

# Custom Car Show Questionnaire & Checklist

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**Presented by: Racers and Rods Media and Events**

## Basic Information

1. Business/Organization Name:
2. Contact Person:
3. Phone Number:
4. Email Address:
5. Proposed Date(s) for the Show:
6. Proposed Event Name (if any):
7. Is this your first time hosting a car show?  Yes  No

## Event Goals & Vision

1. What is the primary goal of the event? (Select all that apply)
  - Community Engagement  Fundraising  Business Promotion
  - Festival/Entertainment  Car Culture Showcase  Other: \_\_\_\_\_
2. Target Audience:
  - Expected Number of Attendees: \_\_\_\_\_
  - Type of vehicles expected (Lowriders, Hot Rods, Classics, Imports, etc.):  
\_\_\_\_\_
3. Will the event be free to the public or ticketed?  Free  Paid  Donation-Based

## Location & Feasibility

1. Event Location Address: \_\_\_\_\_
2. Venue Type:  Public Park  Private Lot  Fairgrounds  School/Church Property   
Other: \_\_\_\_\_
3. Size of Event Space (acres or estimated square footage): \_\_\_\_\_

4. Is there access to:

-  Electricity  Restrooms/Portable Toilets  Parking for Spectators  Water Supply  
 Trash Disposal/Dumpsters  Internet/Wi-Fi

5. Are there any local noise ordinances or permit requirements?  Yes  No  Unsure (we can assist)

6. Are there shade structures, tents, or covered areas?  Yes  No

7. Who will handle venue liability insurance?  Host  Racers and Rods  Joint coverage

### Host Responsibilities

1. Do you have volunteers or staff to assist on event day?  Yes  No If yes, how many?  
\_\_\_\_\_

2. Will you provide any prizes, awards, or raffle items?  Yes  No

3. Will you be securing any sponsors?  Yes  No

If yes, please list any already confirmed: \_\_\_\_\_

4. Will there be food vendors or concessions?  Yes  No If yes, how many vendors? \_\_\_\_\_

5. Will alcohol be served or sold?  Yes  No (If yes, a permit may be required.)

### Promotions & Media

1. Will Racers and Rods be responsible for promotions and advertising?

Yes, full marketing  No, we have an internal team  Shared efforts

2. Do you have a logo, flyer, or branding materials?  Yes  No (If no, we can provide design services.)

3. Do you plan to include:

-  Live music or DJs  Car Limbo or Hop contests  Kids' activities  Raffle or Auction  Celebrity guests/judges

## Racers and Rods Event Preparation Checklist

### Pre-Planning

- Secure event date and signed contract
- Conduct location walk-through
- Check local permits and regulations
- Establish budget and revenue goals
- Define event layout map (cars, vendors, stage, restrooms, etc.)
- Coordinate liability insurance
- Assign roles (registration, traffic control, awards, security, etc.)

### Equipment & Materials

- Tents/Canopies
- Tables & Chairs
- Cones/Barriers
- Sound system/DJ booth
- Power supply/generators
- Trash cans & cleanup gear
- Portable restrooms
- Signage
- Registration table supplies
- Awards/trophies

### Marketing & Promotion

- Flyer/poster design and printing
- Social media campaign
- Email blasts to car clubs
- Press release to local media

- Create online registration or pre-sign-up

### **Event Day**

- Set up by \_\_\_\_\_
- Staff check-in
- Early registration
- Opening announcements
- Coordinate music/emcee
- Judges' walkthrough
- Raffle drawings
- Trophy presentation
- Thank-you announcements
- Breakdown and cleanup