



2024 Partnership Packet



What is the Birthplace of Rt. 66 Festival?

It is a three-day fall outdoor festival that takes place Aug. 8-10, 2024 in Springfield, Missouri. It is one of the largest Rt. 66 festivals in the country, featuring hundreds of classic cars, live music, food vendors, artists, authors, and Rt. 66 memorabilia. It takes place on the Motor Mile - on historic Rt. 66 from the Convention & Visitors office on St. Louis Street west to Jubilee Park on to Park Central Square and ending at Campbell Ave.

Why should you sponsor?

- **Get your brand in front of 70,000 attendees.**
Celebrating its 10th anniversary, the festival is a community event that draws 70,000 attendees annually from Springfield, southwest Missouri and across the country.
- **Reach all ages from families to Baby Boomers.**
The festival is designed to be enjoyed by all ages and has something to offer for everyone.
- **Show your support for the Springfield community.**
Proceeds from the Birthplace of Rt. 66 Festival go to the preservation and promotion of Springfield as the Birthplace of Rt. 66 and capital projects supporting Rt. 66.

Rotary Rendezvous Sponsorship Packages



	Rotary Route. 66 Rendezvous Presenting \$5,000 - SOLD	Stereo Level Stage \$2,500 SOLD	Filling Station Level Beer Tent \$2,500	Piston Tailgate \$1,000	Spark Plug Tailgate \$500
Tailgate Space	40'x40'	40'x20'	40'x20'	20'x20'	20'x10'
Tent Size Credit	20 x20' \$500	20'x20' \$500	20'x20' \$500	20'x10' \$200	10'x10' \$125
BBQ & Beer Credit	\$750	\$125	\$125	\$50	
T-shirts	10	4	4	2	
Logo on Festival Website	X	X	X		
On-Site Signage	4	2	2	1	
Car Park Parking Vouchers	10	5	5	2	
Logo on T-shirt	X				

Rotary Rendezvous Presenting Sponsor



With an anticipated 600 classic cars, the Birthplace of Rt. 66 Festival is one of the largest events along the Mother Road today. The Rotary Clubs of Springfield are coming together to celebrate Rotary's key role in Springfield becoming the Birthplace of Rt. 66 The Rotary Rendezvous Presenting Sponsorship brings a prominent stage, beer garden, and a new tailgate area at the EXPO Lot.

\$5,000 Package Includes:

- 40' by 40' tailgating area to host customers, co-workers, & friends.
- \$500 credit for 20'x20' tent
- \$750 credit at BBQ tent & Heart of America beer trailer
- Four social media mentions leading up to and during the event.
- Logo on the Rotary Rendezvous t-shirts and 10 shirts
- 4 Banners (3' tall x 6' wide) along St. Louis Street
- Car Park Parking Vouchers – 10



Rotary Rendezvous Stereo Sponsor



Enjoying local music is an integral part of the rich Mother Road experience. The Stereo Sponsor underwrites the bands performing on the Show Wagon Stage from the Springfield-Greene County Park Board on Saturday, August 10. The Rotary Rendezvous Stage will provide the soundtrack for the tailgates, beer garden and yard games.

\$2,500 Package Includes:

- 40'x20' tailgating area to host customers, co-workers & friends.
- \$500 credit for 20'x20' tent
- \$125 credit at BBQ tent & Heart of America beer trailer
- Two social media mentions leading up to and during the event.
- Four Rotary Rendezvous t-shirts
- 2 Banners (3' tall x 6' wide) along St. Louis Street
- Car Park Parking Vouchers – 5
- The opportunity to Introduce the headlining act at 3:00 pm.



Rotary Rendezvous Filling Station Sponsor



Socializing with family and friends is at the heart of the Route 66 experience. The Rotary Rendezvous Filling Station will provide the beer, burgers, and brats under a festival tent for everyone to enjoy. It will be prominently located right on St. Louis Street (Route 66). It will be hosted by members of all six Springfield Rotary Clubs.

\$2,500 Package Includes:

- 40'x20' tailgating area to host customers, co-workers & friends.
- \$500 credit for 20'x20' tent
- \$125 credit at BBQ tent & Heart of America beer trailer
- Two social media mentions leading up to and during the event.
- Four Rotary Rendezvous t-shirts
- 2 Banners (3' tall x 6' wide) along St. Louis Street
- Car Park Parking Vouchers – 5



Rotary Rendezvous Piston Tailgate Sponsor



The engine to drive major community festivals requires many pistons to run at full throttle. This sponsorship level is a great way to engage with one of Springfield's most iconic events and support the good work Rotary Clubs of Springfield do throughout the year.

\$1,000 Package Includes:

- 20'x20' tailgating area to host customers, co-workers & friends.
- \$200 credit for 20'x10' tent
- \$50 credit at BBQ tent & Heart of America beer trailer
- One social media mentions leading up to and during the event.
- 1 Banner (3' tall x 6' wide) along St. Louis Street
- One social media mentions leading up to and during the event.
- 2 Rotary Rendezvous t-shirts
- Car Park Parking Vouchers – 2



Rotary Rendezvous Spark Plug Tailgate Sponsor



Great events are ignited by passion and creativity. It then takes the support of many to make the ideas a reality and produce memorable experiences for an entire community.

The Spark Plug Sponsorship level is a great way to engage with one of Springfield's most iconic events and support the good work Rotary Clubs of Springfield do throughout the year.

\$500 Package Includes:

- 10'x10' tailgating area to host customers, co-workers & friends.
- \$125 credit for 10'x10' tent





For questions or to reserve
your tailgate sponsorship,
call 417-569-8866 or email
rusty@itsalldowntown.com.





Sponsorship Registration Form

Also available online at www.rt66rendezvous.com

Please complete the sponsorship registration form below to become a sponsor of the Route 66 Rendezvous hosted by the Rotary Clubs of Springfield August 9 & 10, 2024.

Business Name (as to be published): _____

Main Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____

Email Address: _____

Rotary Club: _____

Desired Sponsorship Level:

Presenting Level	Presenting Sponsor	\$5,000	SOLD
Stereo Level	Stage Sponsor	\$2,500	SOLD
Filling Station Level	Beer Garden Sponsor	\$2,500	<input type="checkbox"/>
Piston Level		\$1,000	<input type="checkbox"/>
Spark Plug Level		\$2,500	<input type="checkbox"/>

Please send the complete form to info@rt66rendezvous.com and you can mail your payment to:

Springfield Rotary Presidents Council
c/o KPM
Attn: Andrew Clemens
1445 E. Republic Road
Springfield, MO 65804

Please contact Rusty Worley at 417-569-8866 with any questions.