



February 18, 2010

Each year during the month of June, the Chrysler Employee Motorsport Association (CEMA) presents a car show on the grounds of the Walter P. Chrysler Museum. This year, the show will be held on Saturday, June 12, 2010. This charity event has supported a number of local organizations in the past. A portion of the net proceeds from this year's show will benefit the Museum Foundation (which is a 501(c)(3) non-profit organization). There are typically 250 to 350 vehicles on display at the CEMA Car Show. In addition, hundreds of spectators are drawn to this family-oriented event.

The partnership between CEMA and the Museum is a long and enduring one. The CEMA Car Show has been held at the Museum since 2000. Many CEMA members have been associated with the Museum as volunteers and staff members. The car shows are well organized and conducted in a highly professional manner by the CEMA members who volunteer their time and talents to make the car show a success. In 2009, CEMA participated in the Museum's Adopt-A-Vehicle program by adopting the 1948 Chrysler Town & Country convertible which is displayed on the Museum's first floor.

This year, we commemorate the 40th Anniversary of the 1970 Model Year 'Pony' Cars. Memorable 'Pony' cars from 1970 include the AMC AMX / Javelin, Plymouth Barracuda, Dodge Challenger, Chevy Camaro, Ford Mustang, Mercury Cougar, and Pontiac Firebird. We expect to have a number of these cars on display at the show. It is important to note that the CEMA Car Show welcomes all makes and models of cars, trucks, and motorcycles.

We provide a unique opportunity to become a sponsor of this show and assist CEMA in supporting the Museum Foundation. Enclosed are the sponsorship packages that are available this year. If you are willing to become a sponsor at any level, rest assured that your contribution will be used to support the mission of the Museum. If you need additional information, please contact:

Chrysler Employee Motorsport Association
PO Box 4493
Troy, MI 48099-4493

Email: carshow@cemaclub.org

On behalf of CEMA and the staff and volunteers of the Walter P. Chrysler Museum, thank you for your interest in the sponsorship opportunities related to the 2010 CEMA Car Show.

Sincerely,

Marc Rozman
Car Show Co-Chair

Edward Mazur
Car Show Co-Chair

Lori Emerling
CEMA President



Chrysler Employee Motorsport Association 2010 Car Show Sponsorship Packages

Sponsorship Level One: \$100 Contribution

- Inclusion of business name or logo on the Car Show sponsor page on the CEMA Internet site (www.cemaclub.org)
- Inclusion of business name or logo on the Car Show plaque or trophy
- Two (2) passes to the Walter P. Chrysler Museum

Sponsorship Level Two: \$150 Contribution

- Inclusion of business name or logo on the Car Show sponsor page on the CEMA Internet site (www.cemaclub.org)
- Inclusion of business name or logo on the Car Show plaque or trophy
- Vendor space (10' x 10') at the Car Show on June 12, 2010
- A guided tour of the Walter P. Chrysler Museum for two (2) participants during calendar year 2010; the actual date and time will be determined by mutual agreement between the sponsor and the Museum

Sponsorship Level Three: \$200 Contribution

- Inclusion of business name or logo on the Car Show sponsor page on the CEMA Internet site (www.cemaclub.org)
- Inclusion of business name or logo on the Car Show plaque or trophy
- Vendor space (10' x 10') at the Car Show on June 12, 2010
- A guided tour of the Walter P. Chrysler Museum for two (2) participants during calendar year 2010; the actual date and time will be determined by mutual agreement between the sponsor and the Museum
- Two Museum-exclusive sculptures from the Chrysler Designer Collection. The "Charger" sculpture was designed by Samuel Rosen and the "Fabulous Fifties" was designed by Joe Dehner. Each sculpture comes with a Certificate of Authenticity in a blue keepsake box that transforms into the perfect display stand. The retail value of the sculptures is \$89.90.

Also, the name of each sponsor will be announced throughout the day by our disc jockey and will appear on the Sponsor Board at the show.

If you are interested in participating as a sponsor, your commitment and payment must be received by Friday, May 22, 2010.



**Chrysler Employee Motorsport Association
2010 Car Show Sponsorship Packages**

SPONSORSHIP COMMITMENT FORM

Please return this Sponsorship Commitment Form by May 22, 2010, with your check payable to:

Chrysler Employee Motorsport Association
PO Box 4493
Troy, MI 48099-4493

If you have further questions regarding sponsorships, please contact the CEMA Car Show Chairpersons at carshow@cemaclub.org.

Sponsorship Level Commitment: _____

Business Name: _____

Address: _____

Contact Person: _____

Phone #: _____

E-mail: _____