







With a sponsorship of **Gilmore Car Museum**, your business will have the opportunity to reach our active community of local, regional, and national car enthusiasts, members, families, music lovers, and business partners.

Visits
25,000/month

Followers
90,000

Guests
130,000/year

SPONSORSHIP OPPORTUNITIES

Included
in all sponsorship levels

- **Festival of Trees entry, see back ($250 value)**
- **Signage acknowledging sponsorship**
- **Invitation to member/media preview night, December 1st**
- **First rights of refusal each year**
- **Recognition on museum lobby sign for one year**

GILMORE CAR MUSEUM

Presenting Sponsor $10,000

fireworks description.

- Sponsor recognition on Gilmore's website, event signage, press release inclusion, event programs, digital newsletter
- Onstie sponsor representation, 20'x20' footprint for outdoor display
- 20 complimentary Winter Wonderland admission tickets ($500 value)
- Logo listed on website event page and social mediaIndustry Exclusivity for this event only
- 20% off one meeting space rental
- Complimentary Gilmore Car Museum Family memberships

Fireworks Sponsor $5,000

fireworks description.

- Ten Winter Wonderland admission tickets ($250 value)
- Logo listed on website event page and social media
- Two annual family memberships
- 10% off one meeting space/reception rental

Santa Sponsor $5,000

Put your brand front and center with the big man himself.

- Ten Winter Wonderland admission tickets ($250 value)
- Logo listed on website event page and social media
- Two annual family memberships
- 10% off one meeting space/reception rental

Vintage Rides Sponsor $2,500

Free rides are offered in several Gilmore Car Museum collector cars. Trained docents drive guests through Winter Wonderland's outdoor lights display.

- Six Winter Wonderland admission tickets ($150 value)
- Logo listed on website event page
- Event space signage

Craft Sponsor $1,500

Winter Wonderland craft/ornament table for children (and parents) to create ornaments.

Four Winter Wonderland admission tickets ($100 value)

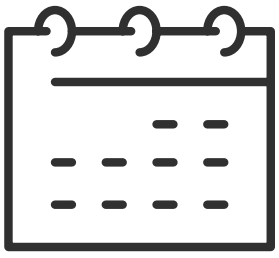
- Logo listed on website event page
- Event space signage

Festival of Trees Sponsorship Program

Festival of Trees is a display of 40, 6-ft decorated Christmas trees staged throughout the Museum's *Christmas Through the Decades* exhibits. Our pre-lit trees are decorated by each business, including the tree skirt. Gilmore Car Museum staff assembles, installs, removes and stores each tree. Trees will be displayed throughout December, when visitors will vote for their favorite trees by scanning a QR code to access our electronic voting form. The top three winners will receive recognition on Gilmore Car Museum social media and get first choice of tree-placement the following year.

Tree Sponsor $250

- One 6-ft Festival tree with lights. Trees will be displayed for one month, during our Winter Wonderland event
- Business logo/name signage at tree (created and provided by Gilmore Car Museum)
- Business logo/name list on Winter Wonderland programs handed out to all Winter Wonderland attendees
- Two Winter Wonderland admission tickets ($50 value)
- Early notification the following year for sponsor opportunity



Decoration Schedule

- **November 13 – 25**
  Decorate your tree
- **Nov 28 – Jan 3**
  The Public votes
- **January 4 – 16**
  Remove your decorations

Winter Wonderland

Nov 28 - Jan 3

Enjoy a driving tour through the lighted grounds, surrounded by festive music and decorations, then journey inside the museum to meet Santa Claus and explore our Christmas Through the Decades as you walk through our galleries filled with hundreds of vintage cars.

Guests
15,000/annually



Winter Wonderland 2026

GILMORE
CAR MUSEUM

Sponsorship Agreement



Thank you for this opportunity to partner with your business.
Please select how you would like to support the Gilmore Car Museum by selecting an option or options below and return this form with payment to:

Gilmore Car Museum
6865 W Hickory Road
Hickory Corners, MI 49060

If you have any questions, please direct them to
Sue Huggett, Director of Development and Membership
Email: SHuggett@gilmorecarmuseum.org **Phone:** (269) 953-9011

We Want You!



I would like to commit to the following sponsorships:

☐ Presenting Sponsor	$10,000
☐ Fireworks Sponsor	$5,000
☐ Santa Sponsor	$5,000
☐ Vintage Rides Sponsor	$2,500
☐ Craft Sponsor	$1,500
☐ Festival of Trees Tree Sponsor	____ x $250
Total Sponsorship Investment	**$** _____

Business Name: _____

Address: _____ City: _____ Zip: _____

Email: _____ Phone: _____

Contact Person: _____ Signature: _____

Gilmore Car Museum Contact: Sue Huggett Signature: _____

☐ Check Enclosed (payable to Gilmore Car Museum)
☐ Bill My Card (details below)
☐ Receipt Requested (receipts will be sent via email)

Name On Card: _____

Card #: _____ Exp: _____ CVV: _____ Billing Zip: _____

Authorizing Signature: _____ Date: _____