

Building a CarShow...



Budget What do you have financially to do this show? Costs will largely go towards promotion (Signage, Banners, Flyers), Show ground / Facility or building rental (If applicable). Permits, Portapottys if necessary, Any table or chair rentals, Trophies or Plaques, Food/Beverages (If needed)

Location (Visibility is EVERYTHING) You want to attract more show cars and people from the road or street. Put the Show Cars up front where they are seen... You will attract more spectators and Show Vehicle Owners.

Parking (Enough spaces for Show Vehicles of course, remember these vehicles are your draw and need to be FRONT and CENTER!) Parking for Show or Event workers and Spectator Cars are also important.

Traffic Flow (Ingress and Egress) Getting in and out is vitally important. Not only for safety issues and protection for the cars, but also for traffic flow. This can be affected by the Parking (Listed above). If an entrance or exit will affect a main road or highway. This could lead to issues with police and the township.

Show Registration: You can take their money up front (Make sure workers have change). Have a "Paid Card" ready for workers to give them to take to registration as a receipt to take to the registration tent so get a sheet to fill out for their name, vehicle, info, etc. This way, they don't hold up traffic filling it out there in their vehicle. Have them give all their info at the registration booth at a table. Make announcements to the crowd where to go to register to be judged.

Police involvement: Local authorities should be advised as to what you are doing, but be involved if possible. Not only will they provide some added security, but they may also help with the traffic flow.

Township Approval: A weekly or even a One-Time event of considerable size and one that will possibly affect traffic or other things in area for a certain amount of time, might need approval for the township first. Particularly if the Police are or need to be involved in some way. This event might need to be voted on the township board if it is not cleared already.

MUSIC/MC: Very important as a form of entertainment. Can be as simple as a sound system all the way to a DJ spinning the tunes. Music selection is important too. Keep it relative to the cars and the crowd you draw. You need the MC or DJ making announcements to the crowd periodically between a couple songs or interrupting once in a while.

Facilities: You need bathrooms, whether it be in a building or outside porta-potties.

Food/Beverages: Imperative! People will leave to get food somewhere else if there is nothing there, and most of the time, will not be back. Keep 'em at the show with food and drink (Alcohol can be okay, but not necessary.). There are LOTS of local restaurants that might want to do it. Don't charge them to do it, and let them make 100% of the profit. This might entice them to be there if they don't have to pay a fee to do this. They SHOULD have insurance so the show does not need it. Find that out when you ask them to do it.

VOLUNTEERS: You will need TWO KINDS! Some will be BOTH! You need "Behind the Scenes, Planning" and "DAY OF WORKERS!" BOTH are critical for success! The "Planning Group" needs to plan the show, get sponsors, collect and organize the "DAY OF" Workers. They also need to send out the info, the mailers, get the flyers out and much more! The "DAY OF Workers are doing the footwork the day of the show. Directing in and parking cars, helping with questions, or helping with general crowd control, Volunteers are invaluable! Whether employees or friends or members of local car clubs or those involved in the hobby... Just have someone there walkin' around enjoying the show, but also keepin' an eye on things. You don't want trouble and typically it is NOT the car owners, but rather the spectators that can ruin things for everyone. Particularly kids. (You want to keep an eye on the pets and the kids on bikes particularly). There's much to do on the Morning Setup and Show Takedown of course is where it starts and ends. Moving barricades, placing cones, tables, the Registration table and canopy... Possibly Judging or tallying votes.

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(Continued)



Car Club

Advertising This begins immediately and information should go out in March if possible, but really no later than sometime in April. Car Show owners and Car Clubs are marking and putting together their yearly event calendars. You need to advertise by utilizing several methods. They include getting about 2 - 3000 flyers out at shows and other events. Post flyers or small show posters up wherever you can. Flyers should be passed out cruise nights and car shows as much and as often as possible!

Utilize Social Media! FACEBOOK POSTINGS, Instagram, and other Social Media platforms. Publish regular postings about the show! Post photos, info and where to get MORE INFO! Make a Facebook Event Page.

Emailing car clubs, individuals and more! Create a Facebook page exclusively for the show and have someone answer posts. Set up an Email that you send out mass emails too and answer them as well. Get the info out! Utilize staff and employees. Work with car clubs and individuals!

Create a website or use one you have with a direct link to the show! The show should NOT be lost on a club website. It should have a side page banner or its own "Pull-Down" menu at the top to get to the info for the show.

Signage and Banners!

Get some show signs and banners made up! You can get show sponsors to help with costs by including their logo somewhere! The signs and banner should have the 4 THINGS! The name of the show, the date, the location, and a website or email address to go to for more info!