

Driving Kansas City's Automotive Legacy Forward

YEAR | 2026

Kansas City
AUTOMOTIVE MUSEUM

The UNDERGROUND
Kansas City's Car Collection

CORPORATE PARTNERSHIP & SPONSORSHIP

OPPORTUNITIES

KANSAS CITY AUTOMOTIVE MUSEUM

2026 CORPORATE PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

Driving Kansas City's Automotive Legacy Forward

Dear Community Partner,

The Kansas City Automotive Museum (KCAM) opened in May 2014 as a 501(c)(3) nonprofit organization dedicated to preserving and celebrating Kansas City's rich automotive heritage. Currently located in Olathe, Kansas, our interim museum features more than 30+ vehicles within a 10,000-square-foot exhibit space and has become a recognized gathering place for car enthusiasts, historians, clubs, families, and visitors from across the region.

Across the Kansas City Automotive Museum in Olathe, KS and The Underground in Kansas City, Missouri, we now showcase more than 450+ vehicles, 30+ signature events annually, and welcome 25,000+ of visitors each year. Our exhibitions highlight pivotal moments in local automotive history, including 1965 Le Mans winner Masten Gregory (the "Kansas City Flash"), the Ford Winchester Plant, Homer B. Roberts and the Greenlease Cadillac Dealership.

Looking ahead, our Legacy in Motion Capital Campaign is advancing plans for a new, state-of-the-art museum at The Underground location — creating expanded access, immersive exhibits, and enhanced educational opportunities that will serve Kansas City for generations to come.

Our 2026 Corporate Partnership & Sponsorship Program offers businesses a unique opportunity to align with this momentum. Your support directly fuels exhibitions, education initiatives, free community days, and high-impact events while positioning your brand at the center of Kansas City's automotive culture.

Sincerely,

A handwritten signature in black ink that reads "Scott Oberkrom".

Scott Oberkrom

Scott Oberkrom
Executive Director

Our Mission

The Kansas City Automotive Museum preserves, celebrates, and advances Kansas City's rich automotive heritage through exhibitions, education, and community engagement.

Our Impact

To date includes more than 100,000+ visitors, 900+ vehicle rotations, 65+ curated exhibits, 400+ events, 100+ sponsors and contributors, and the support of over 65 dedicated volunteers and 16 staff members. Through compelling exhibitions, signature events, and hands-on educational programming, KCAM connects our community to the innovation, craftsmanship, and cultural significance of the automobile.

SIGNATURE EVENTS

Driving Kansas City's Automotive Legacy Forward

THE GREAT CAR SHOW | April 19, 2026 | \$2500-\$10000

Attendance: 3,700+ spectators | 400+ vehicles

Audience: Families, collectors, enthusiasts, sponsors, media.

Why Sponsor

More Than a Car Show – A Kansas City Tradition, Sponsoring The Great Car Show connects your brand to families, collectors, and enthusiasts while supporting education, preservation, and community access through KCAM.

Sponsorship Opportunities - Presenting Sponsor - VIP Tent Sponsor - Awards Sponsor - Gold, Silver & Bronze Sponsors - Vendor & display booths

AUTOCROSS AT THE UNDERGROUND | August 22, 2026 | \$500-\$5000

Focus: Inclusive racing experience for special needs students.

Audience: Families, educators, community leaders, sponsors.

Why Sponsor

A mission-driven, emotionally impactful event showcasing KCAM's commitment to accessibility and community inclusion.

Sponsorship Opportunities - Presenting Sponsor - Golf Cart Sponsors - VIP Access Sponsor - Volunteer & experience sponsors

DANCING WITH THE CARS | November 14, 2026 | \$1500-\$10000

Format: 1950s-themed evening fundraiser

Audience: Corporate leaders, donors, collectors, young professionals

Why Sponsor

An elegant, high-energy fundraising event offering premium hospitality and storytelling opportunities. Ideal for entertaining clients while supporting KCAM's mission.

Sponsorship Opportunities - Title Sponsor - Entertainment Sponsor - Program Sponsor - VIP Tables - Auction & cocktail sponsorships

CARS & COFFEE SERIES | April–October 2026 | \$2500/Year

Frequency: 1st & 3rd Saturdays (14 dates)

Audience: Enthusiasts, collectors, repeat visitors.

Why Sponsor

Consistent, high-frequency exposure to Kansas City's most engaged automotive community.

Sponsorship Opportunities - Series Sponsor - Vendor Booths - Pancake Event Sponsor - Monthly activation sponsor

COMMUNITY IMPACT EVENTS & OTHER SPONSORSHIP OPPORTUNITIES | 2026 | \$175-\$2500

Audience: Families, students, educators, veterans, and community members seeking accessible, educational, and inclusive cultural experiences.

KCAM's Community Impact Events remove barriers to access and invite everyone to experience Kansas City's automotive heritage. Through free and low-cost admission days, educational programming, and inclusive celebrations, these events create meaningful connections while ensuring the Museum remains welcoming to families, educators, veterans, and underserved audiences.

2026 CORPORATE PARTNERSHIP AND EVENT PACKAGE

Sponsor Benefits	Heritage Sponsor <i>Car Heritage</i>	Artistry Sponsor <i>Car Restoration</i>	Catalyst <i>Education & Community</i>	Precision <i>Youth Skills & STEM</i>	Ignition <i>Sparking Curiosity</i>
	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500
Cars & Coffee Vendor Opportunities. 1st Sat. Apr.-Oct. - The Underground 3 rd Sat. Apr.-Oct. - KCAM	10 Saturdays Exhibit Booth (Table & Chairs included)	8 Saturdays Exhibit Booth (Table & Chairs included)	6 Saturdays Exhibit Booth (Table & Chairs included)	4 Saturdays Exhibit Booth	2 Saturdays Exhibit Booth
VIP Tickets at Great Car Show.	VIP Area Access (10)	VIP Area Access (8)	VIP Area Access (6)	VIP Area Access (4)	VIP Area Access (2)
Corporate-Sponsor or Individual Vehicle & Entry into Special Invitational area at Great Car Show.* *Vehicle must meet curatorial standards and be pre-approved by KCAM. April 2026	3 Vehicles & 10x10 Tent Space	2 Vehicles & 10x10 Tent Space	1 Vehicle & 10x10 Tent Space	10 x 10 Tent Space	NA
AutoCross At The Undergound. August 2026	Golf Cart & Gold Sponsor	Golf Cart & Silver Sponsor	Golf Cart Sponsor	Gold Sponsor	Silver Sponsor
Exclusive invitation to Dancing with the Cars, Tickets to the Event & Sponsor Recognition. November 2026	1 Table	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Recognition & Sponsorship for Museum Community Impact days.					
Corporate Sponsor Employee Free Museum Entry Day. (Date must be pre-determined)				50 Museum Passes	25 Museum Passes
Corporate Sponsorship of our NEW Jr. Volunteer Program.					
Recognition on KCAM Website and Social Media, & Newsletter. Signage at the Museum and The Underground Facilities. (12 months)					
Discount on Individual KCAM Memberships purchased by your employees.	20%	15%			
Private Group Tour of the KCAM (Up to 20 people).					
Private Group Tour of The Underground (Up to 10 people) Includes a "Happy Hour" and a Commemorative T-shirt.					

**Subject to Deadlines*

2026 CORPORATE PARTNERSHIP & SPONSORSHIP BENEFITS

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All KCAM sponsors receive year-round recognition across our website, social media, newsletters, and on-site event signage. Benefits scale by level and may be customized to best meet your marketing and community engagement objectives.

□ Heritage Sponsor – \$20,000

Car Heritage | One Available

Honoring and preserving Kansas City's rich automotive history and cultural legacy.

- Premier year-round brand recognition (digital and on-site)
- Top-tier VIP access and tickets to all major KCAM events
- Exclusive engagement opportunities, including vendor booths, vehicle display, and private tours
- Employee perks and sponsorship of KCAM youth and community programs

□ Artistry Sponsor – \$15,000

Car Restoration | Two Available

Celebrating the craftsmanship, design, and skilled restoration that bring automotive history to life.

- Year-round recognition across KCAM platforms
- VIP access and tickets to signature events
- On-site activation opportunities and private sponsor experiences
- Employee membership discounts

□ Catalyst Sponsor – \$10,000

Education & Community | Four Available

Activating learning, access, and community connection through automotive education.

- Annual recognition and event visibility
- VIP access to KCAM's premier events
- Vendor booth or vehicle display opportunities
- Direct support for KCAM education and community programs

□ Precision Sponsor – \$5,000

Youth Skills & STEM | Six Available

Building technical skills and curiosity through hands-on engineering and design

- Recognition at the Museum and online
- Event tickets and VIP access
- Limited on-site engagement opportunities
- Employee and client experiences

□ Ignition Sponsor – \$2,500

Sparking Curiosity | Ten Available

Introducing young minds to discovery, creativity, and the joy of automotive learning.

- Digital and on-site recognition
- Event access and select VIP benefits
- Community impact through KCAM programming

Add-On & Event Sponsorship Opportunities

- Cars & Coffee (April–October)
- AutoCross at the Underground (August 2026)
- Great Car Show (April 2026)
- Dancing with the Cars (November 2026)

Benefits scale by sponsorship level and availability.



Kansas City
AUTOMOTIVE MUSEUM