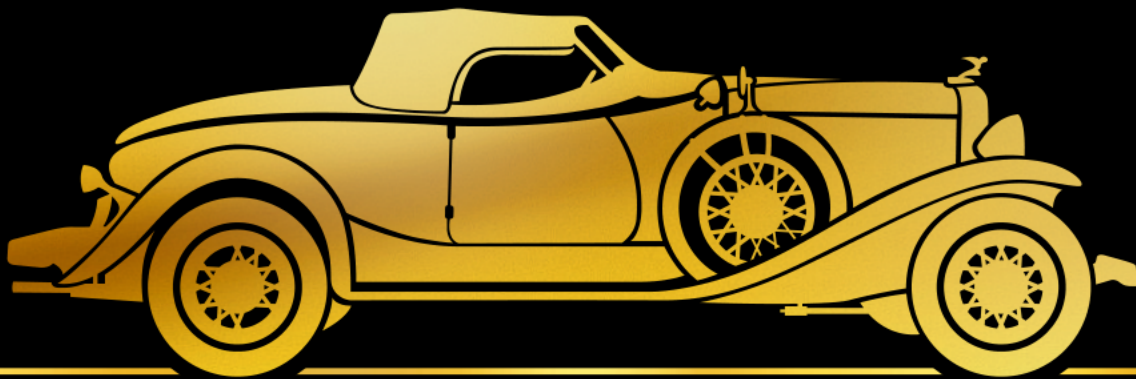


SPONSOR THE 2026

THE PARTY IN THE PARK

ROARING 20s



SEPTEMBER 26TH AT 5PM
2080 PAN AMERICAN PLAZA
SAN DIEGO, CA 92101

SAN DIEGO
Automotive
MUSEUM

THE PARTY IN THE PARK

SEPTEMBER 26TH AT 5PM



On behalf of the Board of Directors of the San Diego Automotive Museum, we warmly invite you to consider joining us as a sponsor for our annual signature event, **"THE Party in the Park" the Roaring 20's** on Saturday, September 26, 2026.

This special evening brings our community together in support of automotive artistry and history—and, most importantly, in support of San Diego youth through our IGNITE Academy. Your sponsorship would mean so much to us and to the students whose lives are impacted by this important work.

Since 2021, "THE Party in the Park" has raised over \$3.5 million to support the Museum and its programs, including IGNITE Academy—our innovative initiative designed to **Inspire, Guide, Network, provide Internships, Train, and Educate** students interested in automotive careers. Through hands-on training, mentorship, and real-world opportunities made possible by over 23 automotive industry partners, the Academy helps young people discover new pathways and build bright futures.

Hosted at the San Diego Automotive Museum, this elegant evening will welcome more than 400 guests, including leaders in the automotive and racing industries, philanthropists, educators, and business professionals. Guests will enjoy a gourmet seated dinner, fine wines, complimentary valet parking, an exciting live auction, and a dynamic performance by Liquid Blue.

Your support not only provides meaningful visibility among influential community leaders—it demonstrates a shared belief in education, opportunity, and the power of coming together to make a difference.

We hope you will join us for this memorable evening. Please find our sponsorship opportunities enclosed for your review. For additional information, please contact Rosa Valenzuela at 619-398-0310 or Rosa@sdautomuseum.org.

Thank you for considering this opportunity to partner with us in supporting San Diego's youth and preserving automotive history for generations to come.

With gratitude,

Jill Berg
Co-Chair
THE Party in the Park

Eve Mazzarella
Co-Chair
THE Party in the Park

CO-CHAIR
JILL BERG

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Automotive
MUSEUM

CO-CHAIR
EVE MAZZARELLA

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SAN DIEGO AUTOMOTIVE MUSEUM

MISSION

We are the hub of car culture in San Diego, uniting communities, sparking passion, and providing opportunities through the power and legacy of the automotive world.

VISION

To become a premier museum in San Diego, recognized as a world-class destination and leader in education and community engagement.

CORE VALUES

INTEGRITY

We are committed to honesty, transparency, and accountability in every aspect of our work, earning the trust of our peers, community and visitors.

PASSION

We bring exceptional expertise and unwavering enthusiasm to our roles, fueling the museum's ability to inspire, connect, and leave a lasting impact on visitors and the broader community.

COMMUNITY

We are devoted to honoring the legacy of the past while embodying responsible stewardship and innovation, ensuring the future success of the museum and enriching the lives of all who engage with our work.

CO-CHAIR
JILL BERG

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2025's IGNITE! GALA



OVER \$3,500,000 RAISED!

2025: Ignite!

2024: Supercharged

2023: Full Throttle

2022: Vroom!

2021: All Revved Up

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FORD MODEL A SPONSORSHIP	\$7,000
STUDEBAKER PRESIDENT SPONSORSHIP	\$10,000
STUTZ BLACK HAWK SPONSORSHIP	\$15,000
PACKARD EIGHT SPONSORSHIP.....	\$25,000
AUBURN 8-100A SPEEDSTER SPONSORSHIP	\$50,000
DUESENBERG MODEL J SPONSORSHIP.....	\$75,000
BUGATTI TYPE 41 ROYALE SPONSORSHIP	\$100,000

Contact: Rosa Valenzuela | 619.398.0310 | rosa@sdautomuseum.org

San Diego Automotive Museum is a 501(c)(3) non-profit organization that is qualified to receive tax-deductible donations. Tax ID # 33-0147359

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FORD MODEL A SPONSORSHIP

\$7,000

- ◆ Table of 10
- ◆ Acknowledgement on stage
- ◆ Name/logo featured on event invitation and program
- ◆ Name/logo on THE Party's webpage on the museum's website
- ◆ Name/logo on night-of signage and prominently displayed on video at the opening celebration
- ◆ 1-year family membership to San Diego Automotive Museum
- ◆ Half-page color ad in program for THE Party
- ◆ Thank you social media post: Instagram, Facebook, LinkedIn (7,000+ combined channel followers)
- ◆ Name/logo in THE Party e-newsletter (9,000+ subscribers)
- ◆ Name/logo inclusion in THE Party welcome letter
- ◆ Name inclusion in the *GivingBack* Magazine article

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STUDEBAKER PRESIDENT SPONSORSHIP

\$10,000

- ◆ 1 VIP table of 10
- ◆ Acknowledgement on stage
- ◆ Name/logo featured on event invitation and program
- ◆ Name/logo on THE Party's webpage on the museum's website
- ◆ Name/logo on night-of signage and prominently displayed on video at the opening celebration
- ◆ 2 Speakeasy tickets
- ◆ 1-year family membership to San Diego Automotive Museum
- ◆ Half-page color ad in program for THE Party
- ◆ Thank you social media post: Instagram, Facebook, LinkedIn (7,000+ combined channel followers)
- ◆ Name/logo in THE Party e-newsletter (9,000+ subscribers)
- ◆ Name/logo inclusion in THE Party welcome letter
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STUTZ BLACK HAWK SPONSORSHIP

\$15,000

- ◆ Table of 10
- ◆ Acknowledgement on stage
- ◆ Name/logo featured on event invitation and program
- ◆ Name/logo on THE Party's webpage on the museum's website
- ◆ Name/logo on night-of signage and prominently displayed on video at the opening celebration
- ◆ 2 Speakeasy tickets
- ◆ 1-year family membership to San Diego Automotive Museum
- ◆ Half-page color ad in program for THE Party
- ◆ Thank you social media post: Instagram, Facebook, LinkedIn (7,000+ combined channel followers)
- ◆ Name/logo in THE Party e-newsletter (9,000+ subscribers)
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PACKARD EIGHT SPONSORSHIP

\$25,000

- ◆ 2 VIP tables of 10
- ◆ Acknowledgement on stage
- ◆ Name/logo featured on event invitation and program
- ◆ Name/logo on THE Party's webpage on the museum's website
- ◆ Name/logo on night-of signage and prominently displayed on video at the opening celebration
- ◆ 4 Speakeasy tickets
- ◆ 1-year family membership to San Diego Automotive Museum
- ◆ Half-page color ad in program for THE Party
- ◆ Thank you social media post: Instagram, Facebook, LinkedIn (7,000+ combined channel followers)
- ◆ Name/logo in THE Party e-newsletter (9,000+ subscribers)
- ◆ Name/logo inclusion in THE Party welcome letter
- ◆ Name inclusion in the *GivingBack* Magazine article

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AUBURN 8-100A SPEEDSTER SPONSORSHIP

\$50,000

- ◆ Name/logo on invitation and program "Sponsored By"
- ◆ 2 VIP tables of 10
- ◆ Acknowledgement on stage
- ◆ Name/logo featured on event invitation and program
- ◆ Name/logo on THE Party's webpage on the museum's website
- ◆ Name/logo on night-of signage and prominently displayed on video at the opening celebration
- ◆ 4 Speakeasy tickets
- ◆ 2-year family membership to San Diego Automotive Museum
- ◆ Full-page color ad in program for THE Party
- ◆ Thank you social media post: Instagram, Facebook, LinkedIn (7,000+ combined channel followers)
- ◆ Name/logo in THE Party e-newsletter (9,000+ subscribers)
- ◆ Name/logo inclusion in THE Party welcome letter
- ◆ Name inclusion in the *GivingBack* Magazine article

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DUESENBERG MODEL J SPONSORSHIP

\$75,000

- ◆ Name/logo on invitation and program "Sponsored By"
- ◆ Name/logo on website and THE Party marketing materials
- ◆ Permanent name on museum donor wall
- ◆ 3 VIP tables of 10
- ◆ Acknowledgement on stage
- ◆ Name/logo featured on event invitation and program
- ◆ Name/logo on THE Party's webpage on the museum's website
- ◆ Name/logo on night-of signage and prominently displayed on video at the opening celebration
- ◆ 4 Speakeasy tickets
- ◆ 2-year Bronze-level membership to San Diego Automotive Museum
- ◆ 2 full-page color ads in program for THE Party
- ◆ Thank you social media post: Instagram, Facebook, LinkedIn (7,000+ combined channel followers)
- ◆ Name/logo in THE Party e-newsletter (9,000+ subscribers)
- ◆ Name/logo inclusion in THE Party welcome letter
- ◆ Name inclusion in the *GivingBack* Magazine article

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CONTACT INFORMATION

Sponsor Name: _____

(Exactly how it should appear in print)

Contact Name: _____

Address: _____

City/State/Zipcode: _____

Phone: _____ Cell: _____

Email: _____

Donor Sponsor Level: _____

PAYMENT INFORMATION

☐ Check enclosed (Please make payable to San Diego Automotive Museum)

Please Bill My: ☐ Visa ☐ Mastercard ☐ Amex

Amount: \$ _____

Name on the Card: _____

Card Number: _____

Security Code: _____ Expiration Date: _____

Donor Signature: _____ Date: _____

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