



Clinton Township Gratiot Cruise Sponsorship Information Packet

About the Clinton Township Gratiot Cruise

The Clinton Township Gratiot Cruise is the biggest and best event on Gratiot Avenue. This summertime tradition is an opportunity to showcase our community to neighboring residents, and visitors from across the state and Midwest. With almost 250,000 in attendance the cruise has continually increased each year in attendance, classic cars, family activities, and business involvement year after year.

The Clinton Township Gratiot Cruise leads the way for Cruisers in Macomb County. Our cruise is one of the summer's best car events in the Motor City, which includes other events such as the Detroit Grand Prix, Concours d'Elegance, and the Woodward Dream Cruise. Our cruise has become known across the country as one of the best family cruise events in Michigan.

Sponsorship Opportunities

Our sponsorship program offers local businesses the opportunity to be involved in and supportive of one of Macomb County's largest events. Your sponsorship dollars pay for many things, including advertising, event insurance, rentals like tables, chairs, and porta-potties, cruise merchandise, and so much more. A great deal of planning and consideration goes into this event and the committee works very hard to make sure every sponsoring business receives as much exposure as possible.

Consider how your business could benefit from exposure associated with the Clinton Township Gratiot Cruise. Remember, not only do you receive advertising, publicity, and name recognition, but your business will help make this cruise an event thousands of people will remember.

Included in this packet of information is the list of sponsorship packages, as well as a Sponsor Participation form.



Sponsorship Packages

Top Speed Sponsor - \$2,500

- Full Page Ad in Cruise Day Program
- Logo on Cruise Posters & Promotional Materials
- 10x10 Vendor Space at Cruise Headquarters
- 10x10 Vendor Space at Family Fun Zone
- Logo on Back of Official Cruise T-Shirt
- Sponsorship Mention in Cruise Day Program
- Logo Placement & Link to Business Website on Cruise Website
- Included in Social Media Campaigns
- Featured in Press Releases
- Included in the Cruise Day "Goodie Bag"
- Logo on Roadside Signage Along Cruise Route
- "Your business location will be shown on the Cruise map (if located on Gratiot)"
- Five (5) Free Passes to the Cruise Day Headquarters Car Show
- Five (5) Free Official Cruise Shirts

Super Charged Sponsor - \$1,500

- Half Page Ad in Cruise Day Program
- Logo on Cruise Posters & Promotional Materials
- 10x10 Vendor Space at Family Fun Zone
- Logo on Back of Official Cruise T-Shirt
- Sponsorship Mention in Cruise Day Program
- Logo Placement & Link to Business Website on Cruise Website
- Included in Social Media Campaigns
- Featured in Press Releases
- Included in the Cruise Day "Goodie Bag"
- Logo on Roadside Signage Along Cruise Route
- "Your business location will be shown on the Cruise map (if located on Gratiot)"
- Three (3) Free Passes to the Cruise Day Headquarters Car Show
- Three (3) Free Official Cruise Shirts

Cruiser Sponsor - \$750

- 1/4 Page Ad in Cruise Day Program
- Logo on Back of Official Cruise T-Shirt
- Logo Placement & Link to Business Website on Cruise Website
- Included in Social Media Campaigns
- Featured in Press Releases
- Included in the Cruise Day "Goodie Bag"
- "Your business location will be shown on the Cruise map (if located on Gratiot)"
- (1) Free Pass to the Cruise Day Headquarters Car Show
- (1) Free Official Cruise Shirt

Starting Grid Sponsor - \$500

- 1/4 Page Ad in Cruise Day Program
- 10x10 Vendor Space at Cruise Headquarters OR 10x10 Vendor Space at the Family Fun Zone
- Logo Placement & Link to Business Website on Cruise Website
- Included in Social Media Campaigns
- Featured in Press Releases
- Included in the Cruise Day "Goodie Bag"

Finish Line Sponsor - \$300

- Logo Placement & Link to Business Website on Cruise Website
- Included in Social Media Campaigns
- Featured in Press Releases

Downtown Development Authority (DDA) Business Sponsor - \$250

- Logo Placement & Link to Business Website on Cruise Website
- "Your business location will be shown on the Cruise map (if located on Gratiot)"



2025 Clinton Township Gratiot Cruise Sponsorship Packages

	TOP SPEED \$2,500	SUPER CHARGED \$1,500	CRUISER \$750	STARTING GRID \$500	FINISH LINE \$300	DDA BUSINESS PACKAGE \$250
Full Page Ad in Cruise Day Program	X					
Half Page Ad in Cruise Day Program		X				
1/4 Page Ad in Cruise Day Program			X	X		
Logo on Cruise Posters & Promotional Materials	X	X		X		
10x10 Vendor Space at Cruise Headquarters	X			X (1)		
10x10 Vendor Space at Family Fun Zone	X	X		X (1)		
Logo on Back of Official Cruise T-Shirt	X	X	X			
Sponsorship Mention in Cruise Day Program	X	X				
Logo Placement & Link to Business Website on Cruise Website	X	X	X		X	X
Included in Social Media Campaigns	X	X	X	X	X	
Featured in Press Releases	X	X	X	X	X	
Included in the Cruise Day "Goodie Bag"	X	X	X	X		
Logo on Roadside Signage Along Cruise Route	X	X				
Your Business Location Shown on Cruise Map (if located on Gratiot)	X	X	X			X
Free Passes to Cruise Day Headquarters Car Show	5	3	1			
Free Official Cruise T-Shirts	5	3	1			

(1) You get a choice between having a 10x10 space at the Cruise Headquarters or the Family Fun Zone.



2025 Clinton Township Gratiot Cruise Sponsor Participation Form

Business Name:	
Business Address:	
Contact Name:	
Contact Number:	
Email Address:	
Website Address:	

This form confirms my commitment to participate as a sponsor for the 2025 Clinton Township Gratiot Cruise. I have filled out this sponsorship form and marked the area below that states my sponsorship package. You can either submit a check with this form or we will invoice you in **May 2025** for your sponsorship amount.

To meet printing deadlines, if you want to be included in advertising and have your logo on the back of the official Cruise T-Shirt, you must submit this form no later than **June 13, 2025**. If you submit this form after this deadline, you can still be a sponsor, but your advertising chances will be limited.

Sponsorship Packages			Program Book Ads		
<input type="checkbox"/>	Top Speed	\$2,500.00	<input type="checkbox"/>	Full Page Ad	\$2,000.00
<input type="checkbox"/>	Super Charged	\$1,500.00	<input type="checkbox"/>	½ Page Ad	\$1,000.00
<input type="checkbox"/>	Cruiser	\$750.00	<input type="checkbox"/>	¼ Page Ad	\$500.00
<input type="checkbox"/>	Starting Grid	\$500.00	<input type="checkbox"/>	Biz Card Ad	\$250.00
<input type="checkbox"/>	Finish Line	\$300.00			

Printed Name **Signature** **Date**

We are also looking for commitment from businesses for giveaways for our bags for pre-cruise events. If you are interested in providing us with up to 250 pieces of giveaways, please mark below. All items will not need to be picked up until Mid-June.

Yes, I will provide a giveaway item for the Cruise bags.

Please return this completed form to paul@ctgratiotcruise.com or via mail to:
Clinton Township Gratiot Cruise
PO Box 380195, Clinton Township, MI 48038.