



May 1, 2021

Dear Community Member,

United Zion Retirement Community, Lititz, PA, will be holding its **Annual “United Zion Car & Motorcycle Cruise” on Tuesday, August 17, 2021 from 6 p.m. until dark at Lancaster Evangelic Free Church** (419 Pierson Rd, Lititz, PA 17543), to benefit benevolent care at United Zion Retirement Community. The rain date will be Thursday August 19, 2021.

United Zion gave over \$2 million in benevolent care last year. With 20% of residents receiving at least some assistance from benevolent care, benevolent care is a significant need in the community. By raising money to support, benevolent care United Zion can continue its mission to serve seniors in our community.

Included in the show will be vehicles of every type and size – from Antiques and Classic Cars to Muscle Cars and Hot Rods to Motorcycles, Trucks, and Special Interest Vehicles. Our United Zion Car & Motorcycle Cruise is open to anyone who enjoy cool cars, special music, local food trucks and an overall good time!

We are looking for local businesses like yours to help fulfill our goals. Won't you consider participating in this worthwhile event by becoming a sponsoring business? We have a variety of sponsorship levels as outlined below. Don't miss out on this fun and exciting opportunity!

### **PLATINUM “BEST IN SHOW” SPONSOR – \$750.00**

- Sponsor name and logo to appear prominently on event-related printed materials, which may include: event posters, event program, and additional event-related promotions.
- Sponsor name and logo to appear on United Zion website with link to sponsor site.
- Company banner, supplied by your business, to be displayed prominently at the show.
- Business name announced as PLATINUM SPONSOR throughout the event, in addition to :15 message about business or :05 tag line read.
- A member of your business to be a featured Guest Judge for the event.
- Sponsor's name applied to trophy awarded for Best In Show.
- Booth space at event, if desired.
- Entry of one show vehicle, if desired.

### **GOLD “PURE MUSCLE” SPONSOR – \$500.00**

- Sponsor name and logo to appear prominently on event-related printed materials, which may include: event posters, event program, and additional event-related promotions.
- Sponsor name and logo to appear on United Zion website with link to sponsor site.
- Company banner, supplied by your business, to be displayed prominently at the show.
- Business name announced as GOLD SPONSOR throughout the event, in addition to :15 message about business or :05 tag line read.
- A member of your business to be a featured Guest Judge for the event.
- Mentioned as sponsor of choice plaque award.
- Entry of one show vehicle, if desired.

### **SILVER “SHOW CAR” SPONSOR – \$250.00**

- Sponsor name and logo to appear prominently on event-related printed materials, which may include: event posters, event program, and additional event-related promotions.
- Sponsor name and logo to appear on United Zion website with link to sponsor site.
- Business name announced as SILVER SPONSOR throughout the event.

## **BRONZE “CRUISER” SPONSOR – \$175.00**

- Sponsor name and logo to appear prominently on all Event-related Print Material
  - May include: event posters, event program, and additional event-related promotions.
- Sponsor name and logo to appear on United Zion website with link to sponsor site.
- Business name announced during the award ceremony.

Please note that sponsors can also provide items such as small grab bags, pens, key chains, candy, discount coupons, brochures, etc. for our goodie bags that will be given to the first 100 participants. If you would like further information, please contact us at any time.

If you are interested in becoming a sponsor, please complete and return the sponsorship form as soon as possible. Checks should be payable to “UZRC”, and mail to: United Zion Car Cruise, Attn: Megan Weiss, 722 Furnace Hills Pike, Lititz, PA 17543. Please designate “*Car Cruise Sponsor*” in the memo section. *United Zion Retirement Community is a registered 501(c)(3) corporation; donations are tax deductible.*

Company logos must be emailed to [marketing@uzrc.org](mailto:marketing@uzrc.org) by Monday June 14, 2021 to ensure that the logo will be included in all print materials for the event. Sponsorships will be accepted after this date but inclusion on printed materials is not guaranteed after this date.

**The residents and employees of United Zion Retirement Community thank you for your support and encouragement as we continue to provide superior quality services to the aging based on Christian principals in a loving and caring community that encourages independence, promotes wellness, and preserves human dignity.**

Sincerely,

**Megan Weiss**

Director of Development and Marketing  
(717) 627-8421  
[mweiss@uzrc.org](mailto:mweiss@uzrc.org)

Enclosure: 2021 United Zion Car and Motorcycle Cruise Sponsorship Form



**2021 UNITED ZION CAR AND MOTORCYCLE CRUISE SPONSORSHIP FORM**

Company Name: \_\_\_\_\_  
Company Website: \_\_\_\_\_  
Company Phone Number: \_\_\_\_\_  
Company Tag Line (:05): \_\_\_\_\_  
Brief Company Description (15 words): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Contact Name: \_\_\_\_\_  
Company Contact E-mail: \_\_\_\_\_  
Company Contact Phone: \_\_\_\_\_

Sponsorship Level	Cost	Selection (Check One)
Platinum	\$750	
Gold	\$500	
Silver	\$250	
Bronze	\$175	
<b>Check here if you will be entering a show vehicle.</b>		
<b>Check here in including item in goodie bag</b>		

Please email the company logo to [marketing@uzrc.org](mailto:marketing@uzrc.org) by June 14, 2021.

Checks should be payable to "UZRC"; please designate "Car Cruise Sponsor" in the memo section. Sponsorship forms and payment should be mailed to:

UZRC Car Cruise  
Attn: Megan Weiss  
722 Furnace Hills Pike  
Lititz, PA 17543

