

## Title Sponsor - \$5,000

- “Shifting Gears Presented By...” on all collateral as part of the event logo
- Special mention on the Dave Stall Radio Program (1st Sunday of each month) until the Rally
- Two tickets to THE Party in the Park...Supercharged 2024
- Car Entry: 2 Cars with 2 People in each car
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run - each car receives two cards per poker stop
- Car Rally Sticker on entry cars: Large logo on side doors, top placement
- Two \$10 Vouchers for lunch food or merchandise booths
- Commemorative photo of each car w/SDAM watermark
- 1 Car Show Booth (merchandise or food)
- Participant Goody Bag, 1 per car
- 1-Year Gold Level Museum Membership
- Unlimited marketing materials added to the event goody bag
- Logo placed on front as presenting sponsor on the Rally Tee-Shirt
- Large logo listed on the top spot of the banner used for kick-off rally (Step & Repeat)
- Your logo or name on the Shifting Gears Car Rally website, on the Museum’s social media platforms as sponsor, and on all marketing materials

FMV \$520

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## VIP Section for Car Clubs - \$1,500 (only 2 available!)

- Special section at Flinn Springs County Park to park
  - No parking restrictions within this space, each VIP package receives a max of 12 standard-sized cars (anything over 12 cars will be asked to park in the general area)
  - Special path leading to the food and vendor area
- Car Entry: 12 Cars with 2 People in each car
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run
- \$10 Voucher per car for lunch food or merchandise booths
- Commemorative photo of each car w/SDAM watermark
- Participant Goody Bag for each car
- Marketing material added to the event goody bag
- Car Club logo or name on the Shifting Gears Car Rally website, on the Museum’s social media platforms as sponsor, and on all marketing materials

FMV: \$960



**Note:** All sponsorships include logo on the Shifting Gears Car Rally website, on the Museum’s social media platforms as sponsor, on all marketing materials, and add a marketing piece to the goody bag.

## Checkered Flag Sponsor - \$1,300

- Car Entry: 1 Car with 2 People
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run
- Car Rally Sticker on entry cars: Large logo on side doors, top placement
- Two \$10 Vouchers for lunch food or merchandise booths
- Commemorative photo of your car w/SDAM watermark
- 1 Car Show Booth (merchandise or food)
- Participant Goody Bag
- 1-Year Silver Level Museum Membership
- Marketing material added to the event goody bag
- Logo on the Rally Tee-Shirt
- Logo listed on the top spot of the banner used for kick-off rally (Step & Repeat)
- Your logo or name on the Shifting Gears Car Rally website, on the Museum's social media platforms as sponsor, and on all marketing materials

*FMV \$360*

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## Car Class Trophies & Ribbon Awards Sponsor - \$1,200

- Underwrites car class trophies and ribbons cost
- "Presented by [logo]" on trophy for chosen car class
- Car Entry: 1 Car with 2 People
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run
- Car Rally Sticker on entry cars: small vinyl logo on the side panel of each Rally car
- Two \$10 Vouchers for lunch food or merchandise booths
- Commemorative photo of your car w/SDAM watermark
- 1 Car Show Booth (merchandise or food)
- Participant Goody Bag
- 1-Year Silver Level Museum Membership
- Marketing material added to the event goody bag
- Logo on Rally Tee-Shirt
- Logo listed on banner used for kick-off rally (Step & Repeat)
- Your logo or name on the Shifting Gears Car Rally website, on the Museum's social media platforms as sponsor, and on all marketing materials

*FMV: \$340*



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## Starting Grid Breakfast Sponsor - \$900

- Underwrites continental breakfast for Rally participants
- 11x14 ad or poster with “Breakfast Presented By...” on breakfast table
- Car Entry: 1 Car with 2 People
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run
- Two \$10 Vouchers for lunch food or merchandise booths
- Commemorative photo of your car w/SDAM watermark
- 1 Car Show Booth (merchandise or food)
- Participant Goody Bag
- Small Car Rally Sticker on entry cars
- Logo listed on banner used for kick-off rally (Step & Repeat)

*FMV: \$190*

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## Route Photography Sponsor - \$750

- Underwrites the Car Rally photographer
- Car Entry: 1 Car with 2 People
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run
- Two \$10 Vouchers for lunch food or merchandise booths
- Commemorative photo of your car w/SDAM watermark
- Your logo watermark on the commemorative photo
- 1 Car Show Booth (merchandise or food)
- Participant Goody Bag
- Small Car Rally Sticker on entry cars
- Logo listed on banner used for kick-off rally (Step & Repeat)

*FMV: \$190*

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## Morning Coffee & Donuts Sponsor - \$350

- Underwrites Saturday Morning Coffee & Donuts on June 9th
- 11x14 ad or poster on Coffee & Donuts Table
- Small logo on the side panel of the car graphic
- Logo listed on banner used for kick-off rally (Step & Repeat)
- Marketing material added to the event goody bag

*FMV: \$60*

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## Event Goody Bag Sponsor - \$200 or \$100

- Supports the cost of purchasing goody bags or supplies the goody bags
- Logo appears on the Goodie Bag as “Goody Bag Provided By...”
- Marketing material added to the event goody bag

*FMV: this package is 100% tax deductible*



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## Shifting Gears Single Participant - \$150

- Car Entry: 1 Car with 2 People
- Catered breakfast at the Museum
- Participate in Car Rally and Poker Run
- Two \$10 Vouchers for lunch food or merchandise booths
- Commemorative photo of your car w/SDAM watermark
- Participant Goody Bag

*FMV: \$80*

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## Food Booth Rental - \$250

- Booth is set up adjacent to the parking lot, and will require load-in and load-out, ramps run between the parking lot and the set-up area
- One parking spot will be reserved per booth, any additional parking will be off-site
- Agree to honor a \$10 voucher given to Car Rally participants
- Turn in vouchers by June 21st, 2024 compensation from SDAM

*FMV: \$50*

## Merchandise Booth Rental - \$250

- Booth is set up adjacent to the parking lot, and will require load-in and load-out, ramps run between the parking lot and the set-up area
- One parking spot will be reserved per booth, any additional parking will be off-site
- Agree to honor a \$10 voucher given to Car Rally participants
- Turn in vouchers by June 21st, 2024 for compensation SDAM

*FMV: \$50*



**Booth Note:** Set-up must be completed by 9:30 am on Sunday, June 9th, prior to the cars arriving. Merchandise cannot contain or show any offensive or suggestive language. This is a family event. Must be open to serve participants between 10:00am and 2:00 pm.

All booth rentals subject to approval by the Shifting Gears Committee. No political advertising booths. If you have further questions, please call Sarah Ruby.

Name or Company \_\_\_\_\_  
(Exactly as it should appear in print)

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ or Cell \_\_\_\_\_

Email Address \_\_\_\_\_

Sponsor/Underwriting Level \_\_\_\_\_

Check Enclosed/Mailed (circle one): YES NO in the amount of: \_\_\_\_\_

Please bill my (circle one): VISA MC AMEX in the amount of: \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

*\*Please note: the San Diego Automotive Museum does not keep cards on file*

Printed Name \_\_\_\_\_

**Office Use:**

Signature \_\_\_\_\_

Received \_\_\_\_\_

Processed \_\_\_\_\_

Date \_\_\_\_\_

Initial \_\_\_\_\_

*Thank you!*