

MOTOR CITY MUSCLE®

THE ROCK-N-MUSCLE CAR FESTIVAL™

MUSCLETOWN™

BE AN OFFICIAL MUSCLE CAR SHOWCASED AT THE HISTORIC MOTOR CITY MUSCLE® FESTIVAL

By participating in the heart of the Motor City on M-1 | Woodward Avenue as a special part of this history-making, national celebration of the coolest machines ever created, enjoy a rewarding, exciting and memorable entertainment weekend and help make MCM a shining example of the best of Detroit.

MUSCLETOWN™ OFFICIALLY-DESIGNATED MUSCLE CARS AND THEIR SPECIAL OWNERS WILL RECEIVE THE FOLLOWING:

Present Your High Performance Machine in a High Profile Showcase: Enjoy a prime Motor City Muscle® spotlight via muscle car parking placement within specially designated presentation sites throughout the four-block, seven rock stage festival, all three days of MCM – August 17th – 19th.

Host a National Rock-n-Muscle Car Party: Owners can personally present their high performance machines by being on site to answer questions, enjoy the festivities and help host this special area. Special MCM Directors Chairs available only to MUSCLETOWN™ participants can be ordered in advance of the festival, if sitting with an Official Muscle Car is desired.

Gain Special MUSCLETOWN™ Presentation Recognition: Official Muscle Car owners and their special vehicles will be highlighted on all MCM Official Media Partner interviews, social media and web site features, stage announcements, site signage and more.

Gear Up in MUSCLETOWN™ Exclusives: Receive the special opportunity to purchase collectible, inaugural MUSCLETOWN™ gear available only to MUSCLETOWN™ Official Muscle Cars.

Win Honors and Make History: MUSCLETOWN™ presented Official Muscle cars will be juried by three top automotive leaders including Camilo Pardo, 2005/2006 Ford GT designer and winner of TruTV's Motor City Masters. Three winner placements will be selected as follows:

1st Place:

The 1st Place winning MUSCLETOWN™ Official Muscle Car will receive a plaque designating its high performance achievement, a weekend stay at our MCM Official Hotel, a \$200 fine dining gift card at an award-winning Detroit restaurant, a grand package of Motor City Muscle® collectibles, Hart Plaza Main Stage back-stage access, hospitality and introduction on Sunday evening of its winning achievement, onsite professional photograph of the winning Official Muscle Car, special interviews and media coverage, festival accolades and more.

2nd Place:

The 2nd Place winning MUSCLETOWN™ Official Muscle Car will receive a plaque designating its special achievement, a night stay at our MCM Official Hotel, a \$100 fine dining gift card at an award-winning Detroit restaurant, a special package of Motor City Muscle® collectibles, VIP Hospitality on Sunday evening of the festival, Spirit of Detroit Stage onstage announcement of its MUSCLETOWN™ winning placement, onsite professional photograph of the 2nd Place winning Official Muscle Car, festival special recognition and media interviews, and more.

3rd Place:

The 3rd Place winning MUSCLETOWN™ Official Muscle Car will receive a plaque designating its special achievement, a \$50 fine dining gift card at an award-winning Detroit restaurant, a special package of Motor City Muscle® collectibles, VIP Hospitality on Sunday evening of the festival, Spirit of Detroit Stage onstage announcement of its MUSCLETOWN™ winning placement, onsite professional photograph of the 3rd Place winning Official Muscle Car, festival special recognition and media interviews and more.

NEXT PAGE: GUIDELINES



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MUSCLETOWN™ | OFFICIAL MUSCLE CAR PRESENTATION GUIDELINES

MUSCLETOWN™ SPECIAL MUSCLE CAR PARTICIPATION:

Please complete the MUSCLETOWN submission form at www.motorcitymuscle.us and provide one to three photographs of your muscle car along with your form for selection and participation consideration, by July 22nd. Submissions received after July 22nd will be placed on a waiting list.

DAILY OFFICIAL MUSCLE CAR LOAD-IN/LOAD-OUT:

Each selected muscle car will be designated as an Official Muscle Car of this historic festival. Load-in of Official Muscle Cars will be by 10:00am each day of the festival and Official Muscle Cars may load-out in approved manners beginning at 9:00pm each evening of the festival. Once an Official Muscle Car has been placed, it cannot be moved until the listed, approved load-in and load out times. Before any load-in or load-out activity, a MUSCLETOWN coordinator must be notified to oversee load-in/load-out to ensure a smooth and successful process.

OFFICIAL MUSCLE CAR SELECTION CONFIRMATION:

If selected, MUSCLETOWN™ will send a presentation confirmation via email that approves and acknowledges your muscle car as an Official Muscle Car of Motor City Muscle® and its special showase at the festival.

MUSCLETOWN™ OFFICIAL MUSCLE CAR PRESENTATION FEE:

Selected and designated Official Muscle Cars are required to provide a \$150 (One-Hundred-Fifty-Dollars) weekend Official Muscle Car fee to park all weekend and receive a history-making great time in downtown Detroit as well as help support the success of this free-of-charge, national celebration. If selected as an approved Official Muscle Car, you will receive notification and can make payment to secure your position via Square or PayPal. Upon remittance of your fee, you will receive complete information regarding your reserved placement site location, load-in/load-out process, and much more.

PLEASE JOIN MOTOR CITY MUSCLE® AS AN OFFICIAL MUSCLE CAR OF THIS HISTORIC FESTIVAL. SHOWCASE YOUR SPECIAL HIGH PERFORMANCE MACHINE FOR THE WORLD TO ENJOY AT THIS NATIONAL CELEBRATION IN THE HEART OF DOWNTOWN DETROIT.

NEXT PAGE: SUBMISSION FORM



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MUSCLETOWN™

OFFICIAL MUSCLE CAR | SUBMISSION FORM

NAME:

ADDRESS:

CITY:

STATE:

ZIP CODE:

TELEPHONE NUMBER:

EMAIL ADDRESS:

MUSCLE CAR MAKE:

MODEL:

YEAR OF VEHICLE:

ENGINE MAKE/MODIFICATIONS:

SPECIAL MUSCLE CAR DETAILS:

CAR CLUB NAME (IF SUBMITTING AS A CAR CLUB):

NUMBER OF MUSCLE CAR PHOTOGRAPHS SUBMITTED WITH FORM (PLEASE SEND PHOTOGRAPHS AS PDF OR JPEGS ATTACHMENT(S))

This submission form is for one vehicle. You may have multiple vehicles presented at the festival. Each vehicle requires its own submission, consideration, approvals and fees. If approved, Official Muscle Car presentation fee is \$150 per vehicle. Multiple approved vehicles can be showcased together from one owner or showcased together as a car club with festival approval in writing.

If your submission is accepted and approved, you will receive an email confirmation, which will acknowledge that your muscle car will be presented as an Official Muscle Car of the 2018 Motor City Muscle® Festival.

Please submit the completed form to musclestown@motorcitymuscle.us or inquiries@motorcitymuscle.us Completed forms can be mailed to: 3434 Chene, #7370, Detroit, MI 48207

By submitting this Muscletown™ form, I accept and assume full responsibility for any injury or loss to myself, my agents, employees or property at any time, and from any cause on the premises of the Motor City Muscle® festival. I expressly release the management of the festival, American Entertainment Technology and The City of Detroit from any such liability for such loss or injury. I agree to provide and pay for my own insurance, which shall be and remain in effect during the time of the festival

SIGNATURE _____

DATE _____