



Hot Rod Cruise

Friday, October 10, 2025

5:15-7:30pm

Car Show & Awards

Saturday, October 11, 2025

10am-4pm

Sponsorship Opportunities

presented by:



Downtown Novato Business Association

P.O. Box 312 | Novato, CA | 94948

DowntownNovato.com

Stephanie Koehler | Executive Director
Info@DowntownNovato.com | 415.599.6880



www.NostalgiaDaysNovato.com

About Nostalgia Days

With 28 successful years behind us, Nostalgia Days has become a cornerstone event in Downtown Novato, California. The main event – a car show with awards -- is always held on a Saturday in early October when the Northern California weather is perfect! Hundreds of vehicles of all types, including classic cars, hot rods and customs, line Grant Avenue in the heart of Downtown Novato. A Hot Rod Cruise is held on the Friday evening before the main event.

Nostalgia Days is one of the most popular events in Marin County. Car owners plan their summer calendars to show off their impressive vehicles and thousands come from all over Northern California to marvel at their masterpieces. The Downtown Novato Business Association and the Nostalgia Days Committee invite you to join in on the fun.

Who: Car Show Registration is open to anyone who wishes to participate. Download forms or register online at www.NostalgiaDaysNovato.com

What: The day is filled with spectacular cars, industry vendors, music, food trucks, an adult beverage area and culminates in an exciting awards ceremony.

Date: Hot Rod Cruise: Friday, October 10, 2025 | 5:15-7:30pm
Car Show: Saturday, October 11, 2025 | 10am-4pm

Attendance: 7,000 – 10,000

Media Coverage: TV, Radio, Magazine, Newspapers, Digital Media and Social Media

Demographics: Broad based in age, with sophisticated tastes and mid to upper income.

2024 Title Sponsor: TBD

Brought to you by





www.NostalgiaDaysNovato.com

General Sponsorship Levels

We are confident that your association with the 2025 Nostalgia Days will be an effective promotion and marketing strategy for your company both this year and in the years to come.

Corporate/Local Business:	Title	Presenting	Platinum	Chrome	Steel	Glass	Contributing
Non DNBA Member	\$20,000	\$10,000	\$5,000	\$3,300	\$2,300	\$1,500	\$400
DNBA Member	\$16,000	\$8,000	\$4,000	\$2,640	\$1,840	\$1,200	\$320
Pre-Event Representation:							
A. Event Poster	X	X	X	X	X	X	X
B. Display + Digital Advertising	X	X	X	X	X		
C. Website + Social Media	X	X	X	X	X	X	X
Site Representation:							
D. Booth Presentation	No Size Limit	No Size Limit	No Size Limit	No Size Limit	No Size Limit	10' x 10'	
E. Event Promotional Signage	X	X	X	X	X	X	X
F. Name On Trophy	X	X	X	X	X		
G. Public Address	X	X	X	X	X	X	X
H. Gift Bags + Raffle	X	X	X	X	X	X	

Special Sponsorships:

The benefits of these opportunities are flexible and will be developed in partnership with the DNBA and Sponsor to best fit the needs of both parties.

Media Sponsor: \$10,000 In Media Advertising
Beverage Sponsors: Cash, Product Trade or Both

General Information:

Sponsorship level will determine location of booth space at event site (for example: higher traffic areas, main intersections and premier sign placement). Premier locations are allocated by seniority and higher levels of involvement. Returning sponsors will be given right of first refusal and priority for the following year. The sponsorship level will determine the size and scope of the company listing in all publicity (for example: size of name or logo placement). Larger presentations are available on an individual basis and to be negotiated under the custom development levels.

All levels of involvement underwritten through payment by cash, trade, or combination thereof will be considered. This is in all cases other than the Contributing Level, which is for cash only.

Pre Event Representation:

Event Poster: Business Name and/or Logo on multi-color Nostalgia Days poster, minimum size 11" x 17", to be prominently displayed in numerous locations throughout the San Francisco Bay Area.

Display + Digital Advertising: Business Name and/or Logo in all Display Advertisements placed in prominent daily, weekly and or monthly publications throughout Marin County.

Brought to you by _____





www.NostalgiaDaysNovato.com

On Site Representation:

Booth Presentation: An area set aside in a premiere event location for the presentation of the Sponsor's product or service. No size limit for Title, Presenting, Platinum, Chrome or Steele levels. Glass Level is limited to a 10x10 area.

Event Promotional Signage: Display of banner, signs or flags visible throughout the event site.

Public Address: Public acknowledgment from the DJ booth throughout the event at regular intervals and from the award stage & DJ Booth.

Gift Bags: The opportunity for product promotion through goodie bags distributed to participants.

Raffle: An ongoing giveaway of product or service from the DJ booth and main staging area.

###

Brought to you by





www.NostalgiaDaysNovato.com

SPONSORSHIP FORM

(Please fill out and return with your check)

Company Name: _____

Contact Name: _____

Phone: _____

Email: _____

Sponsorship Level: _____

Sponsorship \$ Amount: _____

Corporate/Local Business:	Title	Presenting	Platinum	Chrome	Steel	Glass	Contributing
Non DNBA Member	\$20,000	\$10,000	\$5,000	\$3,300	\$2,300	\$1,500	\$400
DNBA Member	\$16,000	\$8,000	\$4,000	\$2,640	\$1,840	\$1,200	\$320
Pre-Event Representation:							
A. Event Poster	X	X	X	X	X	X	X
B. Display + Digital Advertising	X	X	X	X	X		
C. Website + Social Media	X	X	X	X	X	X	X
Site Representation:							
D. Booth Presentation	No Size Limit	No Size Limit	No Size Limit	No Size Limit	No Size Limit	10' x 10'	
E. Event Promotional Signage	X	X	X	X	X	X	X
F. Name On Trophy	X	X	X	X	X		
G. Public Address	X	X	X	X	X	X	X
H. Gift Bags + Raffle	X	X	X	X	X	X	

Make Online Payments At: DowntownNovato.com/PayNow

Please email this form to info@DowntownNovato.com if you pay online.

Make check payable to: Downtown Novato Business Association

Mail check and application to:

DNBA
P.O. Box 312
Novato, CA 94948

Questions?

Stephanie Koehler | 415.599.6880 | Info@DowntownNovato.com

Brought to you by _____

