

## Corporate Giving Program Recognition

	Corporate Leadership Alliance			Event Sponsorship		Small Exhibition	Major Exhibition		
Recognition includes the following, as applicable to support.	Bronze	Silver	Gold	Event / Program / Publication Sponsor	Signature Event Sponsor	Exhibition Sponsor	Local Supporting Sponsor	Local Presenting Sponsor	National Presenting Sponsor (Exclusive)
	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$50,000	\$25,000 - \$50,000	\$50,000 - \$99,999	\$100,000 - \$249,999	\$250,000 and above
<b>GENERAL RECOGNITION</b>									
Recognition in Corporate Partnerships page of Chrysler.org	text	text	logo + link	logo + link	logo + link	logo + link	logo + link	logo + link	logo + link
Listing on donor board in Huber Court	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on full-page annual advertisement of corporate support in the Virginia Pilot (105,919 in circulation) and Inside Business (9,000 in circulation)			✓	✓	✓	✓	✓	✓	✓
<b>C-SUITE NETWORKING EVENTS*</b>									
Invitation to Major Donor Recognition Event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Invitation to Corporate Leadership Luncheon			✓	✓	✓	✓	✓	✓	✓
Rental of Huber Court, Perry Glass Studio, or Kaufman Theater for one private corporate event per year (\$5k value). Restrictions apply.			discount	waiver	waiver	waiver	waiver	waiver	waiver
<b>CLIENT AND EMPLOYEE OPPORTUNITIES*</b>									
Invitation to Business Appreciation Day	✓	✓	✓	✓	✓	✓	✓	✓	✓
Invitation to CLA Social		✓	✓	✓	✓	✓	✓	✓	✓
Invitation to the Members' only exhibition opening party		✓	✓	✓	✓	✓	✓	✓	✓
Reserved table or tickets and opportunity to make remarks (when applicable)				✓	✓				
Private, curator-led tour of exhibition (1)						✓	✓	✓	✓
Opportunity to host private event with tour (additional costs apply)						✓	✓	✓	✓
<b>DIGITAL</b>									
Exhibition/Event announcement on social media (72k followers with 2M total reach)				text	text	text	text	logo	logo
Related announcements in weekly e-newsletters (17,000 addresses)				text	text	text	text	logo	logo
Recognition on Event page of Chrysler.org					logo	logo	text	logo	logo
<b>MUSEUM COLLATERAL</b>									
Recognition in exhibition donor board						text	text	logo	logo
Promotional exhibition signage								logo	logo
Recognition in the Chrysler Museum magazine (within exhibition article) [5,500 in circulation]					logo	text	text	logo	logo
Materials promoting exhibition/event programs					logo	text	text	logo	logo
Posters for public distribution						text	text	logo	logo
Recognition in invitation to Member's only opening events (3,500 in circulation for large changing exhibitions)							text	logo	logo
<b>ADVERTISING (ad plan dependent on exhibition needs)</b>									
Recognition in press materials						✓	✓	✓	✓
National, regional, and local ad buys								✓	✓
Broadcast media recognition									✓
<b>CATALOG (ONLY CHRYSLER CURATED EXHIBITIONS)</b>									
Recognition of support in catalogue							text	logo	logo
Complimentary copies of exhibition catalogue*							1	5	5