

## CORPORATE PARTNER PROGRAM

With three floors of award winning exhibits, a collection of more than 300 rare and historic automobiles, and over 150,000 loyal visitors each year, the Petersen Automotive Museum is the nation's premier automotive museum and one of LA's most unique cultural institutions.

Since 1994, the Petersen Automotive Museum has focused on the interpretive study of the automobile and its effect on the culture of California. As it continues into the twenty first century, the Museum is committed to expanding its robust slate of educational programs and projects to better reach out to schoolchildren, adults, families and educators as well as increasing its collections through strategic acquisitions that embody automotive milestones and accomplishments.

The Museum invites you to take part in its Corporate Partner Program and communicate your message to the public through many sponsorship avenues. Whatever lane you choose to drive in, your company will receive a tailored package of public recognition, benefits for employees, networking events or the opportunity to host private events at the Museum. Corporate Partnership with the Museum provides unique access to automobile collectors and enthusiasts and aligns your corporation with the Museum's greatest mission: education.

The Museum is committed to working with its Corporate Partners to tailor each sponsorship package for the maximum benefit. We invite you to join today. For more information contact our Development Department at 323-964-6306.

### Corporate Partner Benefits Include

- Guest passes to distribute to clients and employees
- Title wall recognition in the Museum lobby
- Recognition in Museum print materials and advertising
- Advertising in the *Finish Line* magazine exclusive to the Checkered Flag 200 member group
- Company logo and link on the Petersen website
- Listing in the *Petersen Quarterly* members' newsletter
- VIP passes to invitation only exhibit previews and public programs
- Exclusive behind the scenes tours of the Museum and vault, led by the Museum Director
- Private events in the Museum's fourth floor Conner Pavilion
- Business meetings in the Founders Lounge

### ABOUT THE MUSEUM

The Petersen Automotive Museum Foundation is a 501(c)(3) non-profit organization dedicated to the preservation, collection and interpretive study of the automobile and its influence on American life and culture, using Los Angeles as the prime example. The Museum's educational initiatives are designed to help the public learn about history and social studies, science and technology, math and visual arts all through the window of an automobile.

### MUSEUM HOURS

**Museum:** Tuesday through Sunday from 10 a.m. to 6 p.m.  
The Museum is closed to the public on Mondays (except for some holidays), Thanksgiving Day, Christmas Day, and New Year's Day.

**Discovery Center:**

Tuesday through Friday from 10 a.m. to 4 p.m.  
Saturday & Sunday from 10 a.m. to 5 p.m.

### ADMISSION

\$10 Adults  
\$5 Seniors (62+) and Students with ID  
\$3 Children (5-12)  
Free for Museum members and children under 5

### DRIVING DIRECTIONS

The Petersen Automotive Museum is located on the southeast corner of Wilshire Boulevard and Fairfax Avenue. From I-10, exit Fairfax and go north. The Museum parking entrance is on Fairfax.



6060 Wilshire Boulevard (at Fairfax)  
Los Angeles, CA 90036  
323-930-CARS (2277)  
[www.petersen.org](http://www.petersen.org)

**The Petersen Automotive Museum Foundation  
is a 501(c)(3) Nonprofit Organization**

# SPONSORSHIP



**PETERSEN  
AUTOMOTIVE MUSEUM**  
LOS ANGELES, CALIFORNIA

## EXHIBITION SPONSORSHIP

Each year the Petersen Automotive Museum presents its visitors with a series of dynamic exhibits designed to highlight the history and evolution of the automobile, showcase rare cars and applaud the work of automotive visionaries. Each featured exhibit runs for approximately eight months and offers numerous opportunities for sponsorship. Sponsoring an exhibit at the Petersen is an exceptional and effective way for your company to reach a targeted audience of Los Angeles professionals, families and tourist visitors. The Museum offers several levels of sponsorship, and staff will work with your company to create a sponsorship package that best maximizes exposure and meets your outreach needs.



*Presidents, Popes and Potentates: Cars of Heads of State*  
exhibition June 2005

The Museum offers both exclusive and shared sponsorship opportunities for each of its exhibits. Exhibition sponsorship funds help the Museum to underwrite the costs of the exhibition, host a myriad of public education programs for both adults and families and provide visitors with multi-media learning materials such as Gallery Guides or audio tours.

### Exhibition Sponsorship Benefits Include

- Title wall credit on the exhibit entrance throughout the eight month run
- Recognition in print materials including invitations to the exhibit preview, press releases, Gallery Guides, exhibit catalogues and marketing materials
- Company logo and link on the Petersen website
- Recognition in the *Petersen Quarterly* members' magazine
- Exposure on outdoor advertisements throughout Los Angeles, including street banners and the Museum's 19'x27' tri-panel display at the corner of Wilshire Boulevard and Fairfax Avenue
- Exclusive invitations to the invitation only exhibit preview and other Museum events

## EDUCATIONAL PROGRAM SPONSORSHIP

The Petersen Automotive Museum places public education as one of its chief priorities, in line with its mission, which is to educate visitors about the culture and history of the automobile, especially as it relates to Los Angeles. Sponsoring a public education program at the Museum directly supports an audience of children, families and adults who are seeking fun and informative arts and culture experiences.



Kids and adults have fun at our public educational programs.

The Museum has numerous programs available for sponsorship. For children, public programs include The School Tours Program, Afterschool Programs, Girls and Gears or The Automotive Industry Career Conference. For families, public programs include CARnival Family Fun Day, Family Fun Shops, Discovery Days or Free Family Day at the Petersen. For adults, public programs include gallery talks, panel discussions, and artist lectures associated with the Museum's featured exhibits.

### Educational Program Sponsorship Benefits Include

- Recognition in all marketing materials for the program
- Company logo and link on the Petersen website
- Verbal acknowledgment at the program
- Invitations to other Museum events



The general public enjoys a film screening of documentary *Madman Muntz: American Maverick* in June of 2007.

## OUR AUDIENCE

We serve Southern California residents and visitors to the region:

- Families & Children
- Educators (Los Angeles Unified School District and other school districts in Los Angeles, Orange, San Bernardino, San Diego, Ventura and Riverside counties)
- Cultural tourists from more than 30 countries internationally and from all 50 States
- Automobile enthusiasts and Automobile collectors (antique, classic, vintage) and car clubs
- 70% of visitors are from California, 30% are from out of state
- Over 150,000 visitors annually
- 52,000 Adults (ages 18-61)
- 21,900 Children (ages 5-12)
- 10,000 Children under 5
- 21,000 Students (K-12 and college students with valid ID)
- 12,300 Seniors (age 62 and older)
- 35,000 individuals visit as part of a private function held at the Museum
- 60% of visitors are male, 40% are female



A nighttime view of the Petersen Automotive Museum on Wilshire Boulevard.

## OUR WEBSITE

- Over 1.7 million unique visitors annually
- Visitors stay for an average of 6 minutes, 36 seconds
- 91% of visitors are from the United States, 9% from countries internationally