



ALL AGES

THE CALIFORNIA AUTO MUSEUM PRESENTS:

THE HOMECOMING
BROADWAY
Cruise
20 26

HOSTED BY: THE TOWER DISTRICT

THIS IS A COLLABORATION BETWEEN THE TOWER DISTRICT AND THE CALIFORNIA AUTO MUSEUM. COME SEE ALL OF SACRAMENTO'S BEST CAR CLUBS AND ENTHUSIASTS COME TOGETHER FOR A SHOWSTOPPING DISPLAY OF ART, CULTURE, AND HISTORY.

**JUNE
20**

**10 AM
- 2 PM**



CLASSICS • LOWRIDERS • EXOTICS
MUSIC • ART • FOOD • VENDORS



SPONSORSHIPS

The California Automobile Museum and Tower District proudly present

Broadway Cruise: The Homecoming

June 20, 2026

This year, CAM's annual Cruise is coming home - all the way back to the historic home of cruising in the city. Broadway Cruise: The Homecoming will be a celebration of art, culture, community, and history. You'll see every decade cruising down the street - and you're welcome to join the cavalcade! Enjoy drinks and eats from local vendors, take part in the Cruise itself, and join us as Broadway transforms into one huge party.

Ahead of the event, depending on the sponsorship level you select, your business can be featured on the event's t-shirt and website, the museum's event poster, and be included in the text of all museum marketing and PR materials, radio announcements, etc., that reach out across the greater Sacramento County and Northern California region. You can also have your business logo featured on the museum's event web page and during social media campaigns for the event, providing exposure for your business to the California Automobile Museum's 40k+ audience.

**We need your help to welcome
the community home!**



Sponsorship Levels & Associated Benefits

\$5,000 Tower Level (4 Available)

All benefits at the \$2500 Level plus these additions or upgrades:

- Premium vendor space at the event
- Private museum tour for you and up to ten of your employees
- Museum Conference Room Rental for company event or party (excluding December - \$1000 value)
- 5 Complimentary Museum Executive Memberships and 25 Museum visitor passes
- Have your logo included on the event t-shirt and web page - \$5,000 web page tier

\$2,500 Camellia Sponsorship Level (8 Available)

All benefits at the \$1,000 Level plus these additions or upgrades:

- PA announcements throughout the event mentioning your company as an Award Sponsor
- Dedicated social media post on the museum's accounts
- 2 Complimentary Museum Executive Memberships and 15 Museum visitor passes
- Have your logo included on the event t-shirt and web page - \$2,500 web page tier

\$1,000 Homecoming Sponsorship Level (10 Available)

All benefits at the \$500 Level plus these additions or upgrades:

- Logo on printed and electronic museum press materials
- Presence on the museum's event page as a sponsor, with a link to the corporate site
- Mention in multiple social media posts
- 10' x 10' booth space
- Have your logo included on the event t-shirt and web page - \$1,000 web page tier
- Complimentary Museum Executive Membership and 10 Museum passes
- Have your company listed on the museum's donor/sponsor wall for one year

\$500 Cruisin' Level (25 Available)

- Mention in a social media post
- Logo on event web page - \$500 web page tier

In-Kind or Paid Sponsorship Items Needed (Please contact us for more information)

- Beer and/or wine
- Portable toilets
- Swag bag items
- Other - send us an offer, we'd love to hear it!
- Barricades

Want to be the top presenting sponsor? Contact us!



Sponsorship Contact:
Karen McClafin
Executive Director
California Automobile Museum
916.442.6802
Director@calautomuseum.org



Sponsorship Registration

Company

Contact

Address

Phone

City, State, Zip Code Email

Company Website/Company Social Media Handle(s)

Payment Options

Online payment at <https://www.calautomuseum.org/oglowriderxwireddownfestivalandcarshow>

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

The California Automobile Museum is a nonprofit 501(c)(3) organization

Tax ID 94-2902791

California Automobile Museum | Sacramento, CA | 916.442.6802 | calautomuseum.org