



Two Summer 2019 Sponsorship Opportunities

for the price of one!

Planes, Trains, and Cool Cars

Saturday, July 20

~Classic Car Show~



Pedal to the Metal

Saturday, August 10

~Touch-a-Truck Event~

- 750 to 1,000 participants expected at each event!
- Primary audience is Peninsula families: Parents with kids!
- Audience to include car collectors, pilots, and transportation enthusiasts!
- All proceeds benefit **Hiller Aviation Museum**, a nonprofit community organization providing aviation and STEM education!

	Sponsorship Levels		
	First Class \$1,000	Business Class \$750	Coach \$500
Hyperlinked Logo on Event Websites 478,000 annual page views at www.hiller.org	✓	✓	✓
Exhibit Table @ Both Events Optional table for onsite promotion to participants	✓	✓	✓
Logo in Hiller Happenings e-blast 4,500 emails with at least 2 blasts	✓	✓	✓
Social Media Shout-out 5,000 Facebook followers; 950 Twitter followers; 750 Instagram followers	✓	✓	
Logo in Briefings Newsletter 10,000 direct mail households	✓	✓	
Onsite Sponsor Recognition Signage throughout the event	Large	Medium	Small
Banner Large sponsor banner created and displayed	Large	Medium	
Behind-the-Scenes Museum Tour An adventure for up to 6 people and Flight Sim Zone	✓		
Logo on T-shirt Distributed at Planes, Trains, and Cool Cars	✓		
Highway 101 Marquee Listing LED sign seen daily by 200,000 on freeway	✓		
# of classic cars on display at Planes, Trains, and Cool Cars \$26 value per vehicle	Up to 10	4	2
# of Museum Admission Passes \$18 value per guest pass	12	8	4

Contact Rebecca Duran at duran@hiller.org or 650-654-0200 x203 to discuss sponsorship. Reply by June 26 for max benefits.