20  
VANDUSEN BOTANICAL GARDEN



### CONTENTS

- Feature Editorials
- Map Guide
- History 1986 - 2016
- Award Time
- Car Club Contact Guide
- Classic Car Values
- Classics For Sale

2017 Featured Marque Jaguar MK2



## Celebrate Britalia! Italian Design TRIBUTE

Feature Display  
**MODIFIED  
CLASSICS**

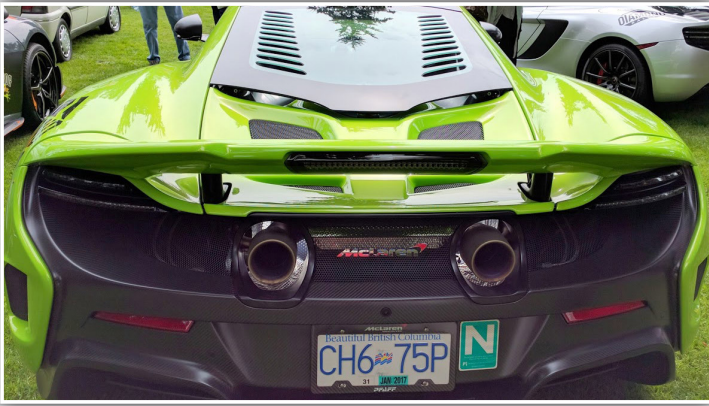


PRESENTED BY:



SPONSORED BY:





# ABFM

SAT MAY 20, 2017

VANDUSEN BOTANICAL GARDEN  
37TH & OAK, VANCOUVER

WESTERNDRIVER.COM

PSTEWART@WESTERNDRIVER.COM

## Presenting Sponsor

- All British Classic Car Show Presented by – Your Company Name Logo
- Exhibitor Space 20' x 40' with up to 8 cars displayed including one 10' x 20' marquee tent , 4 tables and 2 chairs. Set up included.
- Event official Award Plaques for two Sponsors Awards with recognition at awards presentation.
- Full page colour Back Cover ad in official event souvenir magazine plus website link.
- Fifty VIP event one-day passes for customers and employees.
- Six tickets for the Fri night ABFM Reception held at VanDusen Visitor Center.
- Logo imprinted on all 550 Entrants cars windshield cards.
- Presented By logo imprinted on Event Posters, Promo Cards, print ads ,website link and included in Social campaigns.
- Product promotion material/samples inserted in all Entrants packs. Total 550.
- Option to include kerb-side parking area for client test drives during the show.
- Option to include 4 guests in VIP Tour of the Show.
- Advance supply of 50 Event Souvenir Magazines for your clients.

SPONSOR'S RATE: \$5,000



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## Event Sponsor

- Exhibitor prime traffic space 20' x 20' with Marquee tent 3 tables and chairs plus 4 cars.
- Full page colour Inside Cover ad in official event souvenir magazine.
- Twenty VIP event one-day passes for customers and employees.
- Four tickets for the Fri night ABFM Reception held at VanDusen Visitor Center.
- Logo imprinted on Event poster, with website link, including social campaigns
- Supplied event personalised sponsor award plaque and presentation recognition.
- Advance supply of 25 Event Souvenir Magazines.

SPONSOR'S RATE: \$2,500

## Exhibitor (10' x 20')

- Exhibitor space 10' x 20' with Marquee tent 2 tables and chairs plus 2 car display.
- ½ page colour ad in event souvenir magazine
- Ten one-day passes for clients.
- Two tickets for Fri night ABFM reception VanDusen Visitor Center.
- Logo imprinted on event poster with web link and social campaign.
- Advance supply of 12 Event Souvenir Magazines.

EXHIBITOR'S RATE: \$1,500

## Exhibitor (10' x 10')

- Exhibitor space 10' x 10' with Pop Up tent 1 table and chair plus 1 car display.
- Quarter color page ad in event souvenir magazine.
- Five one-day passes for clients.
- Logo imprinted on event poster with web link.

EXHIBITOR'S RATE: \$560



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## Display Advertising Buy Event Souvenir Magazine

This glossy color magazine will capture magnificent images and detail the highlights of The Greatest Show on British Wheels for all in attendance. It will be used as a guide to the over 500 vehicles on display and kept as a souvenir for years to come offering excellent exposure for your company and products to this captive target automotive audience.

**Planned editorial content includes:**

Feature editorials; Map of the Garden layout and feature displays; History of the event 1986 -2017; Awards and Judges; Classic Car Club Guide & Car Price Guide; Sponsor Profiles and Cars for Sale listings.

### Color Ad Rates: including online web link

COVERS.....	\$850	1/2 PAGE.....	\$450 (Horizontal)
FULL PAGE.....	\$650	1/4 PAGE.....	\$325
1/2 PAGE.....	\$525 (Vertical)	1/8 PAGE.....	\$225 (Business Card)

Ad Production ..... No Charge.

### Distribution:

TOTAL PRINTED: **5,000 COPIES** with high refer -back readership plus online at [westerndriver.com](http://westerndriver.com).  
 Bonus exposure 5-million page views.

2,000 ADVANCE copies through all selected Lower Mainland automotive related shops.

3,000 PAID copies sold as a fundraiser for Air Cadets at the event May 20/17.

### Contact:

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[www.westerndriver.com](http://www.westerndriver.com)

