

Rev up Lansing

WITH YOUR SPONSORSHIP OF THE CAR CAPITAL AUTO SHOW!

On Saturday, July 18, 2026, the R.E. Olds Transportation Museum's Car Capital Auto Show motors into Downtown Lansing to provide a premier auto show to the public. Thousands of spectators and 225 registered vehicles are anticipated for this year's event. This year's event will also include a special "Lansing's Auto Revolution" section featuring vehicles produced pre-1940 by Durant, Oldsmobile, and REO Motor Car Company. This free, non-profit, family-friendly outdoor show has attracted attention from area residents, as well as people throughout the Midwest.

BY PARTNERING WITH US,

You'll demonstrate you're a community-minded contributor and key supporter of our mission to preserve Lansing's automotive heritage.

Your participation will not only benefit the museum but will also be seen by thousands, thereby enhancing tourism in our area.

Your sponsorship may be tax-deductible. The R.E. Olds Transportation Museum is a non-profit 501(c)(3) organization.



CONTACT US

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240 Museum Dr.

Lansing, MI 48933



SPONSORSHIP LEVELS

Title Sponsor*: \$10,000- All benefits from levels below, plus

- 10x10 sponsor space with a tent next to the awards table, at the center of the show
- Company representative is invited to speak at the Awards Ceremony and help present awards.
- Your company name engraved on the Best in Show Awards.

Platinum Level*: \$5,000- All benefits from levels below, plus

- 10x10 sponsor space with a tent at the center of the show.
- Recognition on radio promotional spots on local broadcasts

Gold Level: \$2,500- All benefits from levels below, plus

- 10x10 sponsor space on the show field (you provide tent)
- Recognition on our website WITH a direct link to your site.
- Your company name announced throughout the day at the event.



Silver Level: \$1,000- All benefits from levels below, plus

- Recognition on our social media
- Your company name AND logo on the sponsorship board
- Opportunity to distribute promotional material to show attendees

Bronze Level: \$500- Benefits from levels below, plus

- Your company name on the sponsorship board.

Ambassador Level: \$250

- Recognition on our website's Car Capital Auto Show page

*In-kind donations are welcome
as well! Call to Inquire*



Please select a level of sponsorship: _____

Company Name: _____ Phone : _____

Contact: _____ Email: _____

Address: _____

Please select a method of payment:

- ☐ Check enclosed, made payable to R.E. Olds Transportation Museum
- ☐ Please send me an invoice via email (can be paid via check or online)

****Title and Platinum Sponsors are encouraged to register before April 1st.***