

LINCOLN HIGHWAY HERITAGE CORRIDOR EVENTS SPONSOR SPONSORSHIP FORM



If you are interested in sponsoring any of our events, please fill out the attached form and send the completed form and check to the Lincoln Highway Heritage Corridor at 3435 State Route 30 E Latrobe, PA 15650.

Please send a digital file of your organization logo to office@lhhc.org.

Business/Organization Name: _____

Business Address: _____

Contact Name: _____

Contact E-mail: _____

Contact Phone Number: _____

Selected Sponsorship Level (please circle):

EVENT SPONSOR (\$3,000)

LINCOLN SPONSOR (\$250)

EXHIBIT SPONSOR (\$1,000)

GENERAL SPONSOR (\$100+)

SPEAKER SERIES SPONSOR (\$500)

OTHER* _____

If you would like to make your sponsorship contribution electronically, please go to <https://lhhc.org/how-to-help/> and select *Sponsorship Opportunities*.

*If you would like to give an alternative donation or a gift in-kind, please indicate your interest on this form. The Lincoln Highway Heritage Corridor will be in contact with you directly to recognize your gift.





LINCOLN HIGHWAY EXPERIENCE MUSEUM

Event Sponsorship Opportunities

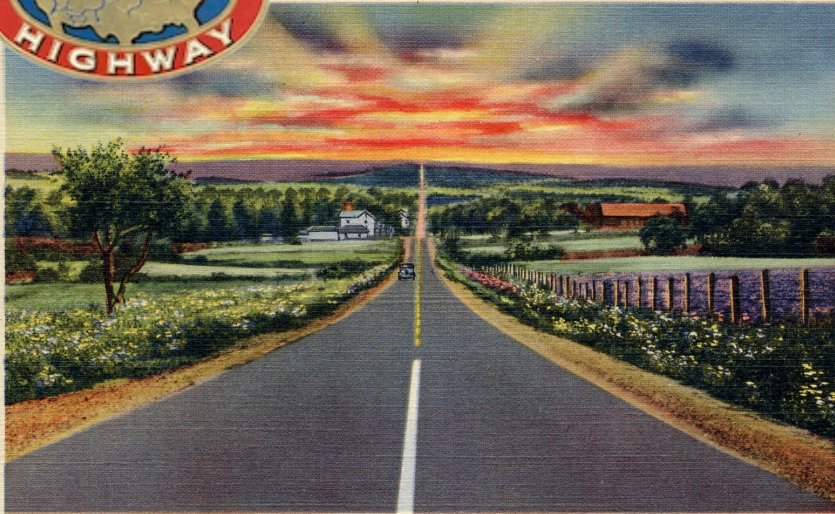


3435 State Route 30 E
Latrobe, PA 15650
724-879-4241
LHHC.org

WHO WE ARE



THE SUN RISES ON THE SEVEN MILE STRETCH OF THE LINCOLN HIGHWAY



The Lincoln Highway Heritage Corridor is one of twelve designated Heritage Areas in Pennsylvania established by then-Governor Tom Ridge in 1995. LHC is a 501(c)(3) nonprofit that promotes and preserves the natural, historical, and cultural resources of the Lincoln Highway, the first transcontinental highway dedicated in 1913. LHC works to support the Lincoln Highway through economic development and tourism across the 200-mile corridor from Irwin in Westmoreland County to Abbottstown in Adams County.

THE MUSEUM

The Lincoln Highway Experience is the official museum of the Lincoln Highway Heritage Corridor, located in Latrobe, PA. Housed in the historic Johnston House, the museum tells the story of early American auto travel through engaging exhibits, vintage vehicles, and interactive programs. Visitors enjoy a self-guided tour ending with a fresh slice of pie and a cup of coffee—just like the golden age of road tripping!



Sponsoring Partner Benefits



Sponsors who commit to \$1,000 or more in support of the Lincoln Highway Experience Museum are designated **Supporting Partners** and will receive the following benefits:

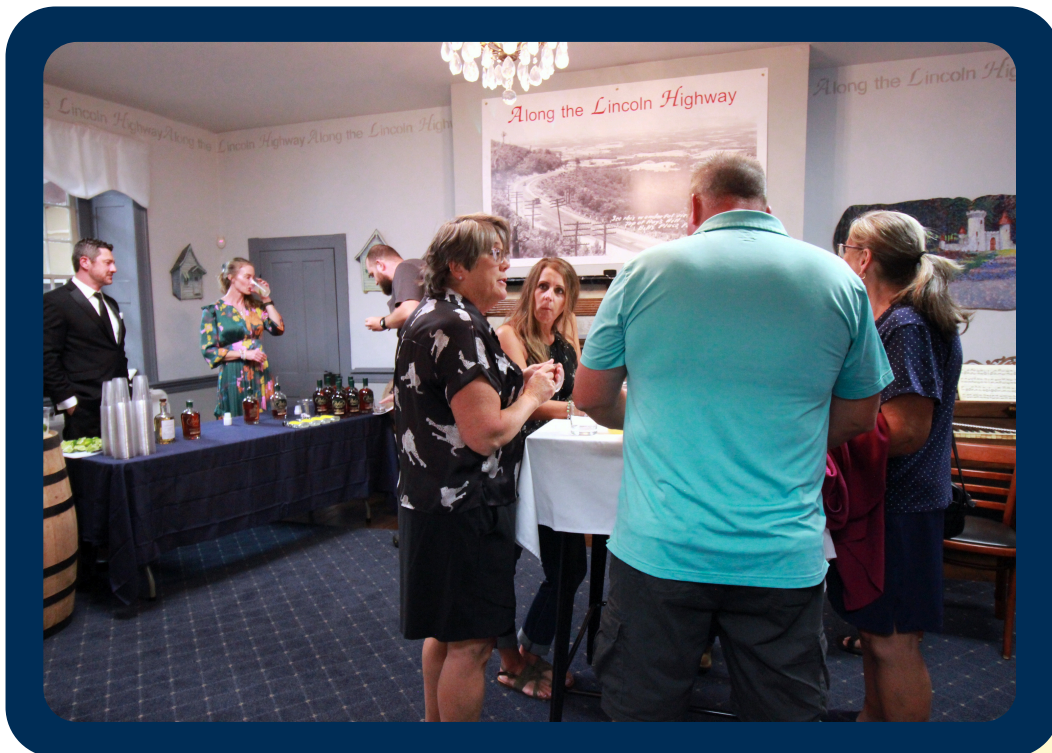
- Invitations to VIP exhibit and event openings
- Opportunities to host special events for key clients and staff
- Private guided tour of the Lincoln Highway Experience Museum (up to 15 guests, advance reservation required)
- Your name and logo listed on the LHC.org *Partners* page
- Complimentary 4-hour building rental (call to reserve)
- Free admission for two to all events and programs

Experience Sponsor Benefits



Sponsors who commit to \$500 or more in support of the Lincoln Highway Experience Museum will receive the following benefits:

- Free museum admission for four guests
- Your name and logo listed on the LHC.org *Partners* page
- Complimentary 2-hour building rental (call to reserve)
- Private guided tour of the Lincoln Highway Experience Museum (up to 8 guests, advance reservation required)
- Free admission for two to all programs and discounted admission for two to all events



Sponsorship Opportunity Descriptions (cont.)



Speaker Series Sponsors (\$500+) support the cost of guest speakers and *Lincoln Highway Talks* programs.

Benefits Include:

- Business logo and description with a link to your website or social media on the museum website (content provided by sponsor)
- Featured recognition on the museum's **Donor Recognition Wall**
- Featured logo on all printed and digital *Lincoln Highway Talks* promotional materials
- Verbal sponsorship acknowledgment at all *Lincoln Highway Talks* events
- **36" x 24" yard sign** with business logo displayed at the event entrance
- Designation as a **Lincoln Highway Experience Museum Experience Partner** (see attached information sheet)

Lincoln Sponsors (\$250+) support associated event costs, including free admission days and partnerships with local libraries through the Library Pass Program.

Benefits Include:

- **24" x 18" yard sign** with business logo displayed along State Route 30 East during events
- Live event announcements recognizing your business (business description provided by sponsor)
- Sponsorship acknowledgment on social media (minimum of one post)
- Featured business listing on the LHC.org *Events* webpage

General Sponsors (\$100+) support general events and program costs at the Lincoln Highway Experience Museum.

Benefits Include:

- Live event announcements recognizing your business (business description provided by sponsor)
- Sponsorship acknowledgment on social media (minimum of one post)
- Featured business listing on the LHC.org *Events* webpage

In-Kind Sponsors (varies) provide goods or services that support museum events, programs, or exhibits.

Benefits Include:

- Recognition tailored to the contribution (e.g. raffle prizes, refreshments, printing, etc.)



FUEL THE JOURNEY: SPONSOR EVENTS AND MORE AT THE LINCOLN HIGHWAY EXPERIENCE

Sponsoring an event at the Lincoln Highway Experience is more than just great visibility for your business—it's an opportunity to align with a trusted nonprofit that celebrates American innovation, community, and heritage. As the only museum dedicated to telling the story of America's first coast-to-coast highway, we attract thousands of visitors each year who value history, culture, and connection. Your sponsorship helps us preserve this legacy while showcasing your business to a diverse, engaged audience—from local families to road trip enthusiasts. Together, we can drive history forward.

Who We Reach

- Over 6,000 annual visitors
- Group tours from schools, adult learners, car clubs, and community organizations
- Special event attendees (e.g. Car Cruise, Free Museum Day, Lincoln Highway Talks)
- Followers across Facebook, Instagram, and email newsletters
- Statewide exposure through partnerships and promotions

SUPPORT EVENTS SUCH AS:



The Great American Road Trip

The Lincoln Highway Experience is partnering with the Lincoln Highway Association to host a family-friendly community event celebrating America's road-trip spirit on Saturday June 20, 2026. This daylong celebration invites Lincoln Highway Association conference attendees and the public to enjoy classic Lincoln Highway fun, including a car cruise-in, live music, food trucks, beer tents, and games & mini golf. The event reflects the spirit of the Lincoln Highway—bringing people together through travel, innovation, and shared experiences—while offering something for visitors of all ages. With a strong community presence and wide regional appeal, this celebration offers a unique opportunity for sponsors to connect with attendees, support local heritage, and be part of a national conference celebrating America's 250 On the Road to Independence.

Annual Car Cruise

Rev up for our 5th Annual Car Cruise on Sunday, August 30, 2026, at the Lincoln Highway Experience Museum! This popular event brings together classic car owners, auto enthusiasts, and local families for an afternoon of vintage vehicles, music, food, and fun. With growing attendance each year, the Car Cruise offers sponsors valuable exposure to a passionate and engaged crowd—all while supporting our mission to preserve and celebrate the legacy of the 1913 Lincoln Highway.

Lincoln Highway Speakers

Our Lincoln Highway Speakers & Talks series offers engaging, educational presentations that bring the rich history of America's first coast-to-coast highway to life. Held throughout the year at the Lincoln Highway Experience Museum, these talks feature historians, authors, and experts who share fascinating stories, insights, and discoveries tied to the Lincoln Highway and early 20th-century travel. Sponsoring this series connects your business with lifelong learners, history enthusiasts, and community members who value cultural enrichment and heritage preservation.

•• SPONSORSHIP OPPORTUNITIES ••



<u>Sponsorship Opportunity</u>	<u>Amount</u>
Event Sponsor	\$3,000+
Exhibit Sponsor	\$1,000+
Speaker Series Sponsor	\$500+
Lincoln Sponsor	\$250+
General Sponsor	\$100+
In-Kind Sponsor	Varies



Preserving America's First Road Trip
www.lhhc.org

Each sponsorship opportunity features unique perks. Read the Opportunity Descriptions below to learn more.

LHHC is also willing to accept in-kind or other charitable donations. Please contact Spencer Simpson at spencer@lhhc.org to arrange in-kind donations.

Sponsorship Opportunity Descriptions



All Sponsors Receive:

- Local and regional recognition
- High visibility with museum visitors
- Positive community engagement
- All charitable gifts to the Lincoln Highway Experience Museum are tax deductible

Event Sponsor (\$3,000+) support all event-related costs at the Lincoln Highway Experience including performers, activities, and food.

Benefits Include:

- **"Today's event presented by..."** prominently displayed during sponsored events
- Business logo and description with a link to your website or social media on the LHC.org *Events* webpage (content provided by sponsor)
- Live event announcements recognizing your business throughout the event (content provided by sponsor)
- Featured recognition on the museum's **Donor Recognition Wall**
- Sponsorship acknowledgement on social media (minimum three posts)
- Featured logo on all printed and digital promotional materials
- **10' x 10' vendor booth space** to promote your business, sell items, or host an activity
- Designated as a **Lincoln Highway Experience Museum Sponsoring Partner** (see attached information sheet)

Exhibit Sponsors (\$1,000+) support the costs of permanent and temporary exhibits at Lincoln Highway Experience Museum including traveling exhibit fees, fabrication, & installation.

Benefits Include:

- Exhibit signage recognizing **"Exhibit Title Underwritten by..."** at the exhibit entrance
- Business logo and description with a link to your website or social media on the museum website (content provided by sponsor)
- Featured recognition on the museum's **Donor Recognition Wall**
- Featured logo on exhibit signage and all related printed and digital promotional materials
- Verbal acknowledgment at exhibit openings and associated programs
- Sponsorship acknowledgement on all social media posts promoting the exhibit
- Designation as a **Lincoln Highway Experience Museum Sponsoring Partner** (see attached information sheet)

continued on next page

