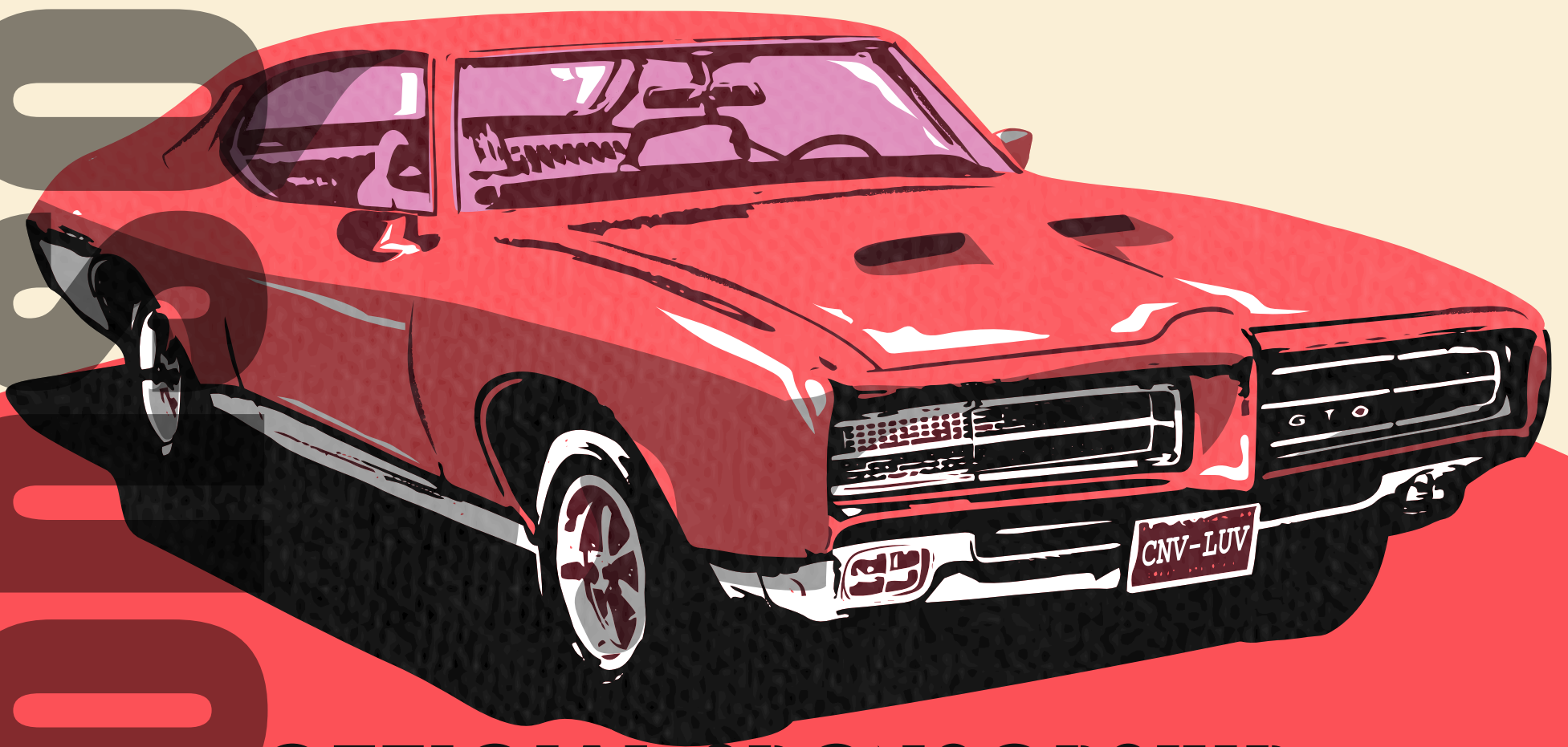


PRESENTED BY:
BOGGS HOLDINGS
LLC

FRIDAY NIGHT THUNDER BLOCK PARTY

"WHERE HORSEPOWER MEETS COMMUNITY"



OFFICIAL SPONSORSHIP
& ADVERTISING PACKET

SOMERSET, KENTUCKY



WWW.FNTBLOCKPARTY.COM



606-872-9406

About Friday Night Thunder

Friday Night Thunder is a high-energy, family-friendly block party and car show celebrating classic cars, muscle cars, and the rich automotive culture rooted in the heart of Somerset, Kentucky. From the deep rumble of a big-block Chevy to the gleam of a freshly polished '69 Mustang, this event brings together the sights, sounds, and spirit of American horsepower, right in the middle of our community.

The event draws car enthusiasts, families, and community members from across Pulaski County and the surrounding region for an unforgettable evening of live music, food vendors, a curated car show featuring 100+ vehicles, vendor booths, kids' activities, and community entertainment. Friday

Night Thunder is anchored by one simple idea: bringing people together around the things we love — great cars, great food, and great neighbors.

This is not a corporate production. Friday Night Thunder is a grassroots community event with authentic local flavor, produced by Boggs Holdings — a locally owned business with deep roots in Somerset and the Lake Cumberland region. Every dollar raised and every partnership formed stays close to home, fueling the community that makes this event possible.



BY THE NUMBERS:

Metric	Projected Estimate
Estimated Attendance	1,500 – 3,000+
Car Show Entries	100 – 200+ vehicles
Vendor Booths	30+
Social Media Reach	60,000 Impressions
Demographics	Families, car enthusiasts, all ages predominantly local/regional

Why Partner With Friday Night Thunder?

Sponsoring Friday Night Thunder is more than an advertising buy, it's an investment in your community and a direct connection to the people who drive your business. Here's why smart local and regional businesses are getting on board:

- **Direct Community Visibility** — Your brand front and center before thousands of engaged, enthusiastic, local attendees in a high-energy, positive setting. This isn't passive advertising — it's face-to-face connection with your customers and neighbors.
- **Targeted Audience** — Car culture enthusiasts, families, active community members, and loyal supporters of local businesses. These are people who show up, spend money, and remember who supported the events they love.
- **Authentic Association** — Align your brand with a beloved, grassroots community tradition — not a faceless corporate event. Friday Night Thunder is built by locals, for locals, and your sponsorship puts you at the heart of that story.
- **Flexible Packages** — From title-level presenting sponsorships to affordable community-level options, there's a fit for every budget and every business size. No matter your level, you'll be seen, heard, and appreciated.
- **Multi-Channel Exposure** — On-site signage, social media shoutouts, event program ads, PA announcements, merchandise placement, and more. Your brand works before, during, and after the event across multiple touchpoints.

Ready to get involved?
Contact Barry Boggs at
contact@fntblockparty.com to
reserve your sponsorship level today.
Spots are limited — especially at the
Title and Gold levels.

We've designed our sponsorship tiers to provide meaningful value at every level. Whether you're a major regional brand or a small local shop, there's a way for you to be part of Friday Night Thunder. Review the packages below and choose the level that's right for your business.

FNT Block Party - Sponsorship Packages

TITLE SPONSOR

"Presenting Sponsor"

\$2,500



- Exclusive "Presented by [Your Business]" branding on ALL event materials (including any nationwide ads)*
- Logo will be displayed on front page of FNTblockpart.com
- Link on FNTblockparty.com to your website
 - Listed first in sponsor page of FNTblockparty.com with phone number, address, and logo
- Lobby sponsor display (Updated Per season)
 - Logo on event banner, Stage backdrop, and main entrance signage
- Premium vendor/display space at all 7 events – best location at the event
- Full-page ad in event program (back cover, back inside cover, or inside front cover)
- 20+ social media mentions and tagged posts (pre-event, day-of, and post-event)
- PA announcements throughout the events (minimum 7 mentions)
 - Logo featured on event T-shirts and merchandise
- First renewal option for following season
 - First right of refusal on advertising opportunities
 - Additional advertising opportunities (negotiated)
- **LIMIT: ONE (3) Title Sponsor – Exclusive**

GOLD SPONSOR \$1,000



- Logo on event banner and on-site signage
 - Logo will be displayed on front page of FNTblockpart.com
 - Listed first in sponsor page of FNTblockparty.com with phone number, address, and logo
- Link on FNTblockparty.com to your website
- Lobby sponsor display (Updated Per season)
 - Half-page ad in event program
- 10+ social media mentions and tagged posts
 - PA announcements throughout the events (minimum 5 mentions)
 - Premium vendor/display space
- Logo featured on select event merchandise

SILVER SPONSOR \$500



- Logo on event signage
 - Quarter-page ad in event program
 - 5+ social media mentions
- PA announcements (minimum 3 mentions)
 - Standard vendor/display space
- Lobby sponsor display (Updated Per season)

BRONZE SPONSOR \$250



- Name listed on event signage
- Business card-size ad in event program
 - 3 social media mentions
- PA acknowledgment (minimum 1 mention)
- Lobby sponsor display (Updated Per season)

COMMUNITY SUPPORTER

\$100



- Name listed in event program under "Community Supporters"
- 1 social media mention / thank-you post
- Recognition from the stage during the event

Program & Event Advertising

In addition to sponsorship packages, businesses can purchase **standalone advertising** in the official Friday Night Thunder event program booklet. The program is distributed free to all attendees and serves as a keepsake guide to the event – giving your ad lasting visibility well beyond event day.

Program advertising is available independently or as a supplement to any sponsorship package. Premium cover positions are limited and assigned on a first-come, first-served basis.

Advertising Rates

AD SIZE	DIMENSIONS	PRICE
FULL PAGE	5" X 8.5"	\$200
HALF PAGE	5" X 4"	\$125
QUARTER PAGE	2.5" X 4"	\$75
EIGHT PAGE	2.5" X 2"	\$40
INSIDE FRONT COVER (PREMIUM)	5" X 8.5"	\$300
INSIDE BACK COVER (PREMIUM)	5" X 8.5"	\$300
BACK COVER (PREMIUM)	5" X 8.5"	\$300

Artwork Specifications

Ad artwork must be submitted as high-resolution PDF, PNG, or JPEG (**300 DPI minimum**). Boggs Holdings can assist with basic ad design for an additional fee of **\$25**.

Deadline: All ad submissions and sponsorship commitments must be received no later than **[April 15th]** to guarantee placement in the event program.

Sponsorship & Advertising Agreement

Please complete this form and return it to Boggs Holdings LLC to confirm your sponsorship and/or advertising commitment for the Friday Night Thunder Block Party.

Business Information

Business Name:

Contact Person:

Mailing Address:

City / State / ZIP:

Phone:

Email:

Website:

Sponsorship Level Selected

- Title Sponsor – \$2,500
- Gold Sponsor – \$1,000
- Silver Sponsor – \$500
- Bronze Sponsor – \$250
- Community Supporter – \$100

Program Advertising Only

- Full Page – \$200
- Half Page – \$125
- Quarter Page – \$75
- Business Card – \$40
- Inside Front Cover – \$300
- Inside Back Cover – \$300
- Back Cover – \$350

Payment

Total Amount Enclosed / Agreed: \$

Payment Method:

- Check (payable to Barry Boggs)
- Cash
- Other:

Terms & Conditions

By signing below, the undersigned agrees to sponsor and/or advertise at the Friday Night Thunder Block Party at the level indicated above. Payment will be due the week upon signing. Sponsorship benefits are subject to availability on a first-come, first-served basis. The Title Sponsor position is limited to one of three (3) sponsors. Boggs Holdings reserves the right to modify event details, including date, time, and location, as necessary. All sponsorship fees are non-refundable unless the event is cancelled in its entirety, in which case a full refund will be issued. Ad artwork must be submitted by

[April 15th] in print-ready format (300 DPI minimum). Boggs Holdings is not responsible for errors in sponsor-provided artwork

Authorized Signature:

Printed Name:

Date:



Return completed forms to:

Barry Boggs, Executive Director
Boggs Holdings LLC
Phone: 606-872-9406
Email: contact@fntblockparty.com
Somerset, Kentucky