

OCTOBER 7, 2023 SPONSORSHIP | FEATURES & BENEFITS

SPONSORSHIP BENEFITS	PRESENTING SPONSOR SOLD	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000	FRIENDS SPONSOR \$250	RETAIL SPONSOR \$300
SPONSOR NAME LOGO WITH WEBLINK ON WEBSITE	Logo with Weblink	Logo with Weblink	Logo with Weblink	Logo with Weblink	Name Listing	Logo with Weblink
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 Director of Donor Relations, Danielle Cannon at 828.327.8576, ext. 205 or dcannon@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.



OCTOBER 7, 2023 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, 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, 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, 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 and reserved space for sponsor tent/booth.

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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

