

an evening of
Music & **Motion**
presented by

Drive Toward a Cure

...in association with the National Automobile Museum, Reno, NV...



...with the Driving Force Club.



FOR ALL SPONSORSHIP OPPORTUNITIES – CONTACT: Deb Pollack deb@drivetowardacure.org / Mindy Lokshin mindy@pscnn.org

An Evening of Music & Motion

A very special inaugural evening of **Music & Motion**™ featuring prominent cars owned by performing artists as well as including those driven by legendary racers who were challenged by Parkinson's, all curated throughout the entire 100,000+square feet of the remarkable National Automobile Museum.

Sharing the evening among our special guests will be singer/actress/producer **Vanessa Williams**, moderating an open discussion revealing the passion and professional lives of our panelists and highlighting the pure emotion we all share when it comes to music and cars.

Event Host and Beneficiaries



Drive Toward a Cure® -- a 501(c)3 tax-exempt charitable foundation that raises funds and awareness for Parkinson's disease research and patient care by expanding messages throughout the automotive community at large, contributing with financial support to further grassroots organizations and regional Parkinson Foundation Centers of Excellence including those in Atlanta, Houston, Phoenix, New York, Portland, San Diego, Nashville, San Francisco, Los Angeles, Denver and Reno



The Parkinson Support Center of Northern Nevada (PSCNN) is a 501(c)3 nonprofit organization dedicated to helping the over 5,000 patients and their families affected by Parkinson's disease in northern Nevada. PSCNN exists so no one has to face Parkinson's alone. They provide support for those affected by Parkinson's, opportunities for our Parkinson community to engage and connect, and information to the public to raise awareness of the disease.

*Whether you are sponsoring a package, looking for promotion opportunities, or contributing to our silent auction, the **Music & Motion** event is a great way for you and your business to connect with our community. **Music & Motion** will be promoting sponsors heavily including social media platforms leading up to the event.*

Please consider a sponsorship today!



Thursday, April 18, 2024 5-9pm at the National Automobile Museum in Reno

This exciting evening of **Music & Motion** will be a marquee event, attracting more than 250 individuals, ranging from car enthusiasts and collectors, to those associated with the cultural surroundings of the Reno area and beyond.

For event sponsors, this is a unique opportunity to connect with like-minded individuals, business professionals and community members seeking a casually elegant evening that will blend passion with philanthropy.

Opportunities include:

- Naming Rights – from presenting sponsorship to theatre, marquee and galleries
- VIP involvement
- Branding and giveaways
- Photography, transportation and red carpet
- Podcast, and more



Sponsorship Package Overview

| Golden Level “Grammy Package” (1 Available) | Platinum Level “Recording Package” (3 Available) | Bronze Level “Restoration Package” (10 Available) |
|---------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------|
| Naming Rights to Overall Event | Theatre /MIP Lounge/Dessert Gallery | Vendor Sponsorships |
| -- Presenting sponsor | -- Exterior naming on location | -- display/vendor table |
| -- promotional/branding | -- Inside product placement | -- ability to sell product |
| \$25,000 | \$10,000 | \$1,000 |
| Rockin’ Red “Vocal Package” (6 available timeframes) | “Paparazzi Package” (6 total – 2 photography/3 Galleries) | “Purple Rain Package” (various available opportunities) |
| ** Podcast sponsorship | Photo car/booth with branding | -- naming opportunities from store fronts to street names, license plates & more |
| -- naming rights/logo branding | Moving Photographer | -- temporary decals on street |
| -- on-air interview | (3) Gallery sponsors | -- Full page program ad and/or logo – |
| \$1,500 | \$3,500 (each) | \$500 |

Sponsorship Level Inclusions

| Golden Level "Grammy Package" | Platinum Level "Recording Package" | Bronze Level "Restoration Package" |
|----------------------------------------------|----------------------------------------------|---------------------------------------|
| 8 VIP Tickets | 4 VIP Tickets | 2 General Tickets |
| Print, Radio, Web and Social Media Promotion | Print, Radio, Web and Social Media Promotion | Booth Space |
| Logo on Step and Repeat | ½ Page Program Ad | Live URL logo on website |
| Signature Cocktail Name | Live URL logo on website | ¼ Page Program Ad |
| Full page program ad | | |
| Live URL logo on website | | |
| | | |

| Rockin' Red "Vocal Package" | "Paparazzi Package" | "Purple Rain Package" |
|------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------|
| 4 General Tickets | 2 VIP Tickets | Logo inclusion in program |
| ¼ Page Program Ad | ½ Page Program Ad | Live URL logo on website |
| | | |
| | | |
| 'Fly Me to the Moon' – IN-KIND SPONSOR Air Transport | 'Magic Carpet Ride' – IN-KIND SPONSOR Vehicle Transport | 'Brown Sugar – IN-KIND SPONSOR Food/Beverage |
| 8 VIP Tickets | 4 VIP Tickets | 2 VIP Tickets |
| Full page program ad | Full page program ad | Full page program ad |

FOR ALL SPONSORSHIP OPPORTUNITIES – CONTACT:

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Supporter Recognition

Individual Donors – Listed by Level in Program

- Best Contributing Artists - \$5K or above
- Rockin' It - \$2,500
- Label Maker - \$1,000
- Collector Series - \$500
- Independent Enthusiast - \$250



| |
|---------|
| \$5,000 |
| \$2,500 |
| \$1,000 |
| \$500 |
| \$250 |



Program Ads

FULL PAGE -- \$500

½ PAGE -- \$250

¼ PAGE -- \$100

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