

BECOME A SPONSOR

ABOUT THE KANSAS CITY AUTOMOTIVE MUSEUM

The Kansas City Automotive Museum (KCAM) presents our region's automotive heritage in manufacturing, racing, collecting and marketing of automobiles and motorcycles. It is our mission to entertain and educate all generations through the preservation, promotion and display of Kansas City's rich automotive heritage. We accomplish this through our education and preservation programs and community events. KCAM showcases historical content, automotive memorabilia and rotates a collection of approximately 90 vehicles per year. The Museum also houses a drive-in area that is used to rotate cars monthly in conjunction with special exhibits and scheduled car clubs.

ABOUT THE UNDERGROUND

The Underground is our facility dedicated to preserving Kansas City automotive history. It is also Kansas City's largest subterranean storage facility exclusively for cars and motorcycles. Historic driving tours and guided educational tours of The Underground are offered monthly and the facility is available for car shows and public and private events.



OUR REACH



WEBSITE

20,600+
VISITORS

69,281
PAGE VIEWS



EMAIL

3,964+

39%
AVG OPEN RATE
24
ANNOUNCEMENTS IN
NEWSLETTERS



SOCIAL

12,752+
FACEBOOK FOLLOWERS

3,061+
INSTAGRAM FOLLOWERS



COLLATERAL

4,000+
FLYERS PRINTER

10,000
PROGRAMS & EVENTS
BROCHURES

7,000
EVENT POSTCARDS

Statistics for the Kansas City Automotive Museum events. Statistics vary for larger events.

SPONSORSHIP OPPORTUNITIES

Monthly Exhibit
\$1,000

Curated exhibits rotate monthly in the Drive-in. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage.

Scouts
Month of January
Sponsorship: \$1,000

January is Pinewood & Powder Puff Derby month. KCAM is proud to host 1,400+ scouts and their families in the month of January alone! The Museum also offers workshops to fulfill requirements for Scout Automotive Maintenance Badge and Cub Scout Artist Pins. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage.

Cars & Coffee
Every 1st & 3rd Saturdays
Sponsorship:
\$500/quarter or \$2,000/yr

Not to miss! Our bi-monthly Cars & Coffee is an impromptu car show that draws on average 100 + vehicles and alternates between the Olathe Museum and The Underground. Sponsors are recognized on the KCAM website, The Underground webpage, Facebook, via e-mail newsletters and event signage. **Booth space is available!**

Member Events
Sponsorship: \$1,000/yr

KCAM members will enjoy an exclusive events such as: meet the Board: A Members Only Cruise Event and Member Exclusive Holiday Happy Hour. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage.

Community Impact Events
Sponsorship \$500/yr

Join us in supporting special members of our community! Each year KCAM offers FREE Admission to Mom's on Mother's Day, Father's on Father's Day, Veterans on Veterans Day and First Responders on First Responder's Day. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage.

Historic Kansas City
Driving Tours
Sponsorship: \$500

Driving tours departs from The Underground and feature a historic view of how transportation shaped Kansas City. From streetcars to race cars, interurbans to interstates, the tour showcases iconic changes to the city over the last couple centuries. Stops include Martini Corner, The Jazz District, West Bottoms and the Northeast Colonnade. Sponsors are recognized on the KCAM website, The Underground webpage, Facebook, via e-mail newsletters and on event programs.

Women and Wheels
June 1
Sponsorship: \$500-1,500

Hosted at the Kansas City Automotive Museum. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage. **Booth space is available!**

Oddballs & Obscurities
June 11
Sponsorship: \$500

Do you have an affinity for quirky things? Join us for the Oddballs & Obscurities Car Show. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage. **Booth space is available!**

Cars, Coffee & Pancakes
June 2025
Sponsorship: \$500

Cars, Coffee, and Pancakes! Join us as we celebrate our 10th anniversary during Cars & Coffee on June 18th. Plates are \$6 for UNLIMITED PANCAKES AND SAUSAGES. Entry to the Museum is FREE with a plate purchase. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and exterior event signage. **Booth space is available!**

The Great Car Show
July 2025
Sponsorship:
\$2,500-\$20,000

This benefit event includes educational displays, music, youth judging, people's choice judging, vendors, food trucks and more. This event draws a crowd of 3,700+ spectators to view over 400 vehicles of all makes and models. See page 9 for sponsor benefits.

Breakfast with Santa
December
Sponsorship: \$1,000

Join Santa for breakfast and photos during Cars & Coffee. Plates are \$6 for UNLIMITED PANCAKES AND SAUSAGES. Entry to the Museum is FREE with a plate purchase. Sponsors are recognized on the KCAM website, Facebook, via e-mail newsletters and event signage.