

51ST
ANNUAL

SLOAN MUSEUM AUTO FAIR

JUNE 24 & 25, 2023 | FLINT CULTURAL CENTER



SPONSORED BY



Bishop
International
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FNT
NOT THE ONLY WAY TO FLY,
JUST A BETTER ONE.

MEDIA PARTNER



CELEBRATING 70 YEARS OF THE
CORVETTE

SloanAutoFair.com

**51st anniversary of the
Sloan Museum Auto Fair
June 24 & 25, 2023**

Location:

Sloan Museum of Discovery
Flint Cultural Center
1221 E. Kearsley Street Flint, MI 48503
810-237-3450 ext 4 SloanAutoFair.org

Registration & Ticket Details

Before June 18: \$15 for show cars, \$20 for judged

Day of Show: \$20 for show cars and \$25 for judged

Spectator Tickets: \$10 for ages 12 and older, 11 and younger free with paid adult.

Purpose of Fundraiser:

To support the acquisition, restoration, and maintenance of Sloan Museum's important collection of vehicles and the automobile archives that are significant to Flint.

New for 2023!

We will print 1,600 commemorative program books as well as post it to our website, social media, and have QR codes posted around the grounds for patrons to download and open on their phones. Ads on the website and download will be linked to the web page of the business.

2023 Sponsorship Opportunities

Presenting Sponsor \$10,000 investment (note: one only, exclusive)

- Name and Company logo on all Car Show advertising after date of signed contract.
- Name and Company Logo designed into Mast Head for all 2023 Sloan Auto Fair Printed Materials..
- Name and Company Logo designed into Cover of Program and Fold-out Maps.
- Name and Company Logo designed into TV Commercial Mast Head.
- Company Name noted as “Presented by” on advertisements including web ads.
- Name or Company logo on show posters noting as Presenting Sponsor.
- Name or Company logo on TV screens in Sloan Museum and Longway Planetarium from May 1 to August 31, 2023.
- Name or Company logo on website sponsor page with link to your website until Dec.31, 2023
- Text link in e-mail blasts promoting event
- Full page (8 1/2” x 11”) color advertisement inside front cover in the Auto Fair Program (1,600 copies)
- Proportional Color Advertisement in the Auto Fair Fold-out Grounds Map (2,000 copies)
- Article on company, or Welcoming Statement from Representative in the Sloan Museum Auto Fair Program
- Color Logo Listing at the top of the Sponsor Page in the Auto Fair Program, noted as Presenting Sponsor.
- 300 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair
- Up to a 40 x 60 space in the Sponsor or Vendor areas OR 20 free show vehicle registrations
- Banner at admission gates (5 gates, banners provided by sponsor)
- Printed Logo Recognition as Presenting Sponsor on the 4 Sponsor Boards located at each admission gate
- Daily mentions (10 + on Saturday, 10 + on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth
- Feature Car(s) or Award Sponsor with Logo on Award(s). Choice of.
- Representative to hand out Award(s) during the Sunday Award Ceremony.
- Logo and Name on the back of all 300 + volunteer Tee Shirts.

Platinum Level \$5,000 investment

- Name or company logo on all Car Show advertising after date of signed contract
- Name or company logo on show posters
- Name or company logo on TV screens in Sloan Museum and Longway Planetarium from May 1 to August 31, 2023.
- Name or company logo on website sponsor page with link to your website until Dec.31, 2023
- Text link in e-mail blasts promoting event
- Full page (8 1/2” x 11”) Color Advertisement in the souvenir program book
- Article on company or Welcoming Statement from Representative in the Souvenir program book
- Color logo listing at the top of the sponsor page in the souvenir program book
- 200 adults 1 day passes (any day) to the 2023 Sloan Museum Auto Fair
- Up to a 40 x 60 space in the sponsor or vendor areas OR 10 free show vehicle registrations
- Banner at admission gates (banners provided by sponsor)
- Logo on the 4 sponsor directional signs located throughout grounds
- Daily mentions (8 on Saturday, 8 on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth
- Feature Car(s) or Award Sponsor with logo on award(s).

Gold Level \$3,000 investment

- Name or company logo on all car show advertising after date of signed contract
- Name or company logo on show posters
- Name or company logo on website sponsor page with link to your website until Dec.31,2023
- Full page (8 1/2" x 11") color advertisement in the souvenir program book
- Color logo listing on the sponsor page in the souvenir program book
- 140 adults 1 day passes (any day) to the 2023 Sloan Museum Auto Fair
- Up to a 30 x 50 space in the sponsor or vendor area OR 8 free show vehicle registrations
- Logo on the 4 sponsor directional signs located throughout grounds
- Daily mentions (6 on Saturday, 5 on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth

Silver Level \$2,500 investment

- Name or company logo on show posters
- Up to a 30 x 50 space in the sponsor or vendor area OR 8 free show vehicle registrations
- Logo on the 4 sponsor directional signs located throughout grounds
- Company logo on website sponsor page with link to your website until Dec. 31, 2023
- Half page (8" x 5.125" or 3.875" x 10.5") color in the souvenir program book
- 120 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair
- Color logo listing on the sponsor page in the souvenir program book
- Daily mentions (5 on Saturday/4 on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth

Bronze Level \$2,000 investment

- Name or company logo on show posters
- Up to a 20 x 40 space in the sponsor or vendor Area OR 5 free show vehicle registrations.
- Logo on the 4 sponsor directional signs located throughout grounds
- Name or company logo on website sponsor page with link to your website until Dec. 31, 2023
- Quarter page (8" x 2.875" or 3.875" x 5.125") color in the souvenir program book
- 100 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair plus VIP passes
- Color logo listing on the sponsor page in the souvenir program book
- Daily mentions (4 on Saturday/3 on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth

Chrome Level \$1,500 investment

- Up to a 20 x 20 space in the sponsor or vendor area OR 4 free show vehicle registrations
- Logo on the 4 sponsor directional signs located throughout grounds
- Name or company logo on website sponsor page with link to your website until Dec. 31, 2023
- Color business card advertisement (5.125" x 2.438") in the Souvenir program book
- 100 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair plus VIP passes
- Color logo listing on the sponsor page in the souvenir program book
- Daily mentions (4 on Saturday/3 on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth

Iron Level \$1,000 investment

- Up to a 10 x 20 space in the sponsor or vendor area OR 3 free show vehicle registrations
- Logo on the 4 sponsor directional signs located throughout grounds
- Color business card advertisement (5.125” x 2.438”) in the souvenir program book
- 80 adult 1 day passes to the 2023 Sloan Museum Auto Fair
- Daily mentions (3 on Saturday/2 on Sunday) by the Auto Fair DJ
- Color logo listing on the sponsor page in the souvenir program book
- Opportunity to put promotional material at the Information Booth

Supporter Level \$ 500 investment

- Color business card advertisement (5.125” x 2.438”) in the souvenir program book
- 40 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair
- Opportunity to put promotional material at the Information Booth

Patron Level \$ 200 investment

- 30 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair
- Listed as a Sponsor in the souvenir program book
- Opportunity to put promotional material at the Information Booth

Donation Level \$ 70 investment

- 10 adult 1 day passes (any day) to the 2023 Sloan Museum Auto Fair

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opportunity	Investment	Perks
___ Judging Sponsor <div style="border: 1px solid black; padding: 10px; width: fit-content; margin: 10px auto;">SOLD</div>	\$500	Company name / logo on Auto Judges shirts and commemorative shirts given to volunteers and sold to patrons, 1/4-page color advertisement in Souvenir program book, Color Logo on Sponsor Page Listing in Program, 30 tickets
___ Cruise-in Sponsor	\$1000	Company name / logo on 200 Dash Plaques, Business card color ad and write up in souvenir program book, color logo on sponsor page listing in program, 50 tickets to main show
___ Entrance Banners <i>8 stands available, 16 banners total</i>	\$150 per location	Company provide banners size 3ft tall by 6 ft long-2 per location, Color logo on sponsor page listing in souvenir program book, 10 tickets
___ Comfort Tent <i>2 available</i>	\$350	20 x 20 tent, full of tables and chairs for the general comfort of patrons. Can provide literature, drinks and snacks, or anything sponsor desires to do. 20 tickets

___ Commemorative T-shirt Sponsor 6 max.	\$500	Sponsor the T-shirts provided to all volunteers working the show and sold to patrons approx. 200 shirts, with show graphics on front, company logo on back. 30 tickets
___ Entry Wrist Band Sponsor	\$750	Company Name / Logo on 8,000 entry wristbands. 40 tickets
___ Special Display - Vintage Motorcycle Display	\$500	Logo on award given to all vehicles in display, Sponsor recognition at display, Company logo on page in Souvenir program book about display, color Logo on Sponsor Page Listing in Souvenir program book. 20 tickets
___ Special Display <i>70th Celebration of Corvettes</i>	\$500	Logo on award given to all vehicles in display, Sponsor recognition at display, Company logo on page in Souvenir program book about display, color Logo on Sponsor Page Listing in Souvenir program book. 20 tickets
___ Special Display – 1965 <i>Corvette Cutaway Chassis</i>	\$500	Logo on award given to all vehicles in display, Sponsor recognition at display, Company logo on page in Souvenir program book about display, color Logo on Sponsor Page, Listing in Souvenir program book. 20 tickets
___ Special Display Sponsor – Police & Military	\$500	Logo on award given to vehicle in display, Sponsor recognition at display, Company logo on page in Souvenir program book about display, color Logo on Sponsor Page Listing in Program. 20 tickets
___ Special Display Sponsor – Lane of Fame	\$2,000	Logo prominent on the web page listing the 2023 winners (to see 2022 page click here) until December 31, 2023, Logo on all the Registration IDs (not an award) that is given to all 46 winners from the 2022 show, Company logo on the Lane of Fame spread page in Souvenir program book about display, Color logo on Sponsor Page Listing in Souvenir program book, 20 tickets

Award and Trophy Sponsorships (1 each available)

- | | | |
|--------------------------------|-----------------------------|-----------------------------------|
| ___ Veterans Awards \$350 | ___ Best Engine \$250 | ___ Best Paint \$250 |
| ___ Best Interior \$250 | ___ Low Rider \$250 | ___ Rat Rod \$250 |
| ___ Youth (25 and under) \$250 | ___ Best Ford (2x) \$250 | ___ Best GM (2x) \$250 |
| ___ Best MOPAR (2x) \$250 | ___ Best Orphan \$250 | ___ Best Foreign \$250 |
| ___ Millennium Award \$250 | ___ Best Truck \$250 | |
| ___ Best Motorcycle \$250 | ___ Children's Choice \$250 | |

2023 Advertising Opportunities

Annually, the Sloan Museum Auto Fair produces a full color souvenir program book. **DEADLINE FOR AD SUBMISSION: May 1, 2023. Email all ads to marketing@SloanAutoFair.com**

Program Advertisements (finished size)

Ad name	Size	Cost	# of Tickets
Business Card	5.125" wide x 2.438" tall	\$250.00	20
Quarter Page	Horizontal 8" wide x 2.875" tall Vertical 3.875" wide x 5.125" tall	\$350	25
Half Page	Horizontal 8" wide x 5.125" tall Vertical 3.875" wide x 10.5" tall	\$495.00	30
Full Page	8.5" wide x 11" tall	\$875.00	60
Inside front or back cover (Full Page)	8.5" wide x 11" tall full bleed	\$1,250.00	80

All ads are full color and must be a minimum of 300 dpi using CMYK color. You may submit the ad in a JPG or a high-resolution PDF with all fonts turned to outlines. If ad is submitted in RGB the colors may not turn out as expected. If PDF's do not have fonts outlined your fonts may not turn out as expected.

DEADLINE FOR ADS: 8am on May 1, 2023. Email all ads to marketing@SloanAutoFair.com

Return this page to Sloan Museum Auto Fair.



June 24 & 25, 2023

2023 Sponsorship Agreement

_____ (Business name) agrees to be a Sponsor for Sloan Museum's 51st Auto Fair held June 24 & 25, 2023. As a sponsor of Flint's longest running annual car show event, Sloan Museum Auto Fair will provide recognition based on the Sponsor level selected, as well as any additional features mutually agreed upon. **To receive full recognition listed, each sponsor fee must be paid ASAP. DEADLINE FOR AD SUBMISSION: 8am on May 1, 2023. Email all ads to marketing@SloanAutoFair.com**

SPONSOR INFORMATION

Date _____

Contact Person _____

Address _____ **City** _____ **State** _____ **Zip** _____

Phone _____ **E-Mail** _____

Authorized Sponsor Signature Date

Investment Level _____

Name of Level or specific benefits: _____

Please make your check payable to: Sloan Museum Auto Fair

Return to: Sloan Museum Auto Fair, 1221 E. Kearsley Street, Flint, MI 48503

For questions, please call Peter Granger, Event Chair, email is: Pete.Granger@AlSerra.com or Cathy Gentry (810) 237-3444 marketing@SloanAutoFair.com.

*Your support of the fundraiser is tax-deductible to the fullest extent permitted by law.
501(c)(3) Non-Profit Organization – Friends of Sloan*Longway Federal Tax ID #38-2236676*