

THE CONNECTION 2026

SAVOY AUTOMOBILE MUSEUM CARTERSVILLE, GA

Saturday, September 12, 2026 9:00 AM – 3:30 pm

I am reaching out to invite you to partner with us as a sponsor for **THE CONNECTION**, an open-class car show benefiting the museum. This event celebrates automotive history while bringing together car enthusiasts, families, and community members for a shared experience built around passion, preservation, and connection.

Your sponsorship will help preserve the legacy of automotive history, inspire future generations, and support the growth of the museum's permanent collection, exhibitions, and educational programs. This year's event will feature 350 spots for show cars and is expected to welcome more than 4,000 attendees, offering sponsors meaningful visibility within a highly engaged audience.

We would be honored to have your organization join us in supporting this exciting community event. Sponsorship provides an opportunity to showcase your commitment to local culture, education, and the automotive community while helping create an unforgettable experience for attendees.

I would welcome the opportunity to discuss available sponsorship opportunities and how we can best recognize your support. Thank you for your advocacy of **THE CONNECTION**.



Karen Mahoney, Director of Development

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$5,000 (ONLY ONE AVAILABLE)

- Your business will be displayed as the **Presenting Sponsor** as part of the promotion prior to the event on social media, printed materials, newsletters (print and digital), marquees, digital screens, and the Savoy website from signing point forward.
- Up to two show car registrations (\$60 value).
- The emcee will recognize your support as the **Presenting Sponsor** of **THE CONNECTION** Car Show throughout the day.
- Opportunity to provide branded collateral for three hundred and fifty show car registrant bags.
- One exclusive 10' x 10' space at **THE CONNECTION** Car Show (\$30 value).
- 20 complimentary Savoy Automobile Museum admission tickets for your staff and clients (\$340 value).
- Invitation and recognition for your support of the museum at the Donor Difference, our annual donor appreciation event, to be held during the Winter of 2027 (\$65 value).
- Identified as the **Presenting Sponsor** on signage at the museum's front entrance during the event.
- Your logo appears on the sleeve of up to one hundred, **THE CONNECTION** Car Cruise tee shirts to be provided to all car cruise participants.
- Right of first refusal as the **Presenting Sponsor** at 2027 **THE CONNECTION** Car Show.
- Opportunity to address the audience at the beginning of the awards ceremony for up to three minutes.

GOLD SPONSOR - \$2,500

- Your business will be displayed as a **Gold Sponsor** as part of the promotion prior to the event on social media, printed materials, newsletters (print and digital), marquees, digital screens, and the Savoy website from signing point forward.
- Up to two show car registrations (\$60 value).
- The emcee will recognize your support as a **Gold Sponsor** during **THE CONNECTION** Car Show throughout the day.
- Opportunity to provide branded collateral for three hundred and fifty show car registrant bags.
- One exclusive 10' x 10' space at **THE CONNECTION** Car Show (\$30 value).
- 10 complimentary Savoy Automobile Museum admission tickets for your staff and clients (\$170 value).
- Invitation and recognition for your support of the museum at the Donor Difference, our annual donor appreciation event, to be held during the Winter of 2027 (\$65 value).
- Your business will be identified as a **Gold Sponsor** on signage at the event and you may choose to be the exclusive sponsor for one of the following: Dash Plaque, Car Club area, or event music.

SILVER SPONSOR - \$1,000

- Your business will be displayed as a **Silver Sponsor** as part of the promotion prior to the event on social media, printed materials, newsletters (print and digital), marquees, digital screens, and the Savoy website from signing point forward.
- Up to two show car registrations (\$60 value).
- The emcee will recognize your support as a **Silver Sponsor** during **THE CONNECTION** Car Show throughout the day.
- Opportunity to provide branded collateral for three hundred and fifty show car registrant bags.
- One exclusive 10' x 10' space at **THE CONNECTION** Car Show (\$30 value).
- Six complimentary Savoy Automobile Museum admission tickets for your staff and clients (\$102 value).
- Your business will be identified on signage as a **Silver Sponsor** at the event and may choose to be the exclusive sponsor of the Food Truck Row or Savoy Café.

BRONZE SPONSOR - \$500

- Your logo will be displayed as a **Bronze Sponsor** for the promotion prior to the event on social media, printed materials, newsletters (print and digital), marquees, digital screens, and the Savoy website from signing point forward.
- One show car registration (\$30 value).
- The emcee will recognize your support as a **Bronze Sponsor** of **THE CONNECTION** Car Show throughout the day.
- Opportunity to provide branded collateral for three hundred and fifty show car registrant bags.
- One exclusive 10' x 10' space at **THE CONNECTION** Car Show (\$30 value).
- Four complimentary Savoy Automobile Museum admission tickets for your staff and clients (\$68 value).

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SPONSORSHIP APPLICATION

ORGANIZATION: _____

PRIMARY CONTACT: _____ TITLE: _____

EMAIL: _____ PHONE: _____

BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

COST/VALUE: \$ _____

SIGNATURE: _____ DATE: _____

SPONSORSHIP LEVEL

(PLEASE CHECK ONE)

☐

**PRESENTING
SPONSOR**

\$5,000

☐

**GOLD
SPONSOR**

\$2,500

☐

**SILVER
SPONSOR**

\$1,000

☐

**BRONZE
SPONSOR**

\$500

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Please return this form and send a high-resolution logo (preferred file format: .ai, .eps, .pdf, .svg) for print and digital recognition to Karen Mahoney, director of development, at kmahoney@savoymuseum.org.

Please note that all event details are subject to change without notice.

Contingency: if at any time Savoy Museum or the Sponsor determines that the other organization's action reflects negatively on their public image or is in material conflict with their mission, either party will have the right to immediately terminate this agreement.

Savoy Automobile Museum is a program of Georgia Museums, Inc., a 501(c)(3) nonprofit organization

SAVOY

AUTOMOBILE MUSEUM