



Perris Press Release

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City Seeks Sponsors for 2013 Rods & Rails Festival

The City of Perris is seeking sponsors to participate in the 14th annual Rods & Rails Car and Motorcycle Extravaganza in June.

The annual festival, which is held at the Orange Empire Railway Museum, has grown enormously in recent years and has become one of the City's signature events. Last year, more than 5,000 people attended and City officials expect even greater turnout in 2013.

"Our Rods & Rails festival is one of the highlights of the year for Perris," said Mayor Daryl Busch. "It's an event that we all look forward to and one that has grown exponentially in recent years. We want to keep that growth going by getting more participation from vendors and people who want to show off their products and their vehicles."

Rods & Rails 2013 is scheduled for June 8. Along with the tribute to cars, motorcycles and railroading, the day also includes the City's annual Potato Festival, a tribute to the Perris Valley's agricultural roots.

The day's entertainment includes musical performances by the group Tierra, a Latin rhythm and blues band who scored a top-20 hit with their 1980 version of the song, "Together," along with performances by the Road Dogs, the Franklin Hayes Marionettes and the Temecula Gunfighters. The day's fun also includes a youth talent showcase and youth bicycle show.

Various levels of sponsorship remain available.

A \$2,500 "Platinum Sponsorship" includes a banner at center stage and a company banner displayed at Rods & Rails, company name or logo on event t-shirt, pamphlet and complimentary booth space.

The \$1,500 "Chrome Sponsorship" includes a center-stage banner, company name or logo on event shirts and pamphlet and complimentary booth space. The \$1,000 "Gold Sponsorship" includes company name or logo on event shirts and pamphlets and complimentary booth space. The \$500 "Silver Sponsorship" includes company name or logo on event shirts and pamphlets.

Admission and parking to Rods & Rails is free. The festival takes place at the OERM at 2201 South A Street in Perris. Event coordinator Rachel Pinedo said Rods & Rails offers something for everyone.

"It's fun entertainment that's great for the entire family," she said.

Additional information about sponsoring the 14th Annual Rods & Rails Festival is available at 951-943-6603.



Classic cars with lots of polished chrome are always a big part of the City of Perris Rods & Rails Festival.



Dora the Explorer was one of the characters who put in an appearance at the 2012 Rods & Rails Festival.



Perris Mayor Daryl Busch and Riverside County Supervisor Marion Ashley are frequent visitors to Rods & Rails. They are pictured at the 2012 festival.