June 27 & 28, 2026
2026 Sponsorship Opportunities

Join us in celebrating automotive history and community spirit by sponsoring the 2026 Sloan Museum Auto Fair, a beloved annual event that fuels the preservation and promotion of Sloan Museum's extraordinary collection of historic vehicles and archives. This collection tells the powerful story of Flint and Genesee County's vital role in the rise of the American automobile industry — and with your support, we can continue to share that legacy with future generations.

This year's Auto Fair promises to be even more exciting as we partner with Crossroads Village & Huckleberry Railroad in honor of their 50th anniversary. Together, we'll create an unforgettable weekend of classic cars, local heritage, and family-friendly fun. Each year, the Auto Fair draws over 3,500 attendees, with strong participation from Genesee, Lapeer, and Livingston counties — making it a unique opportunity to showcase your business to an engaged, regional audience.

We invite you to explore the sponsorship options listed below. If you don't see a perfect fit, reach out to us at marketing@SloanAutoFair.com — we're happy to tailor a package that aligns with your goals. Learn more or sign up to sponsor at SloanAutoFair.com/BeASponsor. Together, let's keep the engines of history running.

_____(Business name) agrees to be a Sponsor for Sloan Museum's 54th Auto Fair held June 27 & 28, 2026. 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, 2026. Email all ads to marketing@SloanAutoFair.com**

SPONSOR INFORMATION

Date _____

Contact Person_____

Address_____City_____ State_____ Zip_____

Phone _____ E-Mail_____

Investment Level/Amount _____ Description: _____

_____ _____

Authorized Sponsor Signature Date Sloan Museum Auto Fair Representative Date

2026 Sponsorship Opportunities

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

- Event will recognize the sponsor as "Sloan Museum Auto Fair presented by Company"
- Name and Company logo on all Car Show advertising after date of signed contract.
- Name and Company logo designed into Mast Head for all Sloan Auto Fair printed materials.
- Name and Company logo designed into Cover of Program and hand-out maps.
- Name and Company logo designed into TV Commercial Mast Head.
- Company Name noted as "Presented by" on TV commercials.
- Name or Company logo on show posters noting as Presenting Sponsor.
- Name or Company logo on website sponsor page with link to your website until Dec.31, 2026
- Text link in e-mail blasts promoting event
- Full page (8 1/2" x 11") Color Advertisement in the Auto Fair Program
- Article on company, or Welcoming Statement from Representative in the Auto Fair Program
- 300 adult 1 day passes (any day) to this year's Auto Fair
- Up to a 40 x 60 space on show grounds OR 20 free show vehicle registrations
- Banner at admission gates (5 gates, banners provided by sponsor)
- Presenting Sponsor logo on the directional signage located throughout grounds.
- Daily mentions (10 + on Saturday, 10 + on Sunday) by the Auto Fair DJ
- Opportunity to put promotional material at the Information Booth
- Logo in event masthead on all awards
- Opportunity for representative to hand out Award(s) during the Sunday Award Ceremony.
- Logo and Name on all 200 + 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, 2026.
- Name or company logo on website sponsor page with link to your website until Dec.31, 2026
- 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 this year's Auto Fair
- Up to a 40 x 60 space on show grounds 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.31,2026
- 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 this year's Auto Fair
- Up to a 30 x 50 space on show grounds 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 on show grounds 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, 2026
- 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 this year's 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 on show grounds 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, 2026
- 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 this year's Auto Fair
- 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 on show grounds 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, 2026
- Color business card advertisement (3.5" wide x 2" tall) in the souvenir program book
- 100 adult 1 day passes (any day) to this year's Auto Fair
- 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 20 x 20 space on show grounds OR 3 free show vehicle registrations
- Logo on the 4 sponsor directional signs located throughout grounds
- Color business card advertisement (3.5" wide x 2" tall) in the souvenir program book
- 80 adult 1 day passes (any day) to this year's 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 (3.5" wide x 2" tall) in the souvenir program book
- 40 adult 1 day passes (any day) to this year's Auto Fair
- Opportunity to put promotional material at the Information Booth

_____ **Patron Level $ 200 investment**

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

_____ **Donation Level** **$90 investment**

- 10 adult 1 day passes (any day) to this year's Auto Fair

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opportunity	Investment	Perks
__Judging Sponsor 3 max.	$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
__Entrance Banners 8 stands available, 16 max banners total	$150 per banner 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	$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. 10 tickets
__Commemorative T-shirt Sponsor 4 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 1 max.	$750	Company Name / Logo on 5,000 entry wristbands. 40 tickets
__ Feature Display Sponsor	$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
__ Feature Display Sponsor - 1 sponsor max.	$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
__ Feature Display Sponsor - 1 sponsor max.	$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
__ Feature Display Sponsor – - 1 sponsor max.	$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
__Feature Display Sponsor – Truck Exhibit - 1 sponsor max.	$1,500	Logo on award given to 20+ vehicles in display, Sponsor recognition at display, Company logo on page in Souvenir program book about display, color Logo on Sponsor Page Listing in Program. 50 tickets

Award and Trophy Sponsorships (1 each available)

__Military Awards $350
__Best Interior $250
__Youth (25 and under) $250
__Best MOPAR (2x) $250
__Best Truck $250
__ Modern Marvel (2016 or newer) $250
__Best Engine $250
____ Best Motorcycle $250
__Best Ford (2x) $250
__Best Orphan $250
__ Children's Choice $SOLD
__Best Paint $250
__Rat Rod $250
__Best GM (2x) $250
__Best Foreign $250

Advertising Opportunities

Annually, the Sloan Museum Auto Fair produces a full color souvenir program book. **DEADLINE FOR ADS: 8am on May 1, 2026. Email all ads to marketing@SloanAutoFair.com**

Program Advertisements (finished size)

Size	Color Ads	Cost	(# tickets)
3.5" wide x 2" tall	_____Business Card	$250.00	(15)
Horizontal 8" wide x 2.875" tall **Vertical 3.875" wide x 5.125" tall**	_____Quarter Page	$350.00	(20)
Horizontal 8" wide x 5.125" tall **Vertical 3.875" wide x 10.5" tall**	_____Half Page	$495.00	(25)
8.5" wide x 11" tall full bleed	_____Full Page	$875.00	(55)
Full Page	_____ Inside Front Cover or Inside Back Cover	$1,250.00	(75)

Advertisement Details for Souvenir Program book

Back Cover / Inside Front Cover / Inside Back Cover may "bleed" off page if desired
(this means the color will go all the way to the edge of the page without a white border around it)
Full page with color bleeding off page:
8.5" wide x 11" tall with a 1/4" bleed keeping all copy you do not want cut off at least 1/4" inside the 8.5x11

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.

If you are not sure of how to achieve these specifications you may send your ad via email to: marketing@SloanAutoFair.com with reference to Sloan Museum Auto Fair Advertisement in your message title. Attach your ad in the format you have and they will convert them for you and send back a proof of how it will appear once the book has been printed.

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: pgranger@SloanAutoFair.com or Cathy Gentry (810) 237-34444 cgentry@sloanlongway.org