

SPONSORSHIP BENEFITS	PRESENTING SPONSOR SOLD	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000	FRIENDS SPONSOR \$250	RETAIL SPONSOR \$300	PROGRAM AD \$100
SPONSOR NAME LOGO WITH WEB-LINK ON WEBSITE	Logo with Web-link	Logo with Web-link	Logo with Web-link	Logo with Web-link	Name Listing	Logo with Web-link	
LIVE EVENT SPONSOR RECOGNITION	Logo	Logo	Logo	Logo	Logo	Logo	
INCLUSION IN ALL EVENT MEDIA MARKETING	Yes	Yes	Yes	Yes			
CUSTOM EVENT SPONSOR "AUTOLAWN RADIO" SPOT	Yes	Yes	Yes	Yes		Yes	
SPONSOR GROUND BANNER	5 Banners	2 Banners	1 Banner	1 Banner			
ONSTAGE INTERVIEW OF SPONSOR ON "AUTOLAWN RADIO"	Yes	Yes	Yes				
FREE CLASSIC CAR REGISTRATION FEE	3 Entries	2 Entries	1 Entry		1 Entry		
EVENT SPONSOR LOGO IN HMA DIRECT MAIL INVITATION		Yes					
PROMINENT RESERVED SPACE FOR EVENT SPONSOR TENT OR BOOTH	30' x 10' Space	20' x 10' Space	20' x 10' Space	10' x 10' Space		10' x 10' Space	

For sponsorship inquiries or information about additional unique sponsor opportunities, please contact HMA Development Manager, Lindsay Herrin at 828.327.8576, ext. 205 or lherrin@hickoryart.org or Event Co-Director, Kit Cannon at 828.312.2494 or theautolawn@gmail.com.

*Event sponsor ad artwork should be submitted as a high-resolution PDF, eps, or .jps file. Full spread dimensions are 10.5" W x 8.25" H, full page dimensions are 5.25" W x 8.25" H, and half page dimensions are 5.25" W x 4.0625" H.

AUTO^{LAWN} SPONSORSHIP | REGISTRATION FORM

GOLD _____ \$5,000

Logo in HMA direct mail invitation, inclusion in all event media marketing, two sponsor ground banners, logo on website and event program, reserved space for sponsor tent/booth, custom radio spot and onstage interview on “Autolawn Radio,” and two entries.

SILVER _____ \$2,500

Inclusion in all event media marketing, sponsor ground banner, logo on web site and event program, reserved space for sponsor tent/booth, custom radio spot and onstage interview on “Autolawn Radio,” and one entry

BRONZE _____ \$1,000

Inclusion in all event media marketing, sponsor ground banner, logo on web site and event program, reserved space for sponsor tent/booth, and a custom “Autolawn Radio” spot.

FRIENDS _____ \$250

Name on website and one entry.

RETAIL _____ \$300

Logo on website/event program and reserved space for sponsor tent/booth

PROGRAM AD _____ \$100

Half-page advertisement in event program

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Please indicate how you wish to be listed in promotional materials:

Name(s): _____

Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Credit Card #: _____ Sec. Code: _____ Exp. Date: _____ Billing ZIP _____

Return the completed form to:

Hickory Museum of Art
243 3rd Avenue N.E.
Hickory, NC 28601

