



Second Annual CAM Car Cruise

The California Automobile Museum proudly invites you to be a part of an event destined to be one of Sacramento's signature events, drawing thousands of people to the region and promoting the car hobby. Join us on July 31, 2010 for the second annual CAM Car Cruise which will feature several hundred cars of interest in a cruise from the Museum, through Old Sacramento, by the State Capitol and into Midtown for a fabulous car show. We hope you will become a part of this event spent with fellow motorcar enthusiasts and supporters of the California Automobile Museum.

WE ARE CURRENTLY OFFERING SPONSORSHIPS IN THESE AREAS:

Presenting Sponsor - \$5000

As the Presenting Sponsor with a donation of \$5,000, you will be entitled to:

- Your Company Name prominently appearing on/in:
 - The Front Cover of event program
 - A special award to display in your place of business
 - A commercial message to be read (multiple times) at event
 - Display space to showcase your business
 - Media announcements and press releases
 - Printed media including posters, flyers, banners, forms and advertising
 - The advertising board at the event
 - Event T-shirt
- Your Company's Name and Logo prominently displayed on/in
 - The California Automobile Museum's website home page and sponsor page
 - The California Automobile Museum's bi-monthly newsletter distributed to 3000+
- Presentation of the Presenting Sponsor Award by Company Representative
- Full page ad on back cover of event program
- Event T-shirt and entry to the Cruise or Chauffeured Ride in the Cruise

Top Speed Sponsor - \$2500

As a Signature Sponsor with a donation of \$2,500, you will be entitled to:

- Your Company Name appearing on
 - A special award to display in your place of business
 - A commercial message to be read (multiple times) at event
 - Display space to showcase your business
 - Media announcements and press releases
 - Printed media including posters, flyers, banners, forms and advertising
 - The advertising board at the event
 - Event T-shirt
- Your Company's Name and Logo displayed on/in
 - The California Automobile Museum's website home page and sponsor page
 - The California Automobile Museum's bi-monthly newsletter distributed to 3000+
- Presentation of the Signature Sponsor Award by Company Representative
- Half page ad in the event program

Peel Out Sponsor - \$1500

As a Peel Out Sponsor with a donation of \$1,500, you will be entitled to:

- Your Company Name appearing on:
 - A special award to display in your place of business
 - A commercial message to be read (multiple times) at event
 - Display space to showcase your business
 - Printed media including posters, flyers, banners, forms and advertising
 - The advertising board at the event
 - Event T-shirt
- Your Company's Name displayed on/in:
 - The California Automobile Museum's website sponsor page
 - The California Automobile Museum's bi-monthly newsletter distributed to 3000+
- Quarter page ad in the event program

On the Road Sponsor - \$500

As an On the Road Sponsor with a donation of \$500, you will be entitled to:

- Your Company Name appearing on/in:
 - Announcements (multiple times) at event
 - Display space to showcase your business
 - Printed media including posters, flyers, & banners
 - The advertising board at the event
 - Event T-shirt
- Your Company's Name displayed on/in
 - The California Auto Museum's website sponsor page
 - The California Auto Museum's bi-monthly newsletter distributed to 3000+
- Company name listed in the event program

Car Show Sponsor - \$1000

As the Car Show Sponsor with a donation of \$1000, you will be entitled to:

- Your Company Name appearing on:
 - A special award to display in your place of business
 - Commercial message (multiple times) at event
 - Display space to showcase your business
 - Printed media including posters, flyers, banners, forms and advertising
 - The advertising board at the event
 - Event T-shirt
- Your Company's Name displayed on/in
 - The California Automobile Museum's website sponsor page
 - The California Automobile Museum's bi-monthly newsletter distributed to 3000+
- Business card ad in the event program

Media Sponsor

As a Media Sponsor, your in-kind donation of advertising for the Car Cruise will entitle you to the corresponding sponsorship levels above, depending on the value of the advertising package.

Merchandise and In-Kind Sponsors

- Contribute freebies to participant and spectator packages
- A/V Equipment use
- Printing Services

Event Program Advertisements

You can purchase an ad in the event program a la carte, without committing to a sponsorship. All ads will be black and white and artwork is due by 6/28/10. Submit high resolution ads to RoadCrew@calautomuseum.org.

Ads are available in the following sizes:

- Business Card Ad (3.5 in. x 2 in.) - \$65
- Quarter Page Ad (2.75 in x 4.25 in.) - \$85
- Half Page Ad (2.75 in x 8.5 in or 4.25 in x 5.5 in.) - \$150
- Full Page Ad (5.5 in. x 8.5 in.) - \$250

Vendor Booth

You can purchase a vendor booth space at the Midtown Car Show for \$75. Applicants are responsible for providing their own tents, canopies, tables, chairs, skirting, power, water, etc. Electricity is not available. Customized vendor booth spaces are also available for varying fees, so contact Karen at 916.442.6802 with your request. Only informational and retail booths will be available, and retail booths will need a seller's permit. No Selling of: play ink, invisible ink, spray string, confetti poppers, candy cigars/cigarettes, play lighters, "pop it bags," etc.

Type of Vendor:

Products to be displayed or sold:

By signing below, I hereby agree to abide by the terms and conditions set forth by the California Automobile Museum and the Midtown Business Association.

YES, I WOULD LIKE TO BE A SPONSOR OF THE SECOND ANNUAL CAM CAR CRUISE

CONTACT NAME: _____

BUSINESS NAME: _____ (As it will appear)

ADDRESS: _____

CITY/ST/ZIP _____

PHONE: _____ EMAIL: _____

I WOULD LIKE BE A SPONSOR WITH ALL OF THE BENEFITS DESCRIBED ABOVE:

_____ Presenting Sponsor	\$5,000
_____ Top Speed Sponsor	\$2,500
_____ Peel Out Sponsor	\$1,500
_____ On the Road Sponsor	\$500
_____ Car Show Sponsor	\$1,000
_____ Program Advertiser	\$ _____ Size _____
_____ Vendor Booth	\$75

SIGNATURE: _____ DATE: _____

Please mail along with check made payable to: **California Automobile Museum**
2200 Front Street Sacramento, CA 95818
Tel. 916.442.6802 Fax 916.442.2646

The California Automobile Museum is a 501-c3 Non Profit Tax ID# 94-2902791
More Information at CalAutoMuseum.org
Donations are tax deductible