

Kansas City AUTOMOTIVE MUSEUM

ART CAR FOR THE KANSAS CITY AUTOMOTIVE MUSEUM

Board Member Volunteer: Jeff Wagoner, Museum Founder

Project Parameters: In 2017, an “art car” was created using a pre-owned Volkswagen New Beetle. The Art Honor Society of Blue Valley Northwest High School painted whimsical designs on the car.



KCTV5 television did a story on the entire project. The art car was auctioned at the “Dancing with the Cars” annual benefit gala for the museum and generated over \$6,000 from its sale. Overall, it was a fun and successful project that still continues to benefit the auto museum. Back in 2017, it was contemplated that the auto museum create and auction one art car per year. Unfortunately, that hasn’t occurred, but now is the time to revive this very cool project. In 2019, Mecum offered to let us sell an art car at its December auction, with all of the proceeds going to benefit the museum. This would no doubt be a better venue to sell the car than just the captive audience at Dancing with the Cars. The concept was to have the kids who worked on the car be present at the Mecum Auction to push the art car across the auction block – a great way to reward the creators and get publicity for the auto museum and the high school – and it looks good for Mecum, too. We have a local “vehicle wrap artist”, Todd Pearson of Lenexa, Kansas, who has offered to assist the high school students with creating a really cool design on vehicle wrap material, rather than painting the car. Doing a wrap rather than painting the car has many advantages.

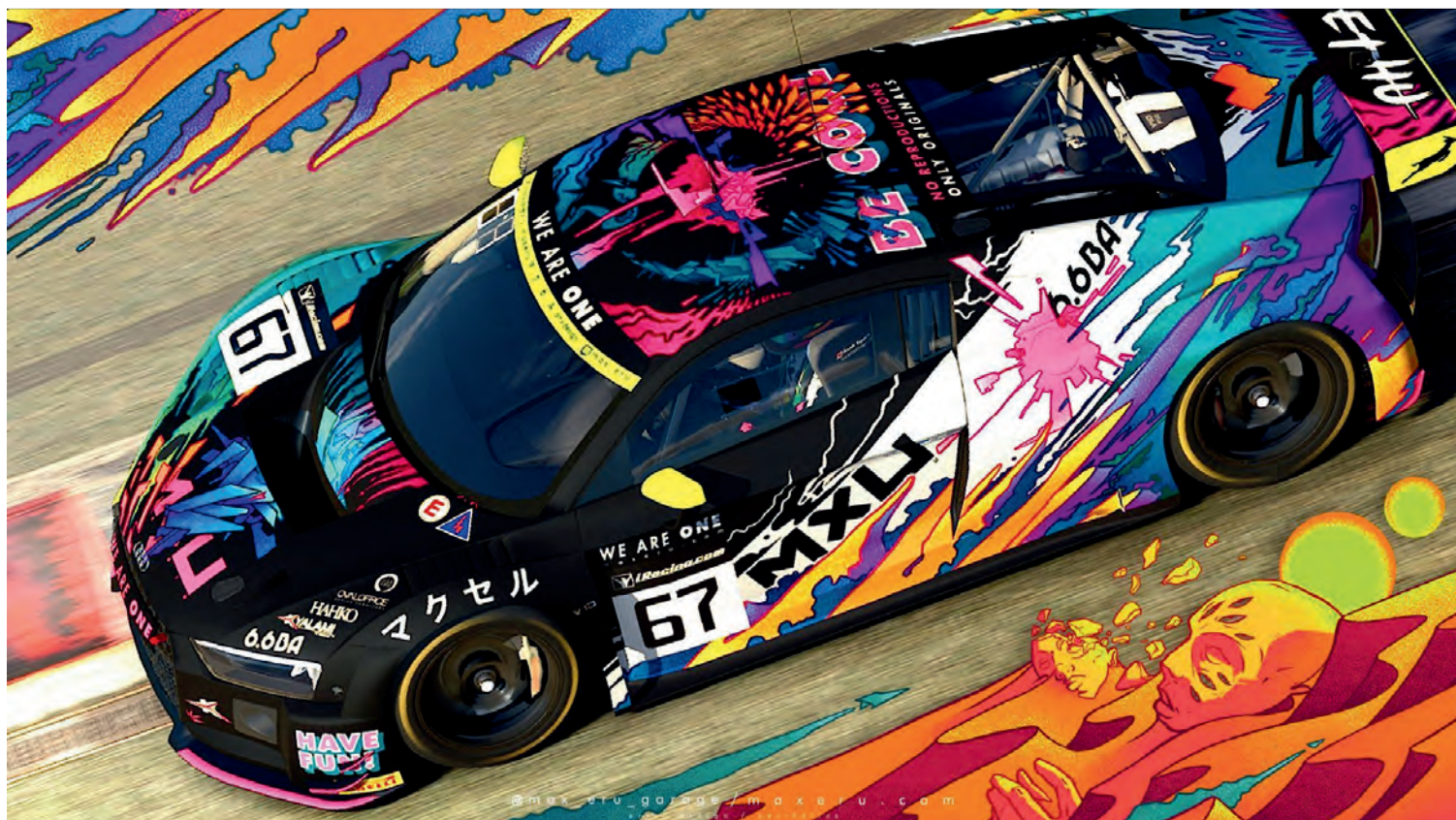
Donor Car: One of the auto museum's founders has donated a 2017 Ford Mustang convertible for his project. Although we have not seen the car in person yet, it is believed to be in very good condition.

Work to be Performed by the High School Students: There are 4 distinct aspects of this project to be performed by high school students:

1. Art students to work with the vehicle wrap artist to design the graphics that will be printed onto the wrap material. This will likely need to be done at the vehicle wrap artist's studio in Lenexa.
2. Auto shop students to take the car in and ensure that it is mechanically in excellent condition. This may require changing oil and other fluids, changing brake pads and rotors, ensuring that the headlights, brake lights and turn signals are functioning and performing any other general maintenance required. The interior of the car should be cleaned and detailed as well. This work would be done at the high school.
3. Auto shop students and/or Art students to assist the vehicle wrap artist in installing the vehicle wrap. This could be done at the high school or at the Kansas City Automotive Museum in Olathe.
4. Visual arts or journalism students to create a "making of the art car" video. The length would be from 3 to 5 minutes. It would include interviews with the car donor, students and staff involved in the project.

Design Concept: The design for the car should be visually striking and should be tailored to the vehicle (rather than just a picture placed on the vehicle). It should be unique and not something that appears to be a canned design that could be purchased by anyone as a standard design decal. Examples for inspiration:









Additional Comments: For this project, it would be wonderful to have an “unveiling” event to celebrate the new art car and recognize the artists. The unveiling event would be a good opportunity to raise funds to cover the costs of this project or future projects. A news release publicizing the unveiling event will definitely garner local news coverage, and may very well get good visibility on a larger scale online. It is expected that the project will draw local news coverage as well as have a national television exposure from being featured by Mecum.

2024 ART CAR SPONSORSHIP OPPORTUNITY

BENEFIT	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
	\$5000	\$1000	\$500
KCAM WEBSITE	X	X	X
SOCIAL MEDIA: FACEBOOK, INSTAGRAM, TWITTER (INCLUDING TWO SHOUT OUT VIDEOS)	X	X	X
E-NEWSLETTER	X	X	X
ALL PRINT AND DIGITAL SIGNAGE FOR EVENT	X	X	
STUDENT MEDIA PRODUCTION	X		
MENTIONS AT KCAM HOST PARTY, KCAM UNVEILING EVENT, PRESS RELEASES, EVENT MATERIALS, AND DIGITAL, AUDIO AND PRINT MEDIA INTERVIEWS.	X	X	
SIX MONTH FAMILY MEMBERSHIP TO KANSAS CITY AUTO MUSEUM.	X		
SIX MONTH CAR STORAGE AT THE UNDERGROUND.	X		
DISPLAY THE CAR AT SPONSOR’S PLACE OF BUSINESS	X		
OPPORTUNITY TO FEATURE A CAR OF YOUR CHOICE FOR A CORRESPONDING THEME FOR ONE MONTH AT THE KCAM.	X	X	
Subsequently displayed at the auto museum with a placard noting the sponsor.	X	X	X

2024 ART CAR SPONSORSHIP

BENEFIT	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
	\$5000	\$1000	\$500
KCAM WEBSITE	X	X	X
SOCIAL MEDIA: FACEBOOK, INSTAGRAM, TWITTER (INCLUDING TWO SHOUT OUT VIDEOS)	X	X	X
E-NEWSLETTER	X	X	X
ALL PRINT AND DIGITAL SIGNAGE FOR EVENT	X	X	
STUDENT MEDIA PRODUCTION	X		
MENTIONS AT KCAM HOST PARTY, KCAM UNVEILING EVENT, PRESS RELEASES, EVENT MATERIALS, AND DIGITAL, AUDIO AND PRINT MEDIA INTERVIEWS.	X	X	
SIX MONTH FAMILY MEMBERSHIP TO KANSAS CITY AUTO MUSEUM.	X		
SIX MONTH CAR STORAGE AT THE UNDERGROUND.	X		
DISPLAY THE CAR AT SPONSOR'S PLACE OF BUSINESS	X		
OPPORTUNITY TO FEATURE A CAR OF YOUR CHOICE FOR A CORRESPONDING THEME FOR ONE MONTH AT THE KCAM.	X	X	
SUBSEQUENTLY DISPLAYED AT THE AUTO MUSEUM WITH A PLACARD NOTING THE SPONSOR.	X	X	X

2024 ART CAR SPONSORSHIP

PARTNER NAME AS IT IS TO APPEAR ON ALL RECOGNITION
EMAIL CORPORATE LOGO FOR DISPLAY TO SPONSOR@KCAUTOMUSEUM.COM.

CONTACT NAME

ADDRESS (to which tickets will be delivered)

CITY

STATE

ZIP CODE

TELEPHONE

EMAIL ADDRESS

☐ **GOLD SPONSOR**
\$5000

☐ **BRONZE SPONSOR**
\$500

☐ **SILVER SPONSOR**
\$1000

NAME:

NAME:

CC NUMBER:

BANK NAME:

EXP. MM/YYYY

CCV CODE

ZIPCODE

ROUTING NUMBER

ACCOUNT NUMBER

☐ **PAYMENT ENCLOSED**
Check # _____

SIGNATURE _____ **DATE** _____

☐ **SEND INVOICE** ☐ **CC/ACH DATE:** _____

PRINTED NAME _____

We thank you for your support of our mission through this partnership. KCAM reserves the right to modify or cancel events for the general safety of the organizers, attendees and community. No refunds will be made due to event modifications or cancellations. The Kansas City Auto Museum is tax-exempt under Section 501(c)(3) of the Internal Revenue Code. The fair market value of tangible benefits received will be communicated in the payment acknowledgement.

Kansas City
AUTOMOTIVE MUSEUM

Sponsor@kansascityautomuseum.com

15095 WEST 116TH STREET, OLATHE, KS 66062 | 913.322.4227 | KANSASCITYAUTOMUSEUM.COM