



November, 2020

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Dear Friend:

Did you know that you are a part of the *MotorCities National Heritage Area*?

Being part of something and not receiving the benefits or the perks can seem puzzling, right? So perhaps we can clarify for you what we can offer:

- **Sustainable economic development**
- **Healthy environment and people**
- **Improved quality of life**
- **Education and stewardship**
- **Community engagement and pride**

There is something extraordinary about the auto industry and its impact on the country. The development of the Big Three; becoming the industry of the century; the early impact of diversity on communities and cultures; the associated design and architecture; the first urban freeway; the cars and their inventors, all of these historic and creative events are still just as exciting now as they were when they first happened. So, in hopes of inspiring others with this singular and nationally important story, the MotorCities National Heritage Area was created to share the story of how southeast and central Michigan "*Put the World on Wheels.*"

We at MotorCities National Heritage Area are dedicated to persistently promoting and preserving the automotive and labor history through a network of attractions, historic sites and events. We also provide funding to help preserve buildings and historic sites that tell the all-important automotive story. One of the most valuable features is our grant program that supports education plans to ensure the story of the automobile does not disappear with the sands of time.

What we do works! Each year, MotorCities generates \$489.7 million in economic impact, supporting 5,343 jobs and producing \$40 million in tax revenue in Michigan. Over its more than 20-year history, MotorCities has awarded more than 300 grants for a total investment in local programs of more than \$1.6 million.

This letter is to open the door and invite your partnership and support. We are all experiencing economic distress due to the COVID-19 pandemic, so we're reaching out to ask your assistance in keeping this inspirational story alive. There are lots of ways you can help! You can purchase some of our exciting new highway signs; place an ad in our weekly e-newsletter; or support our "MotorCities At Home" digital outreach, among others.

Please select one of the tax-deductible sponsorship packages outlined on the next page. Let us know if you'd like to learn more about MotorCities or if you have any questions about what we do. Given the variety of sponsorships available and their corresponding benefits, we look forward to hearing from you by our deadline of December 31, 2020.

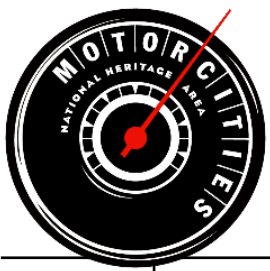
Thank you in advance for your support.



Michael O'Callaghan
Chairman



Shawn Pomaville-Size
Executive Director



2020-2021 Sponsorship Packages



		Visionary Level \$24,000	Champion Level \$15,000	Racer Level \$10,000	Rally Level \$5,000
1	Purchase of 3 MotorCities Highway Signs	✓			
2	Your company Ad in all 50 issues of our weekly e-newsletter (over 6,000 distribution)	✓	✓		
3	Exclusive company feature as a "Story of the Week" in an issue of our weekly e-newsletter (over 6,000 distribution)	✓	✓	✓	
4	Your company ad in 4 of our "MotorCities At Home" Webinars	✓	✓	✓	✓
5	Recognition at Michigan Auto Heritage Day & Awards of Excellence	✓	✓	✓	✓
6	Acknowledgement for support of Highway Signs	✓	✓	✓	✓
7	Company logo and link on our website	✓	✓	✓	✓
8	Recognition on social media	✓	✓	✓	✓
9	Acknowledgement in press releases	✓	✓	✓	✓
10	Company name in our annual report	✓	✓	✓	✓

A La Carte Options \$300 Each or All 4 for \$,1000:

- A. \$300-Company name on website
- B. \$300-Quarterly mention on social media
- C. \$300-Acknowledgement in 4 press releases
- D. \$300-Company Name in our Annual Report



MotorCities National Heritage Area



@MotorCities



@MotorCities

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:

Visionary
\$24,000

Champion
\$15,000

Racer Level
\$10,000

Rally Level
\$5,000.00

A La Carte Options \$300 Each or All 4 for \$1,000:

- \$300-Company name on website
- \$300-Quarterly mention on social media
- \$300-Acknowledgement in 4 press releases
- \$300-Company Name in our Annual Report

Payment Method

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.

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

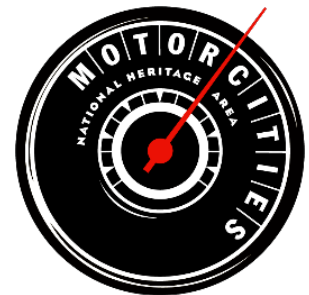
Company Credit Card

___ 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 12-31-2020 and 6/30/2021.



Please make your check payable to MotorCities National Heritage Area. Mail this form and check by 12/31/2020 to:

200 Renaissance Center Ste. 3148, Detroit, MI 48243.

Sponsorship Package Benefits Can Only Be Guaranteed If Committed by 12-31-2020

For more information please contact Tiffany Pierce 313.259.3425 or tpierce@motorcities.org