

Sponsorship Proposal for the Portland Swap Meet

Introduction

The Portland Swap Meet provides a vibrant marketplace where vendors can showcase high-quality, new, recycled, repurposed, and restored car parts, accessories, and memorabilia, ensuring the preservation and continued enjoyment of vintage automobiles. The event highlights the enduring passion for cars and the dedication of those who preserve and cherish them. By promoting this circular economy, the Portland Swap Meet reduces waste, conserves resources, contributes to the longevity of cherished vehicles and celebrates automotive culture and heritage.

Event Overview

Established in 1964, the Portland Swap Meet has grown to become the largest indoor/outdoor swap meet on the West Coast. Organized and managed by six local auto clubs and over 300 volunteers, this event occurs annually at the Portland EXPO Center, which offers sufficient space for the layout of vendors and stalls. The event features participants from Oregon, Washington, Idaho, Utah, Arizona, Nevada, and California, creating a dynamic and diverse marketplace for old and new automotive parts, memorabilia, and vehicles.

- Date: April 10, 11 & 12, 2026
- Participants: 1,000 vendors
- Stalls: 2,500 stalls
- Attendees: Over 11,000

What to Expect

Visitors to the swap meet can enjoy a variety of exhibits and activities:

- Old Car Parts: Discover a treasure trove of hard-to-find car parts, perfect for restoring your vintage vehicle.
- Classic Cars: Marvel at an impressive display of classic cars that have stood the test of time and continue to captivate the hearts of car lovers.
- Vintage Clothing: Explore a selection of vintage clothing that complements the automotive theme, adding a touch of nostalgia to the event.
- Automotive Memorabilia: Find rare and unique memorabilia that celebrates the rich history of the automotive world.
- And Much More: From tools and accessories to books and collectibles, the swap meet offers something for everyone.

Sponsorship Opportunities

We invite you to become a sponsor of the Portland Swap Meet and join us in celebrating our mission to create a dynamic and welcoming event that honors passion for automotive enthusiasts. Your sponsorship will provide invaluable support to the event, enabling us to continue delivering an exceptional experience for all participants. As a sponsor, you will have the opportunity to connect

with a passionate and engaged audience, enhance your brand visibility, and demonstrate your commitment to the automotive community.

Sponsorship Levels

Title Sponsor

Investment: \$10,000

- Receive the highest level of recognition and visibility throughout the event, prominent logo placement on all event signage, promotional materials, and the event website
- 6 prime booth location at the event
- Full-page ad in the event program
- Social media mentions and features leading up to and during the event
- 20 event admission passes

Presenting Sponsor

Investment: \$5,000

- Logo placement on event signage, promotional materials, and the event website
- 4 preferred booth location at the event
- Half-page ad in the event program
- Social media mentions leading up to the event
- 10 event admission passes

Contributing Sponsor

Investment: \$2,500

- Logo placement on event signage and the event website
- 2 booth location at the event
- Quarter-page ad in the event program
- 5 event admission passes

Participating Sponsor

Investment: \$1,000

- Logo placement on the event website
- Booth location at the event
- Business card ad in the event program
- 2 event admission passes

Additional Sponsorship Opportunities

In addition to our main sponsorship packages, we offer a range of à la carte options to further enhance your presence at the Auto Swap Meet.

Benefits of Sponsorship

Becoming a sponsor of the Portland Swap Meet offers numerous benefits, including:

- **Brand Visibility:** Your brand will be prominently featured across event materials, signage, and digital platforms, reaching a wide and diverse audience of automotive enthusiasts.
- **Targeted Exposure:** Reach a highly targeted audience of automotive enthusiasts who are passionate about the industry. This event provides an ideal platform to showcase your products and services to potential customers who are actively seeking automotive solutions.
- **Community Engagement:** Connect with thousands of passionate car lovers and build meaningful relationships within the automotive community.
- **Marketing Opportunities:** Leverage the event's extensive promotional efforts to enhance your marketing reach and engage with potential customers.
- **Corporate Social Responsibility:** Demonstrate your commitment to supporting local events and the preservation of automotive history and culture.

How to Become a Sponsor

To become a sponsor of the Portland Swap Meet, please contact our Sponsorship Coordinator, Rick Polman, by phone at 971.371.8675 or via email at corporatemotors60@hotmail.com. We are happy to discuss customized sponsorship packages that align with your marketing goals and budget. Join us in making this year's event a memorable and successful celebration of the automotive world.

Conclusion

We look forward to partnering with you to make the Portland Swap Meet a resounding success. Your support is invaluable in creating an unforgettable experience for our attendees and showcasing the best of the automotive industry. Thank you for considering this opportunity, and we hope to welcome you as a sponsor.