



2019-2020 Sponsorship Packages	 Champion Level \$10,000	 Racer Level \$8,000	 Rally Level \$5,000
Quarter Page Ad in MotorCities Brochure (75,000 piece distribution)	✓		
Acknowledgement for support of highway signs & associated ribbon cutting ceremonies	✓	✓	
Half Page Ad in Passport Book (7,500 piece distribution)	✓	✓	✓
Exclusive company feature as a Story of the Week in an issue of our weekly e-newsletter (Over 6,000 distribution)	✓	✓	✓
Recognition at Michigan Auto Heritage Day & Awards of Excellence	✓	✓	✓
4 tickets to MotorCities Fall 2020 Special Event	✓	✓	✓
Company name and link on our website	✓	✓	✓
Recognition on social media	✓	✓	✓
Acknowledgement in press releases and media advisories	✓	✓	✓
Company name in our annual report	✓	✓	✓

\*Due to certain restrictions in the sponsorship packages, we are not able to offer substitutions.

**All A Carte Options:**

- A. \$2,500 Brochures: 75,000 Distribution – ¼ Page Ad**
- B. \$1,500 Passport Guide: 7,500 Distribution- ½ Page Ad**
- C. Michigan Auto Heritage Day & Awards of Excellence**  
 \$1,000 - Title Sponsor –Includes Retractable Banner & Easel Signage  
 \$ 500 - Patron – Includes Easel Signage
- D. Annual Meeting of the MotorCities National Heritage Area**  
 \$ 500 – Patron -Includes Table Signage & Easel Signage  
 \$ 250 – Supporter –Includes Easel Signage



MotorCities National Heritage Area



@MotorCities



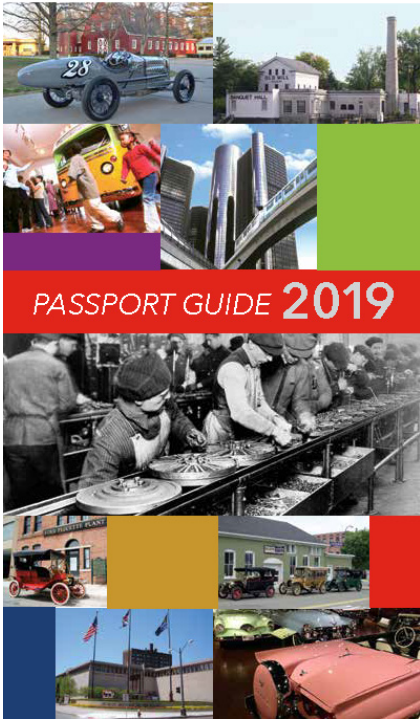
@MotorCities

MotorCities  
National  
Heritage Area



## MotorCities Passport Guide

The guide features 25 sites across the heritage area where visitors can receive their National Park Service stamp. The guide is available at all participating partner and sponsor sites.



PASSPORT GUIDE 2019

## Highway Signs

Your contribution will support the installation of signs heralding entry to the heritage area. Because of MDOT restrictions, recognition of sign support cannot be on the sign itself. Your contribution will be noted on a special webpage and incorporated into each ribbon cutting ceremony and all media releases.



Entering  
MotorCities National  
Heritage Area

## MotorCities Brochure

This brochure provides visitors with general information about the heritage area. The piece is distributed broadly by CTM Media, CVBs and at Michigan Welcome Centers across the state.



*Experience the Places  
and People That Put  
the World on Wheels*

## Michigan Auto Heritage Day & Awards of Excellence

This annual celebration is a way to recognize the state's rich auto history and celebrate the outstanding projects which uphold that heritage.



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# 2020 Sponsorship Form

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

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

Street

City, State

Zip

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please use the following name(s) in all acknowledgements: \_\_\_\_\_

Packages:

**Champion**  
**\$10,000**

**Racer Level**  
**\$8,000**

**Rally Level**  
**\$5,000.00**

## Al A Carte

**\$2,500 Brochures: 75,000 Distribution – 1/4 Page Ad**

**\$1,500 Passport Guide: 7,500 Distribution- 1/2 Page Ad**

### **Michigan Auto Heritage Day & Awards of Excellence**

**\$1,000 – Title Sponsor –Includes Retractable Banner & Lobby Signage**

**\$500 – Patron – Includes Easel Signage**

### **Annual Meeting of the MotorCities National Heritage Area**

**\$ 500 – Patron -Includes Table Signage & Easel Signage**

**\$ 250 – Supporter –Includes Lobby Signage**

We accept all benefits associated with our chosen level of sponsorship \_\_\_\_\_  
(initial)

\*Sponsors must provide 4-color camera-ready art for their ad & a file of their company logo as a pdf or jpg.

## Payment Method

Company Check is enclosed (please return this form with check)

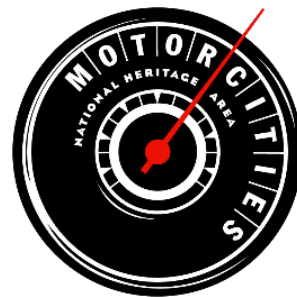
Company Credit Card

\_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ American Express \_\_\_\_ Discover

Number \_\_\_\_\_ Exp. \_\_\_\_\_

\*For your security , DO NOT send credit card information via email.

Yes, allow me to split my payment into 2 recognizing the due dates of 11/30/2019 and 6/30/2020.



Please make your check payable to MotorCities National Heritage Area. Mail this form and check by 11/30/2019 to:  
200 Renaissance Center Ste. 3148, Detroit, MI 48243.

Sponsorship Package Benefits Can Only Be Guaranteed If Committed by 11/30/2019.

For more information please contact Tiffany McFarland 313.259.3425 or tmcfarland@motorcities.org