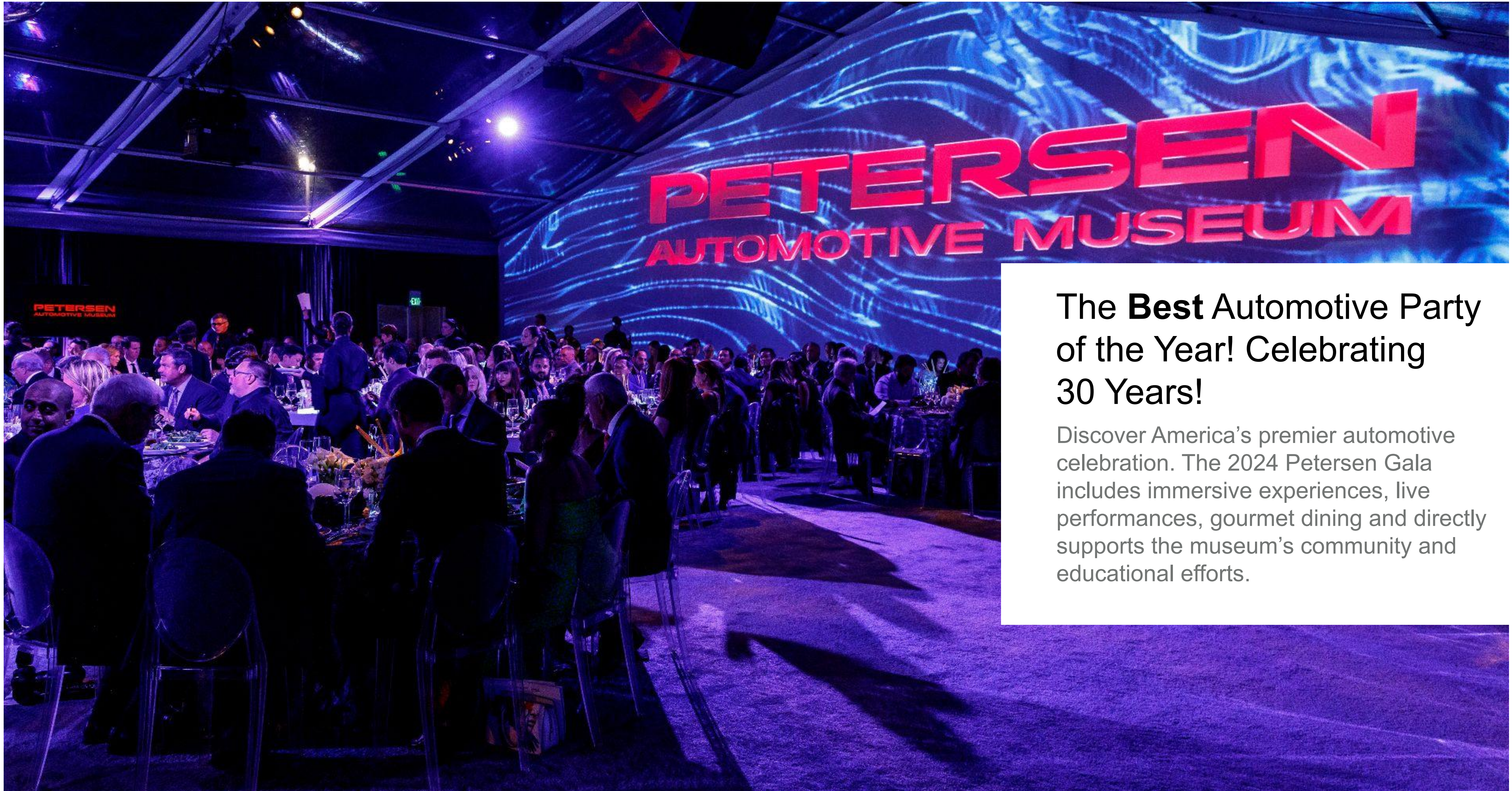


# PETERSEN MUSEUM'S 30TH ANNUAL GALA

AMERICA'S PREMIER AUTOMOTIVE PARTY  
HONORING BRUCE MEYER

SATURDAY | OCTOBER 19, 2024





## The **Best** Automotive Party of the Year! Celebrating 30 Years!

Discover America's premier automotive celebration. The 2024 Petersen Gala includes immersive experiences, live performances, gourmet dining and directly supports the museum's community and educational efforts.

# CELEBRATING BRUCE MEYER

## FOUNDING CHAIRMAN & ULTIMATE CAR GUY

Each year, the Petersen Automotive Museum hosts its annual gala to recognize an automotive executive by presenting the Robert E. Petersen Lifetime Achievement Award.

In 2024, the museum will be honoring the most influential car enthusiast in the world, our founding chairman, Bruce Meyer.





# Live Performance

## Interactive Experiences

Immerse yourself in experiences throughout the museum including exhibitions and interactives. During the sit-down portion of the evening there will be a live awards ceremony.

## Live On-stage Performance

Enjoy live music played throughout the program and dancing to close the evenings festivities.

# Celebrities & Automotive Royalty

The Petersen Automotive Museum Gala always attracts some of the world's most recognized personalities, including A-list celebrities and social media influencers and icons in the automotive space.



Dr. Wolfgang Porsche



Charles March, The Duke of Richmond



Patrick Dempsey



James Corden



# Live Auction

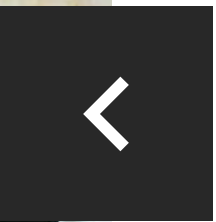
Your ticket to the Petersen gala will grant access to bidding on experiences you can't find anywhere else.

- **Exclusive Petersen-built vehicle**
- **The largest education match in the museum's 30-year history**

All of these unique opportunities, and more, will be available only at the Gala. All funds raised benefit the Museum's education programs, award-winning exhibits, and preservation efforts.



# SPONSORSHIP

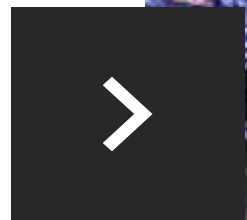


## WINE SPONSOR IN-KIND

- One full page ad in evening's program
- Logo featured on bar tops
- Inclusion in Gift Bag
- (2) tickets to the event
- Inclusion in email blast post event

## TABLE SPONSOR \$17,500

- 10 seats (full table) to the Petersen Museum Opening
- Portion Tax deductible

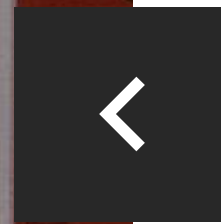
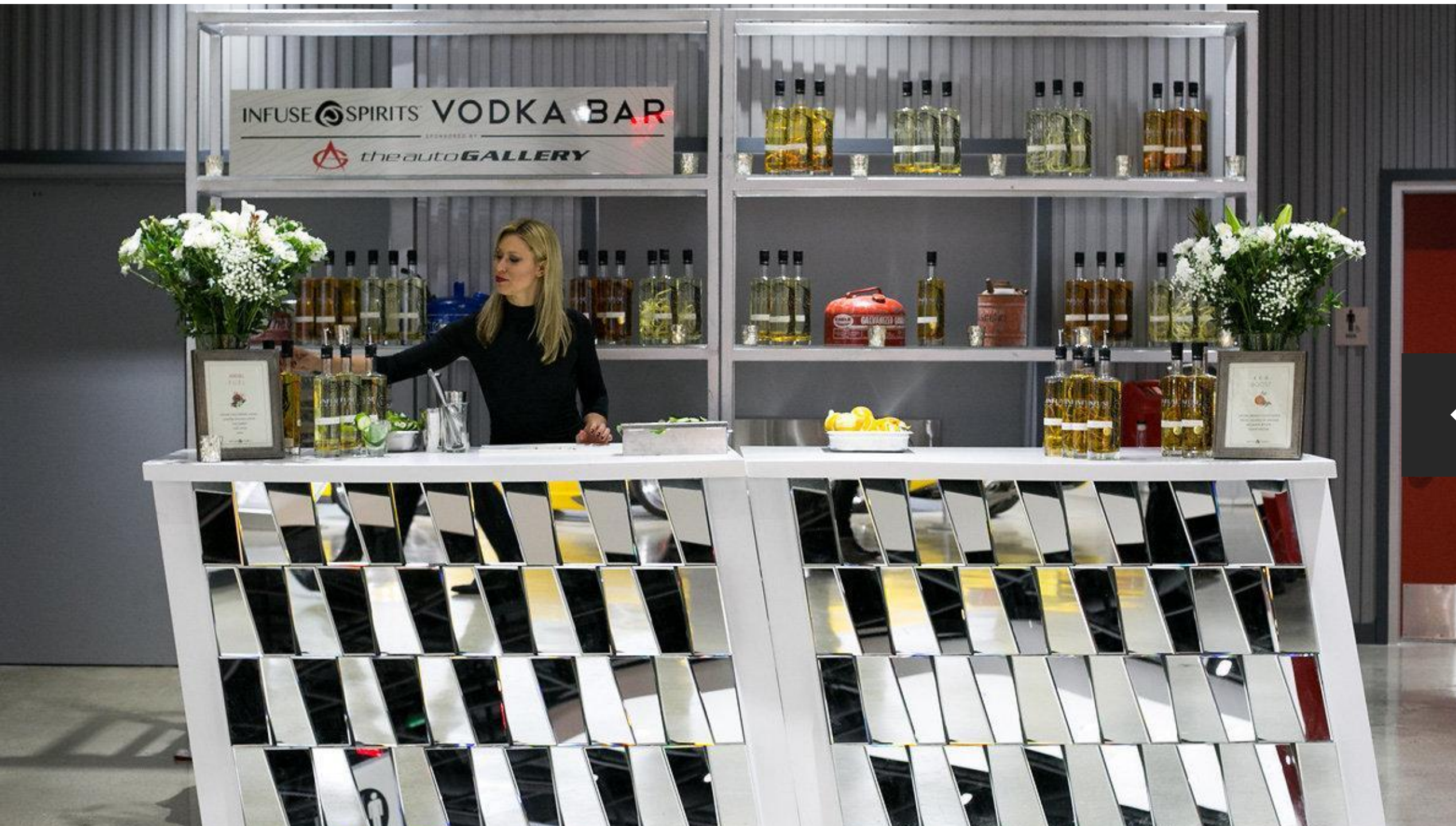
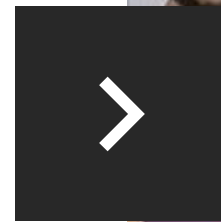




# EVENT SPONSOR/PREMIUM TABLE

## \$30,000

- One full page ad in event program
- Name featured by garage valet
- Logo featured on all museum digital displays
- Step & repeat logo
- Gift bag feature-TBD
- (1) Full-page ad in Petersen's quarterly magazine "Finishline"
- Company information displayed on website
- One table at event (front section)



# COCKTAIL SPONSOR

## \$40,000

- One full page ad in event Program
- Name featured on all cocktail stations & step and repeat
- Logo featured on all museum digital displays
- Name featured on napkin
- Gift bag feature- TBD
- Website feature
- (2) Full-Page Ads in Petersen's quarterly magazine "Finishline"
- One table at event (front section)



# FOOD SPONSOR/ELITE TABLE

## \$50,000

- One full page ad in event program
- Name featured on plaque on all tables
- Logo featured on all museum digital displays & step and repeat
- Name featured on napkin ring
- Gift bag feature- TBD
- Company information displayed on website
- (2) Full-page ads in Petersen's quarterly magazine "Finishline"
- One table at event (front section)
- Elite table includes private lunch 9/30

# PRESENTING SPONSOR

## \$100,000

- Logo on cover of event program
- Name featured on digital and physical displays around museum
- Step & repeat feature
- One premium table at event (front row)
- Product placement on Step & Repeat
- Presenting Website slider
- Ability to introduce entertainment
- Four banners on 4th floor terrace (cocktail lounge)
- (4) Full-page ads in Petersen's quarterly magazine "Finishline"
- Gift bag feature-TBD



# PROMOTION

The 2024 Petersen museum Gala will be promoted to over 1M of social followers and email subscribers as well as through multiple news outlets

**600**  
**Attendees**  
Celebrate with some of the largest names in the automotive world.

**30**  
**Media Outlets**  
The Petersen Gala will be covered by regional & international publications.

**LIVE**  
Augmenting the event, a virtual audience of donors will be in attendance, experiencing the exhibits, performances and auction.

**f META** **750,000+ Followers**

**▶ VIMEO/YOUTUBE** **Live streamed**

**✉ EMAIL** **180,000 Subscribers**



**THANK YOU**

**PETERSEN**  
AUTOMOTIVE MUSEUM