Title Sponsor - $3,500

- “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

VIP Section for Car Clubs - $750 (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
  - 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
- Two $10 Vouchers per car for lunch food or merchandise booths
- Commemorative photo of each car w/SDAM watermark
- Participant Goody Bag for each car
- Car Club 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: $420

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.

Contact Sarah Ruby:
sarah@sdautomuseum.org
619-398-0311
**CHECKERED FLAG SPONSOR - $700**

- 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 $170*

**CAR CLASS TROPHIES & RIBBON AWARDS SPONSOR - $600**

- 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: $170*

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**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.
**Sponsorship Opportunities**

**Starting Grid Breakfast Sponsor - $500**
- 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: $105*

**Route Photography Sponsor - $400**
- 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
- You 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: $105*

**Morning Coffee & Donuts Sponsor - $350**
- Underwrites Sauturday 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*

**Event Goody Bag Sponsor - $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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**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.
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: $35

OTHER OPPORTUNITIES

https://engage.sdautomuseum.org/ShiftingGears24
The San Diego Automotive is a registered 501(c)3
Tax ID #33-0147359

Contact Sarah Ruby:
sarah@sdautomuseum.org
619-398-0311

Shifting Gears Single Participant - $75

- 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: $35

Food Booth Rental - $50

- 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: $5

Merchandise Booth Rental - $50

- 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: $5

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.