



## CITY OF GLENDALE, CALIFORNIA

Community Services & Parks  
Administration

613 E. Broadway, Suite 120  
Glendale, CA 91206-4308  
Tel. (818) 548-2000 Fax (818) 548-3789  
glendaleca.gov

February, 2024

Glendale Cruise Night is back this year for its 29<sup>th</sup> Annual event. On behalf of the City of Glendale, I would like to invite you to sponsor Glendale Cruise Night 2024, which will be held on Saturday, July 20<sup>th</sup> in the heart of downtown Glendale on Brand Blvd. It is an opportunity to become a part of the community event that draws people and publicity from all over the Southland and beyond.

This fun, free, family event features 300-400 pre-1980 classic cars and hot rods, modified imports and exotic cars, community and sponsor displays, fun games and activities for kids, and of course local restaurants and retail stores. It has been a part of our community's history for 28 years! We look to our community to help us preserve this long-standing Glendale tradition. Your commitment will help us take advantage of the opportunity to bring fun and entertainment to our city, bring together our community, and gather the young and old car enthusiast, while promoting our local merchants.

Your sponsorship will help assure the success of the Glendale Cruise Night 2024. Please find attached a Sponsorship Level Opportunities list and a fun facts sheet. If you are interested in becoming a sponsor, and would like more information, please call Gamar Mirzakhonian at (818) 937-7429 or email at [GMirzakhonian@glendaleca.gov](mailto:GMirzakhonian@glendaleca.gov).

On behalf of the City of Glendale, we thank you for your consideration in supporting this great tradition, and for your commitment to our community. It is only through the help of organizations like yours that we can continue our premier summer tradition of Cruise Night.

Sincerely,

Onnig Bulanikian, Director  
Community Services & Parks Department



*CITY OF GLENDALE  
COMMUNITY SERVICES & PARKS DEPARTMENT*

## **CRUISE NIGHT 2024 SATURDAY, JULY 20, 2024 ON BRAND BOULEVARD**

### **Glendale's Premier Summer Event**

- The first Cruise Night was held in July 1994 in conjunction with the World Cup Soccer Event that was held in Pasadena, Ca, Glendale's neighboring city.
- The Cruise Night Planning Committee includes:
  - Employees from various City Departments
  - Members of the Downtown Glendale Association
  - Community Volunteers
- Cruise Night is traditionally held on the third Saturday of July from 5:30 p.m. – 10:30 p.m. The event is located in Downtown Glendale on Brand Boulevard between Milford and Broadway.
- Approximately 300 – 400 classic car (pre-1980) owners participate in the event annually. Some owners come from as far away as San Diego, Palm Springs, and Santa Barbara.
- Modified Imports and Exotic Cars are also accepted.
- Cruise Night has been distinguished as producing the “largest draw” of individuals to the Downtown Area and the largest one-day sales/revenue for the Downtown Merchants. Businesses are encouraged to remain open during the event.
- Live entertainment is offered on the main stage located at Milford and Brand. Entertainment from previous years has included:
  - Motown Magic
  - Creedence Relived
  - Surfin' Beach Boys Tribute
  - BRIAN BEIRNE “Mr. Rock N' Roll” as the Master of Ceremonies
- Past Cruise Night sponsors include:
  - C&B Law Group
  - ABC7
  - Forest Lawn
  - Rescue Roofing Construction
  - Portos
  - Meguiar's
  - Superking Markets
  - LA Federal Credit Union

- My Auto Sales & Leasing
  - SAS Entertainment (Alex Theatre)
  - Glendale Police Officer Association
  - Athens Services
  - Dignity Health
  - Greater Downtown Glendale Association
  - NASA Services
  - Acura of Glendale
  - Glendale Association of Realtors
  - Crescenta Valley Weekly
  - USC Verdugo Hills Hospital
- Cruise Night is advertised through the following media platforms:
    - Radio – KABC, KRTH 101, AM 870, Jack FM, KNX 1070
    - Television – KABC TV, Local Cable, and Glendale GTV6
    - Newspapers – Daily News, Los Angeles Times, CV Weekly, and Glendale Social Media.
    - Misc. Periodicals – Leisure Guide, City Connection, Westaways and Glendale City Views.
    - Other – Glendale Cruise Night Website, Flyers, Facebook and Storefront posters placed in strategic business locations.
  - There are a variety of local community groups who participate in the event. Some of the groups include:
    - American Cancer Society
    - LA Vector Control
    - Glendale Environmental Coalition
    - Walk Bike Glendale
    - American Red Cross
    - Friends of Public Library
    - Pasadena Humane Society
    - Glendale Beautiful

**SAVE THE DATE:**





**CITY OF GLENDALE  
COMMUNITY SERVICES & PARKS DEPARTMENT**

**CRUISE NIGHT 2024 SATURDAY, JULY 20, 2024 ON BRAND BOULEVARD**

**Naming Sponsor**

**\$20,000**

Benefits include:

- "NAMING SPONSOR NAME brings you the 29<sup>th</sup> Annual Glendale Cruise Night" wording in all press releases, advertising, media outreach, and on event web page.
- Headline atop banner on all posters, flyers and on main stage banner.
- At least two mentions during stage performance.
- Possible usage of a side street for dedicated sponsor booth/display.
- Collateral materials included in swag bag if provided by sponsor.
- 2 10' x 10' booth set ups on Brand Blvd with electricity if needed.
- Mayor's Commendation presented at the July City Council meeting.
- 3 classic car entries to event and event swag bags.
- Sponsor Name advertised on the Civic Auditorium marquee.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Reception located backstage on the day of the event.

**Presented By Sponsor**

**\$10,000**

Benefits include:

- "The Naming Sponsor brings you the 29<sup>th</sup> Annual Glendale Cruise Night" presented by (*PRESENTING SPONSOR NAME*)" wording in all press releases, advertising, media outreach, and on event web page.
- Headline atop banner on all posters, flyers and on main stage banner.
- At least one mention during stage performance.
- 1 10' x 10' booth set up on Brand Blvd with electricity if needed.
- Collateral materials included in swag bag if provided by sponsor.
- 2 classic car entries to event and event swag bags.
- Recognition at the Parks, Recreation & Community Services Commission meeting.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Section located backstage on the day of the event.

**Platinum Sponsor**

**\$5,000**

Benefits include:

- Inclusion in press releases.
- Logo placement on flyers, posters, local print ads and on main stage banner.
- 1 10' x 10' booth set up on Brand Blvd with electricity if needed.
- Collateral materials included in swag bag if provided by sponsor.
- 1 classic car entry to event and event swag bag.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Reception located backstage on the day of the event.

**Gold Sponsor**

**\$1,500**

Benefits include:

- Logo placement on flyers, posters, local print ads and on main stage banner.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- 1 10'x10' booth set up on Brand Blvd.

**Vendor Booth**

**\$500**

Benefits include:

- 1 10'x10' booth set up on Brand Blvd.