

CALIFORNIA AUTOMOBILE MUSEUM

Cruise & Show
3pm-7pm

Cruisin' 3pm-5pm



12th Annual
CruiseFest
on fulton avenue



**Hundreds
of Cars!**

**All proceeds benefit
the California Auto Museum**

Saturday, October 7, 2023

Food Trucks • Music • Beer Garden • Free public event!

Fulton Avenue between El Camino & Marconi

Cruisers register at calautomuseum.org

Museum members \$29 Non-members \$45 Day of \$60

Museum Membership + CruiseFest registration \$75

Rain or shine - no refunds



What is CruiseFest?

CruiseFest on Fulton Avenue is a joint effort between the California Automobile Museum ("CAM") and the Fulton Avenue Association to present an annual car cruise featuring all types of cars, from hot rods to customs, tuners to traditional, and everything in between. All cars are welcome! This family-friendly festival is a fun-filled day as participants cruise along Fulton Avenue from 3-7pm. Enjoy Fulton Avenue merchants during the event as well as food trucks, beverages and music.

Once the cruisers park, the party continues until 7:00 pm! With thousands of spectators in attendance, this is an excellent way to get your company in front of a diverse group of people. All proceeds from CruiseFest benefit the California Automobile Museum, a 501c3 nonprofit organization.

Ahead of the event, depending on the sponsorship level you select, your business can be featured on the CruiseFest on Fulton Avenue event poster and all marketing and PR materials, radio announcements, etc. that reach out across the greater Sacramento area and Northern California region. You can also have your business logo featured on the event shirt, the event web page and during social media campaigns for the event, providing exposure to the California Automobile Museum's 30,000 enthusiastic followers.

During the CruiseFest event, "Titanium" level and higher sponsors will receive a VIP Ride Pass that allows you ride access during the event from any of the California Automobile Museum's vehicles participating that day.

Remember, your business will also receive a complimentary CruiseFest on Fulton Avenue vehicle entry or entries!



**Scan the QR
code or click
here for a 60
second taste of
CruiseFest!**



Sponsorship Levels & Associated Benefits

Unobtainium - \$10,000 Sponsorship Level (2 Available)

- Rental of CAM's main event hall and conference room for a company event or party
- Logo recognition on Museum Sponsor Wall for one year
- Logo recognition on CruiseFest event shirts
- Logo on all printed and electronic press materials and logo on event shirt
- Presence on Museum's Events page, with link to corporate site
- Dedicated social media post to our audience of 30k + followers
- Press release recognizing your company's partnership with the California Automobile Museum
- 4 Complimentary Executive Museum Memberships + 50 Museum passes
- A complimentary deluxe vendor booth at CruiseFest
- Up to eight complimentary CruiseFest entries
- Eight CruiseFest event shirts
- VIP Ride Pass

Carbon Fiber - \$5,000 Sponsorship Level (4 Available)

- Rental of CAM's main event hall for a company event (weekday only)
- Logo recognition on Museum Sponsor Wall for one year
- Logo on all printed and electronic press materials and logo on event shirt
- Presence on Museum's Events page, with link to corporate site
- Dedicated social media post to our audience of 30k + followers
- 3 Complimentary Executive Museum Memberships + 25 Museum passes
- Premium vendor space at event
- Up to five complimentary CruiseFest entries
- Five CruiseFest event shirts
- VIP Ride Pass

Titanium - \$2,500 Sponsorship Level (8 Available)

- Rental of CAM's Museum Conference Room for company event or party
- Logo on all printed and electronic press materials and logo on event shirt
- Presence on Museum's Events page, with link to corporate site
- Dedicated social media post to our audience of 30k + followers
- 2 complimentary Museum Executive Memberships + 15 visitor passes
- 10' x 10' booth space
- Up to three complimentary Museum CruiseFest entries
- Three CruiseFest event shirts
- VIP Ride Pass



Sponsorship Levels & Associated Benefits

Platinum - \$1,000 Sponsorship Level (10 Available)

- Logo on all printed and electronic press materials and logo on event shirt
- Presence on Museum's Events page as sponsor, with link to corporate site
- Dedicated social media post to our audience of 30k + followers
- Complimentary Museum Executive Membership + 10 visitor passes
- 10' x 10' booth space
- Two complimentary Museum CruiseFest entries
- Two CruiseFest event shirts

Gold - \$500 Level (15 Available)

- Name on all printed and electronic press material and logo on event shirt
- Presence on Museum's Events page as sponsor, with link to corporate site
- Five complimentary Museum visitor passes
- One complimentary CruiseFest entry
- One CruiseFest event shirt

Sponsorship Contact:

Karen McClafin
Executive Director
California Automobile Museum
916.442.6802
director@calautomuseum.org



CruiseFest Sponsorship Benefits Chart

	\$10,000 (2 Available)	\$5,000 (4 Available)	\$2,500 (8 Available)	\$1,000 (10 Available)	\$500 (25 Available)
Complimentary Event Hall rental	Main hall & conference	Main Hall (Weekday only)	Conference Room (Weekday Only)		
Logo recognition at appropriate level on our sponsor wall	X	X	X	X	
Logo recognition on our website & social media	X-Large	Large	Prominent	Regular	Name only
Logo recognition on event poster and t-shirt	X-Large	Large	Prominent	Regular	Name only
Press release for sponsorship	X				
CAM executive memberships	4	3	2	1	
CAM complimentary visitor passes	50	30	15	10	5
Vendor booth at CruiseFest	Deluxe	Premium	10'x10'	10'x10'	
Complimentary CruiseFest entries	8	5	3	2	1
Complimentary CruiseFest shirts	8	5	3	2	1
VIP Ride Pass	X	X	X		

Sponsorship contact:

Karen McClafin, Executive Director, California Automobile Museum
916.442.6802 | director@calautomuseum.org

CruiseFest Sponsorship Registration

Company

Contact

Address, City, State, Zip Code

Email, Phone

Company Website

Company Social Media

Payment Options

- Check made payable to California Automobile Museum
- Charge my credit card \$

Card No.

Exp. Date

CVV

Billing Zip Code

Cardholder Name

Signature

Send this form via email with credit card information filled out or mail with an enclosed check to:

California Automobile Museum
2200 Front Street
Sacramento, CA 95818