



NIGHT AT THE MUSEUM



HOPE & HERITAGE Gala and Live Charity Auction October 10, 2018

Benefiting Homeland Hospice and the AACA Museum, Inc. of Hershey, PA

This event will celebrate the AACA Museum, Inc.'s mission and accomplishments in preserving and presenting automobiles and automotive history. A Smithsonian Affiliate, the Museum offers visitors a world class automotive experience through interactive exhibits, educational opportunities, entertaining events, and hands-on activities. Established in 2003, the Museum also proudly celebrates its 15th Anniversary throughout 2018. Proceeds will be shared with Homeland Hospice, a community outreach of Homeland Center, serving patients and families in 14 counties in south central Pennsylvania. Homeland Hospice has a rich history and reputation of providing the very best quality of hospice and bereavement care to patients and their loved ones. Funds raised will assist Homeland Hospice in continuing to provide this exceptional care to over 800 patients and families annually.

With your support, we can raise funds to preserve the legacy of Hope and Heritage shared by both Homeland Hospice and the AACA Museum, Inc.

ANTIQUÉ AUTOMOBILE HOBBYIST DEMOGRAPHICS

Demographics reported by *Car & Driver*, *ClassicCars.com*, and *Hemmings Motor News* over the past few years reveal that there are about 5,000,000 vehicle collectors in the United States. 58% are baby boomers and the median age is in the 60s. 85% are married, with 3 to 5 member households, and own a house, townhouse or condominium. Household Income varies in a broad range, typically from \$44,000 to \$176,000, with a median of \$88,000.

HERSHEY & HARRISBURG DEMOGRAPHICS

Population in 2017: 49,528 Males: 23,828 (48%) Females: 25,700 (52%)

Median resident age: 31.8 years

Estimated median household income in 2017: \$59,800

Estimated median house or condo value in 2017: \$167,800

www.city-data.com/city/Harrisburg-Pennsylvania U.S. Census Bureau

ATTENDANCE AT NIGHT AT THE MUSEUM

450 adults: 70.1% from PA 28.3% from out of state 1.6% International



2018 SPONSORSHIP OPPORTUNITIES

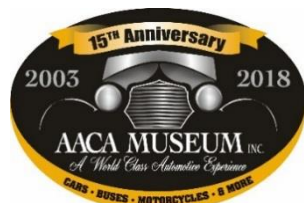
All Night at the Museum Sponsors Receive these Promotional Opportunities:

- Sponsorship recognized on Night at the Museum webpage and *Keep Up to Speed* e-newsletter
- Full page color ad in the Night at the Museum program (7.5" x 10")

Special sponsorship promotional benefits are available according the levels below:

Premiere Sponsor \$17,500

- Complimentary exhibitor table at Night at the Museum
- Kiosk and banner in the Museum lobby during the AACA Hershey Region's Eastern Regional Fall Meet – October 10-13, 2018 (kiosk and all materials provided by sponsor)
- Sponsorship acknowledged in the event remarks and the ability for the sponsor to speak for 5 minutes during the remarks
- Sponsor's name and logo on the Museum's electronic road sign during the AACA Hershey Region's Eastern Regional Fall Meet and projected on the side of the building during the event
- Looping video interview play on the Main Gallery screen during the event
- Sponsorship recognized on AACA Museum, Inc. Facebook page and printed *Reflections* newsletter
- Eight (8) complimentary tickets to Night at the Museum



NIGHT AT THE MUSEUM

Presenting Sponsor \$10,000

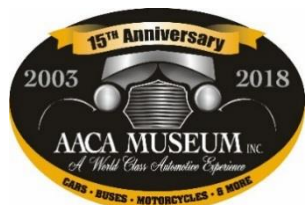
- Kiosk in the Museum lobby during the AACA Hershey Region's Eastern Regional Fall Meet – October 10-13, 2018 (kiosk and all materials provided by sponsor)
- Sponsorship acknowledged in the event remarks
- Sponsor's name and logo on the Museum's electronic road sign during the AACA Hershey Region's Eastern Regional Fall Meet
- Sponsorship recognized on AACA Museum, Inc. Facebook page and printed *Reflections* newsletter
- Six (6) complimentary tickets to Night at the Museum

Platinum Sponsor \$5,000

- Sponsorship recognized on lobby kiosk during the AACA Hershey Region's Eastern Regional Fall Meet – October 10-13, 2018
- Sponsor name and logo on the museum's electronic road sign during the AACA Hershey Region's Eastern Regional Fall Meet
- Four (4) complimentary tickets to Night at the Museum

Gold Sponsor \$2,500

- Two (2) complimentary tickets to Night at the Museum



SIGN ME UP!

I want to support Night at the Museum!

Premiere Sponsor \$17,500
 Platinum Sponsor \$5,000

Presenting Sponsor \$10,000
 Gold Sponsor \$2,500

CONTACT INFORMATION

Name _____
Address _____
Contact (Name/Title) _____
Telephone Number (____) _____ - _____ Email Address _____
Graphics/Ad Contact (Name/Title) _____
Telephone Number (____) _____ - _____ Email Address _____

PAYMENT METHOD

___ Check enclosed in the amount of \$ _____ payable to AACAMuseum, Inc.
___ Charge \$ _____ to my ___ Visa ___ MC ___ Other
Date _____
Credit Card Number _____
Expiration Date ____/____ CVV _____
Name on Card _____
Signature _____

Sponsorships & advertising opportunities are not industry exclusive.

Payment in full is due upon commitment unless other arrangements have been made with the Museum.

If you require the Museum's assistance with creating your ad, requests must be made by 8/1/2018

Press-ready ads files must be submitted via email to jdunnigan@aacamuseum.org by 8/15/2018

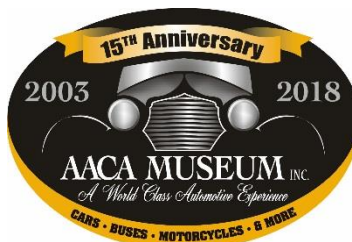
Accepted Formats:

PDF or JPEG, 300 dpi at actual size

Mail completed form along with payment to the address below
as soon as possible to ensure maximum media exposure.

**AACA Museum, Inc.
Night at the Museum
161 Museum Drive
Hershey, PA 17033**

For additional information,
contact Jake Dunnigan at
jdunnigan@aacamuseum.org or
717-566-7100 ext. 116



501(c) (3) non-profit letter
available upon request.