

WHEELS & HEELS ANNUAL GALA

KENTUCKY DERBY, A CELEBRATION OF HORSEPOWER

FRIDAY, JUNE 26, 2015 | ANTICIPATED ATTENDANCE: 350

OVERVIEW:

The Wheels & Heels Annual Gala is a celebration of the anniversary of LeMay - America's Car Museum (ACM). Set in the stunning Showcase Gallery, this is the Museum's largest fundraiser in support of its commitment to celebrating America's love affair with the automobile, our focus on education programs, and the Hagerty Education Program at America's Car Museum.

Enjoy live Bluegrass music, mint juleps and place your betson best Derby hat. In addition to splendid gourmet cuisine, an extraordinary silent and live auction, purchase a raffle rose and experience a fireworks display unlike any other.

ACM will also present its "Nicola Bulgari Award", named after jewelry magnate and classic car collector Nicola Bulgari. This award is given annually to individuals who make outstanding contributions to preserve America's automotive heritage through education, car restoration and collecting classic cars. Past recipients include Dr. Frederick Simeone, founder of the Simeone automotive Museum, Edward Welburn, vice president of global design for General Motors and McKeel Hagerty, president and CEO of Hagerty.

TITLE - SOLD - EMERALD QUEEN CASINO - \$45,000

PRESENTING - \$25,000

- Presenting sponsorship recognition on collateral and event material
- Table of eight with premium seating and table signage
- Full page ad in the auction catalog and logo inclusion in live auction presentation
- Company logo listed on America's Car Museum website
- Social media: listing as title sponsor in event posts
- Eight invitations to private Concours Club Reception preceding Gala
- Overnight accommodations at Hotel Murano for two couples

GOLD - \$15,000

- Gold sponsorship recognition on collateral and event material
- Table of eight with premium seating and table signage
- Full page ad in the auction catalog and logo inclusion in live auction presentation
- Company logo listed on America's Car Museum website and social media posts
- Overnight accommodations at Hotel Murano for one couple



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SILVER - \$10,000

- Silver sponsorship recognition on collateral and event material
- Table of eight with premium seating and table signage
- Half page ad in the auction catalog and logo inclusion in live auction presentation
- Company logo listed on America's Car Museum website and social media posts
- Overnight accommodations at Hotel Murano for one couple

BRONZE - \$5,000

- Bronze sponsorship recognition on collateral and event material
- Table of eight with preferred seating and table signage
- Half page ad in the auction catalog and logo inclusion in live auction presentation
- Company logo listed on America's Car Museum website and social media posts

TABLE SPONSOR - \$2,500

- Table of eight with preferred seating and table signage, sponsorship recognition in the auction catalogue and in live auction presentation

CONCOURS CLUB RECEPTION - \$10,000

CIGAR TENT - MONTECRISTO - \$2,500 IN-KIND

- Logo placement in auction catalogue, banner placement in cigar tent, display of Montecristo branded materials

IN-KIND EVENT SPONSORS

\$5,000 +

- Four complimentary tickets
- Logo recognition on Wheels & Heels Annual Gala webpage with link to company website
- Recognition in auction catalogue and live auction presentation

\$2,500 +

- Two complimentary tickets
- Logo recognition on Gala webpage with link to website
- Recognition in auction catalogue and live auction presentation

\$1,000 +

- Logo recognition on Gala webpage with link to website
- Recognition in auction catalogue and live auction presentation



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Valuable corporate sponsorship opportunities for this event are available at the following levels:

- Title Sponsor — SOLD — Emerald Queen - \$45,000
- Presenting - \$25,000
- Gold - \$15,000
- Silver - \$10,000
- Bronze - \$5,000
- Table Sponsor — \$2,500
- In-Kind Event Sponsorship

A complete list of benefits for this event is available. Sponsorships also include ACM Membership privileges which include a comprehensive list of additional benefits.

AUCTION CATALOG AD PRINT DEADLINE: JUNE 12



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