



Car Enthusiast Website and Social Media Presence

2020 Media Kit

Bernie Golias, Chief Car Idiot
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MISSION STATEMENT: To capture the passion and obsessive behaviors related to the car hobby.

VISION STATEMENT: To achieve global recognition through the ongoing development and reach of the Car Idiots Forever®

Car Idiots Forever® (CIF) website, videos and social media presence. CIF encourages the natural inclinations of people who collect, maintain or have an interest in this automotive-related hobby. Our goal is to help them embrace their passion and better understand their behaviors where “obsessive collecting is simply selecting.”

CONCEPT: Featured on the CIF website are tongue-in-cheek interviews with Bernie Golias, host & Chief Car Idiot, and self-proclaimed psych-auto-analyst Dr. Oedipus Redline, who explores the psyches of car collectors and their subsequent relationships. There are also interviews with avid collectors who tell amazing and fun stories of the When, Where, How and Why of their obsession. There are featured local auto shows and useful links to auto clubs and other car collecting-related resources as well as a merchandise page where you can download Dr. Redline’s new eBook, *Car Idiocy: The Ultimate Guide*, as well as other fun items to proudly declare yourself a Car Idiot Forever.

As we educate others, our community flourishes.

WHAT WE'RE OFFERING: CIF wants to share the love with anyone passionate about cars and all that entails. We have space for you on our website, in our videos, with interviews, on our flyers and at our car show booths.

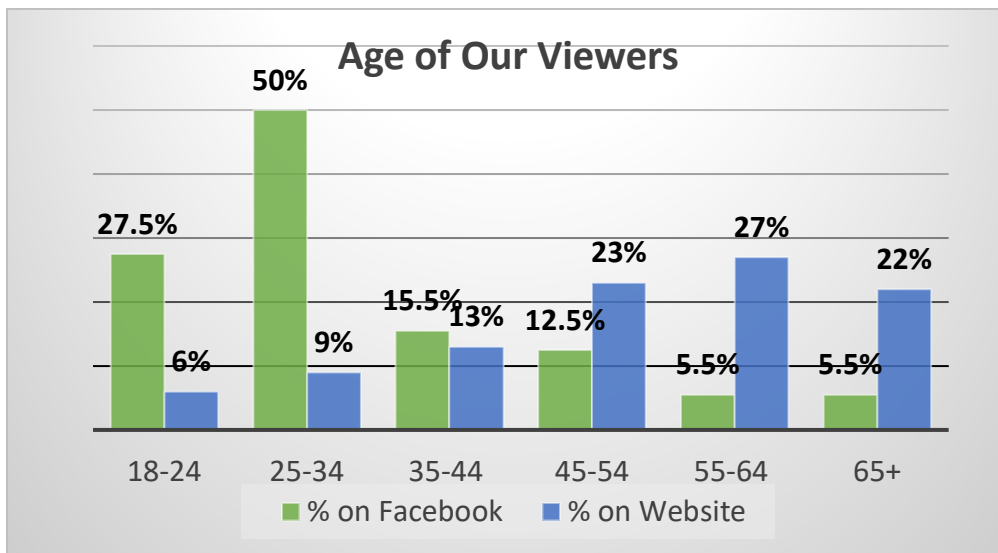
The possibilities are endless. Let’s talk.

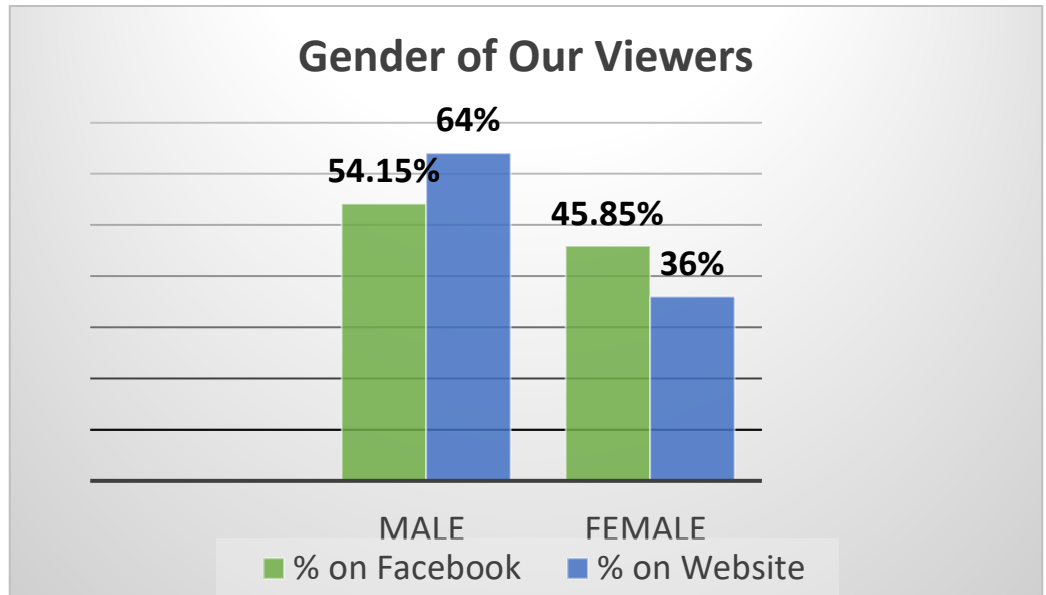
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GROWTH POTENTIAL: At the end of 2020, we are active on all social media platforms (Facebook, YouTube, Instagram and Twitter). We have over 2,500 dedicated Facebook followers with a Post Reach of over 100,000, Post Engagements of 10,000 and an average of over 2,000 new Page Likes every week. Our video views average 3,500 per week, and we have over 120 videos on YouTube that can be linked to other social media platforms, giving you even more exposure.

The Car Idiots team attends many of the local and state auto shows (many with over 50,000 visitors, like the I-X Piston Power Auto-Rama), interviewing attendees and presenters alike . . . all of them fascinating Car Idiots in their own right. We often have a booth and pass out flyers . . . there are so many ways to connect with the people who are passionate about all things automotive.

OUR DEMOGRAPHICS:





2020 Rate Sheet

Car Idiots Forever® Website and Social Media Advertising Pricing

There are two ways to become a Car Idiot Forever sponsor:

- website, video & social media sponsorship
- Patreon sponsorship

WEBSITE, VIDEO & SOCIAL MEDIA SPONSORSHIP

This is the most visible way to become a CIF sponsor and is offered at three tiers:

Tier	6 months*	12 months*
Classic	\$10/mo	\$5/mo > \$60/yr
Antique	\$30/mo	\$20/mo > \$240/yr
Vintage	\$100/mo	\$65/mo > \$780/yr

Sponsorship Tiers

Classic Sponsor



- Logo and website link on our Home page We Love Our Sponsors slider
- Logo and website link on the Our Sponsors page
- Name and website link on our Helpful Links page

Antique Sponsor



- Backend Car Idiots Forever ad page with 5+ links to your website
- Pre- and post-launch website analytics
- Review of SEO-value AdWords, embedded in backend ad page
- Classic Sponsorship perks

Vintage Sponsor



- Car Idiots Forever blog posting
- Mention on all CIF social media outlets quarterly
- 30-second Car Idiots Forever video ad*
- Classic & Antique sponsorship perks

***Video Ads:**

Sponsorships are available for CIF 30-minute video episodes. Each episode will be posted on our website and shared on all our social media outlets (YouTube, Facebook and Instagram). One to three 30-second ads will be available during each show.

Prices are determined by the TV-readiness of the advertisement. Additional charges are added for such services as copywriting, taping and editing the video or photo imagery and adding voiceovers. Please inquire about pricing for your specific needs.



PATREON SPONSORSHIP

Visit us at <https://www.patreon.com/caridiotsforever>

Patreon is an online membership platform that invites viewers to subscribe to online creators in order to support their work.

Being a Car Idiot is a full-time job for us. Sharing it with you, our fellow Car Idiots is what we want to do.

The car hobby is ever changing, as the next generation opens up avenues never before traveled. This is an exciting time, as we revamp what once was by showcasing everyday stories from Car Idiot families. In doing this we travel to car shows and visit legends within their collection heaven.

By giving your support through Patreon, you help us widen our community to share the stories of countless Car Idiots not just near us but near you as well . . . fascinating people we have had to wait on meeting due to high costs associated with travel, production and equipment. So, providing your support means you get to see more content of the highest quality, while we get the satisfaction of growing the Car Idiot Family!

As a patron, we'll reward you with exclusive bonuses unavailable to the public! Like our website & social media sponsorship, there are three tiers of Patreon sponsorship:

Tier	Monthly Sponsorship
Grease Monkey	\$1/mo
Race Engineer	\$3/mo
Crew Chief	\$5/mo

We're working on a TON of amazing projects for you. Plans range from personal interviews with Car Idiot couples to short documentaries on well-known Car Idiots. As we are always posting content, you can follow each road trip on our YouTube channel. We're sure you'll find the shows entertaining and informative.

Sponsorship Tiers

Grease Monkey

Grease Monkey



\$1

PER MONTH

- A High-Quality download of our videos released each month
- A chance to be on "Car Idiocy Wheel of Excuses"
- Shout-outs to you (and your channel, if you wish) on Car Idiots Forever each month
- One-on-one calls with you and the infamous Dr. Redline
- Voting privileges for inductees into the Car Idiot Hall of Fame

Race Engineer

Race Engineer



\$3

PER MONTH

- Exclusive Individual HQ Car Idiot interviews
- And everything from the Grease Monkey tier

Crew Chief

Crew Chief



\$5

PER MONTH

- Raffle entries for free tickets to upcoming auto shows!
- Your picture and Car Idiocy reasons posted on our website & social media
- A chance to be featured as Car Idiot of the month!
- Signed Dr. Redline book
- Everything in the previous tiers

LET'S GET STARTED!

Contact us today so we can discuss how to best meet your advertising needs.

Call Car Idiots Forever® at 330.635.2784

Email us at info@caridiotsforever.com

Visit our Advertise With Us tab on our website at www.caridiotsforever.com

Thank you for your interest and patronage in Car Idiots Forever®!