

Modernism ON ROUTE 66

FOOTHILL BOULEVARD
CLAREMONT, CA



SUNDAY, NOVEMBER 15, 2026

TWO SIGNATURE EVENTS. ONE INCREDIBLE AFTERNOON.
ARCHITECTURE | FILM | HISTORY | THE MOTHER ROAD



12:30 – 2:30 PM | WALTER'S RESTAURANT

MODERNISM ON ROUTE 66 A LUNCHEON TALK WITH ALAN HESS

Join acclaimed author and architectural historian Alan Hess for an illustrated exploration of Claremont's remarkable 2.2-mile stretch of historic Route 66, where Modern architecture, art, landscape design, and the automobile age converge.



ALAN HESS
Author & Architectural Historian

3:00 – 5:00 PM | REGENCY THEATER



A special screening of *Googie*, followed by a Q&A with Alan Hess and Charles Phoenix exploring the architecture, roadside attractions, and cultural history of the American automobile age.



CHARLES PHOENIX
Author, Entertainer & Cultural Historian

PRESENTING SPONSORSHIP OPPORTUNITY — \$2,500

Gain prominent recognition across both events and support Claremont Heritage's mission to preserve and celebrate our community's architectural and cultural heritage.

INCLUDES 8 TICKETS TO BOTH EVENTS

COMMUNITY AMBASSADOR SPONSORSHIP — \$500

Enjoy the same great benefits as the Presenting Sponsor, without the on-screen advertisement.

INCLUDES 2 TICKETS TO BOTH EVENTS

SPONSOR BENEFITS



FEATURED ON-SCREEN ADVERTISEMENT

Your ad on the Regency Theater's large cinema screen before the *Googie* screening. (Presenting Sponsor only)



PROMINENT EVENT RECOGNITION

Logo on event signage at Walter's Restaurant and the Regency Theater, and recognition during welcome remarks at both events.



DIGITAL, EMAIL & SOCIAL MEDIA PROMOTION

Featured logo placement in event emails, website, registration page, and social media (Instagram, Facebook and TikTok).



HOSPITALITY

Four complimentary tickets to the luncheon and film screening, with VIP recognition.



PROMOTIONAL MATERIALS

Opportunity to provide materials for display or distribution at both venues (subject to approval).

OUR AUDIENCE REACH

Your sponsorship will be promoted to our engaged and growing community of supporters.



6,000+

EMAIL SUBSCRIBERS



NEARLY 10,000

SOCIAL MEDIA FOLLOWERS
on Instagram, Facebook and TikTok



16,000+

TOTAL DIGITAL REACH

SPONSORSHIP INQUIRIES



(909) 621-0848



director@claremontheritage.org



Support this special Route 66 Centennial celebration and help ensure that Claremont's architectural and cultural legacy continues to inspire future generations.

Claremont Heritage is a 501(c)(3) nonprofit organization
| EIN 95-3364471.

Donations are tax-deductible to the extent allowed by law.