



CAR SHOW MARKETING & PRODUCTION WORKSHEET

Planning a car show—whether it's a beloved annual tradition or a brand-new event—takes time, teamwork, and a strong strategy. To help make your event a success, Roddin' Arizona offers expert support in all aspects of show production, and we've developed this Car Show Marketing & Production Worksheet to get you started.

This comprehensive form covers all the critical pieces of event planning, from branding and websites to social media, photography, and sponsorship support. Whether you need help with just a few items or want full-service support, completing this worksheet is the first step toward an organized, exciting, and well-promoted event.

GENERAL EVENT DETAILS

Event name: _____

Event date(s): _____

Venue: _____

City: _____

State: _____

Is this a new event or an established event?

☐ New ☐ Established

How many years has the event been held?

☐ 1-5 ☐ 5-10 ☐ 10-15 ☐ 15+

Estimated or historical number of cars entered:

☐ 1-50 ☐ 50-100 ☐ 100-150 ☐ 150+

Estimated or historical number of spectators/attendees:

Main goals for this year's event:

- ☐ Higher attendance
- ☐ More sponsors
- ☐ Stronger online presence
- ☐ Fundraising
- ☐ Other : _____

ORGANIZATION & TEAM

Event director or main point of contact:

Other decision-makers or members we will work with:

Do you currently have anyone involved with marketing?

☐ Yes ☐ No

Are there sponsors or partners already committed?

☐ Yes ☐ No

BRANDING & DESIGN

Do you have an existing logo and branding materials?

☐ Yes ☐ No

Do you need help designing a logo?

☐ Yes ☐ No

Do you have any style guidelines or color preferences?

☐ Yes ☐ No

WEBSITE & DIGITAL NEEDS

Do you currently have a website for the event?

- ☐ Yes ☐ No

If yes, please provide the URL:

What type of website work do you need?

- ☐ Basic updates to an existing website
- ☐ A full website redesign
(new layout, structure, and features)
- ☐ A brand-new website built from scratch
- ☐ Unsure – would like to discuss options

What features or functions would you like on the website? (Check all that apply)

- ☐ Event schedule – Clearly organized timeline of show dates, times, and locations
- ☐ Car registration forms – Online forms for vehicle owners to register their cars
- ☐ Vendor sign-up – Online application and payment for food, merch, and display vendors
- ☐ Sponsor information – Page or section to showcase sponsor logos, links, and levels
- ☐ Ticket sales – Integration with payment platforms (e.g., Stripe, PayPal, Eventbrite)
- ☐ Photo/video galleries – Image or video galleries from past events or promotional media
- ☐ News & updates – Section or blog for event announcements and last-minute changes
- ☐ Contact form – General inquiries, volunteer interest, or other communication
- ☐ Social media integration – Live feeds or links to event social platforms
- ☐ Interactive map or directions – Map showing venue layout, parking, and travel info
- ☐ Email sign-up form – For newsletters, reminders, or promotional updates
- ☐ Other (please specify):

Do you need help with website maintenance or ongoing content updates?

- ☐ Yes – I need someone to make updates regularly (news, photos, forms, etc.)
- ☐ No – I will manage updates myself or have someone else to do it
- ☐ Not sure – Please explain:

Additional Notes or Specific Requests

Please share any ideas, inspiration, or specific functionality you'd like included on the website (e.g., countdown timers, sponsor tiers, downloadable flyers, etc.):

SOCIAL MEDIA & ONLINE PROMOTION

Which social media platforms do you currently use for the event?

- ☐ Facebook
- ☐ Instagram
- ☐ YouTube
- ☐ TikTok
- ☐ Other:

Do you already have active followers on these accounts? If yes, approximate numbers:

Facebook -

Instagram -

YouTube -

TikTok -

Other -

Do you need help with:

- ☐ Content creation
- ☐ Regular posting & engagement
- ☐ Paid ads & promotions
- ☐ Analytics & reporting

Do you have a specific advertising budget allocated for online promotion?

- ☐ Yes
- ☐ No

PHOTOGRAPHY & VIDEOGRAPHY

Do you need event-day photography?

- ☐ Yes
- ☐ No

Do you need event-day videography or highlight reels?

- ☐ Yes
- ☐ No

Do you plan to use drone footage?

- ☐ Yes
- ☐ No

Are there specific types of shots or stories you want captured

- ☐ Feature on winners
- ☐ Sponsors
- ☐ Behind-the-scenes
- ☐ Other: _____

PRINT & PROMOTIONAL MATERIALS

What printed materials do you need help with?
(Check all that apply)

- ☐ Shirts
- ☐ Flyers
- ☐ Banners & signage
- ☐ Posters
- ☐ Hats
- ☐ Other: _____

How many locations or channels do you distribute printed materials through?

SPONSORSHIP & VENDOR SUPPORT

Do you need help creating sponsorship packages or proposals?

- ☐ Yes
- ☐ No

Do you want support with sponsor/vendor outreach and management?

- ☐ Yes
- ☐ No

Do you have sponsor deliverables (ads, logos, promotions) that we should include in event marketing?

- ☐ Yes
- ☐ No

MEDIA & EDITORIAL COVERAGE

Are you interested in feature articles or event coverage in Roddin' AZ Newspaper?

- ☐ Yes
- ☐ No

Do you need press release writing and distribution?

- ☐ Yes
- ☐ No

Do you want help with post-event recap articles or photo galleries?

- ☐ Yes
- ☐ No

BUDGET & TIMELINE

What is your approximate total budget for marketing and promotion?

Do you have a preferred timeline for deliverables (e.g., website launch date, advertising start date)?

Are there any specific milestones or deadlines we should be aware of?

ADDITIONAL NOTES

Please list any other needs, ideas, or concerns you'd like us to know about:

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NEXT STEPS

Once this worksheet is completed, email it to Hello@RoddinAZ.com we'll review your answers and schedule a follow-up meeting to clarify details, offer ideas, and present a customized proposal with cost estimates.

