



Event Presentation



George Zalucki & Sammy Perry

Founders-Gulf Coast Dream Cruise® & Cruis'n for a Cause

Purpose

- To share our vision of a signature Estero event with Village Council and ask for your support as a partner in bringing something special to our community

Who we are

- Car enthusiasts originally from Michigan
- Love People, Cars, Cruising, Creating & Community
- Successfully created & delivered the 1st annual **Gulf Coast Dream Cruise**[®] in April 2019
- Established our own charitable foundation-**Cruis'n for a Cause**
 - Raised money for the Harry Chapin Food Bank
- After collaborating with Jim Boesch we recognized an opportunity to create a special event in Estero for the community

Our Vision

- To create a **Signature Estero Family Event**, in conjunction with the 2nd Annual **Gulf Coast Dream Cruise**[®], that celebrates Estero community pride.
- The mission of the **Gulf Coast Dream Cruise**[®] is to provide a unique auto enthusiast experience while raising money for charity through **“Cruis’n for a Cause.”**

Gulf Coast Dream Cruise Roots

Event Benefits:

- Brings People together
- Creates Excitement
- Fun for Families
- Giving Back to our Community
- An Event to look forward to Annually

April 15th, 2019 - 1st Annual Gulf Coast Dream Cruise in Estero



GCDC Cruise Facts:

- Almost 300 cars in Attendance
- We were able to donate to the Harry Chapin Food Bank
- Show thrived for almost 7 hours
- Incident Free Event

Esteros 1st Annual Community Event



Come Join the Ultimate Friends & Family Event of 2020!



The 2nd Annual Gulf Coast Dream Cruise

Estero Fest Details

- Date and Time: **Saturday, February 15th from 11am-5pm**
- Location: Estero Community Park
- Center field will be the Dream Cruise “Pit Stop” for a Show-n-Shine
- Live entertainment all day (2 bands and one DJ)
- Food & Beverage
 - Offering a variety of food trucks and ice cream
- Vendor and Sponsor exhibits
- Kids Zone with Bounce House, Games and Face Painting

Dream Cruise Details

- Cruisers meet at Rock Star Harley Davidson at 9am
- Depart Rock Star at 11:00am and follow the cruise route lead by Sheriff
- Arrive at the festival between 11:45-noon
- Spectators line the sidewalks on Corkscrew along the entrance of the Festival to welcome the Cruisers
- Vehicles have a specific entry point to the “Pit Stop” with on-site staff assisting with parking
- Cruis’n for a Cause charity-**Golisano Children's Hospital of SW Florida**

Charity Income

- Cruisers are asked to donate at the starting point
- Corporate Sponsors
- Vendor space
- 50/50 Raffle
- Go Fund Me Charity Platform



LEE MEMORIAL
HEALTH SYSTEM

Festival Costs

- Required Recreation Center and permit fees-\$1100
- Bands and DJ (all day)- \$1200
- Kids Bounce House & Games-\$300
- Signage & Flags-\$500
- Promotional advertising-\$400
- Estimated Total Cost-**\$3500**

Our Ask from the Village

- Funding for the Festival (\$3500)
- Permitting
- Promotion
- Volunteers to support the Festival

Questions?

