

**REOLDS**  
**TRANSPORTATION**  
**MUSEUM**  
**\*25<sup>th</sup> Annual\***

## Car Capital Auto Show Sponsorship Revs Up Lansing

On Saturday, July 29, 2017 the R.E. Olds Transportation Museum's Car Capital Auto & Bike Show motors into Downtown Lansing to provide a premier auto and bike show to the public. Thousands of spectators and over 300 registered vehicles are anticipated for this year's event. This free, non-profit, family-friendly event is fast attracting attention from area residents, as well as people throughout the Midwest.

### Sponsorship Opportunities

By partnering with this event you'll be positioning your company as a community-minded contributor and key supporter of the area's only cultural car teaching museum. Countless busloads of school children, as well as visitors from around the world visit our displays to learn of our area's rich transportation history. Your participation and influence will not only help the museum, but will be seen by thousands while enhancing tourism to our area.

The R.E. Olds Transportation Museum is a non-profit 501(c)(3) organization and your sponsorship donation may be tax deductible.

## Sponsor Levels

**Sponsorship Level** (see reverse side for benefits)

Title Sponsor	\$5,000
Platinum	\$2,500
Gold	\$1,000
Silver	\$500
Bronze	\$250
Ambassador	\$100



**2017**





# \*25<sup>th</sup>\* R.E. Olds Transportation Museum Car Capital Auto Show

## Sponsorship Levels

**Title Sponsor:** \$5000- All benefits from levels below **plus**

- 10x10 sponsor space with tent on the Capitol lawn, adjacent to the awards table, at the center of the show.
- Special award designed for your company, and presented at the event by your representative.
- Your company name engraved on 1 or more Best in Show Awards.

**Platinum Level:** \$2500- All benefits from levels below **plus**

- 10x10 sponsor space with tent on the Capitol lawn at the center of the show.
- Your company name engraved on 1 or more of our Concours Crystal Awards.
- Recognition on radio promotional spots on local broadcasts.

**Gold Level:** \$1000- All benefits from levels below **plus**

- 10x10 sponsor space on Capitol Ave.
- Your name **AND** logo printed on over 4,000 flyers for the 2018 show.
- Your name/logo printed on the 2017 show posters.

**Silver Level:** \$500- All benefits from levels below **plus**

- Your company name/logo engraved on 1 or more of our Wood Premium Awards.
- Recognition on the R.E. Olds Transportation Museum website WITH a direct link to your site.
- Your company name announced throughout the day at the event.
- Your name printed on over 4,000 flyers

**Bronze Level:** \$250- Benefits from level below **plus**

- Recognition on both the Museum's and the dedicated car show Facebook page as a Bronze Level Sponsor with links to your website.
- Your company name **PLUS** logo on sponsorship board and on literature distributed at the show.
- Opportunity to distribute promotional material to show attendees.

**Ambassador Level:** \$100

- Recognition on the R.E. Olds Transportation Museum website.
- Your company name on the sponsorship board as an Ambassador Sponsor at the show and on literature distributed at the show.

**In-Kind Donations:** If you have an in-kind donation that would be beneficial to the show, please call the Museum at 517-372-0529. (Vendor spaces also available)



To become a sponsor complete this form and fax it to 517-372-2901 by **Friday, May 31, 2017** or mail to:  
R.E. Olds Transportation Museum, 240 Museum Drive, Lansing, MI 48933

Please select a level of sponsorship: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

**Please select a method of payment:**

Check enclosed, made payable to R.E. Olds Transportation Museum

Credit Card (circle one):    MC    VS    Dis

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV# \_\_\_\_\_ Signature: \_\_\_\_\_

Questions? Contact Bill Adcock, Executive Director at (517) 372-0529 [director@reoldsmuseum.org](mailto:director@reoldsmuseum.org)