



Dear Sir or Madam,

**RE: NARRANDERA ROD RUN SPONSORSHIP 2024**

On behalf of the Earlies Street Rod & Custom Club, I am writing to invite you to sponsor the upcoming Narrandera Rod Run.

2023 marks the 39th anniversary of the Narrandera Rod Run and over 50 years of street rodding in Narrandera, once again this year's event promises to be a great weekend of fun for all involved.

This four-day event attracts approximately 600 car enthusiasts from all around Australia in around 300 street rods and customs cars to the township as well as public in the thousands to the show n shine and cruise night.

The Rod Run sponsorship packages are great value for money with Rod Run entrants encouraged to support the local businesses that have sponsored the Rod Run.

Each entrant receives a goodies bag filled with promotional items and event merchandise. Your company is invited to provide any form of product, discount voucher or promotional material for inclusion in the goodie bags.

The Earlies Street Rod & Custom Club also invites your business to become a major sponsor, by sponsoring one of the four major trophies highly sought after by entrants.

If paid sponsorship is not an option, please consider giving product merchandise, old stock or discounted items that can be used as raffle prizes or for specific events or in our entrant goody bags. We can attach your logo or information to the item.

Additionally, the Earlies Street Rod and Custom Club sees the Easter weekend as a great opportunity for local businesses to extend their opening hours where possible to generate more exposure and the opportunity for greater income for local business. We hope you will consider extending your business hours throughout the Rod Run weekend, especially for the Saturday night cruising.

Please take the time to work out which sponsorship package is best suited to your business.

**It is important that all major sponsors have their forms and payment submitted by 28<sup>th</sup> February 2024 and any product donations or promotional materials ready for collection by 25<sup>th</sup> March 2024.**

For any specific requests please contact Steven and Kathleen Alldrick on 03 5797 2062 BH or via email: [deluxerodshop@outlook.com.au](mailto:deluxerodshop@outlook.com.au)

We look forward to your support.

Yours faithfully

The Earlies Rod and Custom club committee

