CENTER FOR AUTOMOTIVE RESEARCH

EVENT ENGAGEMENT PARTNERSHIPS

Put your organization in the room where automotive leaders gather, industry issues are debated, and relationships are built.













2027 PROSPECTUS

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Our Event Schedule

The CAR Event Engagement Partnership currently includes recognition across the following planned CAR convenings. Event formats, schedules, and attendance estimates may evolve as each program is finalized.

Management Briefing Seminars (MBS) 2027

Timing: May 24-26, 2027

Location: Saint John's Resort, Plymouth, Michigan

CAR's flagship annual automotive industry conference. MBS brings together senior leaders and decision-makers from across the automotive ecosystem for research-driven insight, executive perspectives, strategic dialogue, and meaningful industry connections.

CAR Economic Development Exchange 2027

Timing: 3rd Quarter

A focused half-day convening centered on automotive economic development, investment, regional competitiveness, infrastructure, workforce, and related industry priorities.

CAR Automotive Policy Summit 2027

Timing: 4th Quarter

A focused half-day convening examining policy, regulatory, trade, and competitiveness issues affecting the North American automotive ecosystem.

CAR Automotive Technology Event

Target Timing: 1st Quarter, 2028

A focused half-day convening centered on automotive technology, innovation, engineering, and practical industry applications.

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A Different Kind of Event ROI

CAR's sponsorship model is designed around several forms of return that matter to marketing, business development, corporate affairs, and executive leadership teams:

- **Access to senior leaders**: Opportunities to hear directly from, meet, and build relationships with senior automotive executives, decision-makers, policymakers, and experts in a setting designed for substantive conversation.
- **Repeated visibility**: Recognition across CAR's event portfolio gives partners multiple touchpoints rather than a one-time burst of exposure.
- **High share of voice**: An exclusive sponsor environment means partner brands and engagement opportunities are easier for attendees to notice and remember.
- **Audience relevance**: Specialized CAR events allow sponsors to place the right people from their organization in front of focused audiences tied to policy, economic development, technology, and broader automotive strategy.
- **Relationship value**: The goal is not simply to generate impressions. It is to create the conditions for conversations that can support customer relationships, partnership development, market intelligence, reputation, and long-term business development.

Beyond the Room: MBS Media Reach

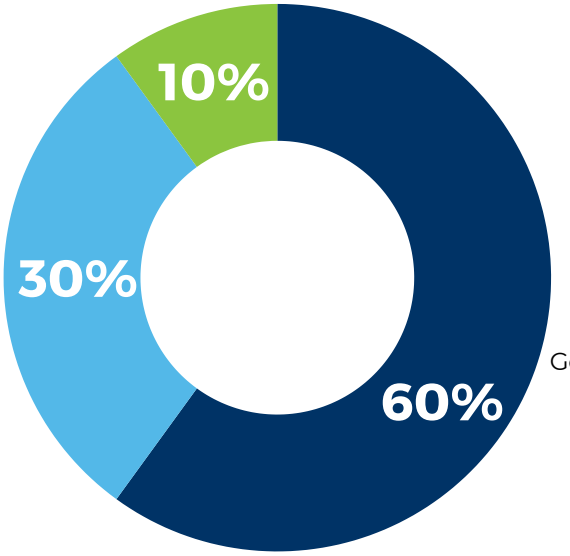
MBS is designed to generate conversations that matter to the automotive industry, and those conversations often travel beyond the event itself. Recent MBS events have drawn 24+ media outlets and generated 30+ articles and blog posts referencing stories and insights coming out of the conference. For sponsors, that creates an environment where the issues, leaders, and organizations associated with MBS can have visibility beyond the onsite audience. Editorial coverage remains independent and is never guaranteed as a sponsorship benefit.

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Who Will You Meet

Why Sponsor?

- **Reach the right audience.** Connect with senior leaders, decision-makers, and experts shaping the automotive industry.
- **Build visibility over time.** Gain recognition across multiple CAR events, not just a single conference.
- **Engage focused audiences.** Connect with stakeholders around policy, economic development, technology, and industry strategy.
- **Stand out.** Limited displays and sponsorship inventory help partners avoid getting lost in a crowded expo environment.



CATEGORY 1
Automotive OEMS & Suppliers

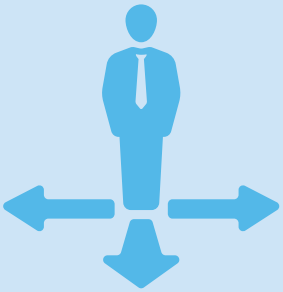
CATEGORY 2
Service Providers
Associations
Tech Companies
Legal & Financial
Gov't. Organizations

CATEGORY 3
Academia & Media

CAR Events Bring Together

CAR events are designed for leaders and decision-makers across the North American automotive ecosystem, including:

- Automotive manufacturers and suppliers
- Technology, mobility, engineering, testing, and research organizations
- Investors, financial organizations, consultants, and professional service firms
- Federal, state, provincial, and local policymakers and government agencies
- Economic development organizations and site-selection stakeholders
- Universities, academic researchers, workforce organizations, utilities, and infrastructure providers
- Automotive and manufacturing associations, media, and emerging industry professionals



Strategic & Technical High-Level Decision-Makers

Our target job titles range from C-level to mid-level manager, to ensure representation across both strategic, high-level decision-makers and technical experts to ensure the benefits of your solutions are understood within the context of their businesses.

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Diamond Partnership Levels - $55k

CAR's highest level of event partnership, designed for organizations seeking premier visibility, executive access, and a distinctive presence at MBS and across CAR's major industry events.

Diamond Partner Benefits

Premier Visibility

- Premier brand recognition across four CAR events (MBS, Policy Summit, Economic Development Exchange, and Technology Event)
- Premier placement on event websites and email communications
- Premier onsite signage and sponsor recognition
- Verbal and logo recognition from the MBS main stage
- Dedicated sponsor spotlight/content feature
- Premium-location sponsor display or showcase

Executive Access & Engagement

- (8) Full event registrations
- (8) Preferred/reserved seating
- Executive networking and hospitality access
- (2) Executive roundtable/small-group representatives
- Included private meeting space
- First priority for pre- and post-MBS activities
- First priority for discounted golf foursome tee times

Industry Voice

- Priority consideration for an appropriate executive or subject-matter expert to participate in MBS programming

Choose One Signature MBS Experience

Each Diamond Partner selects one Signature Experience, subject to availability:

- Welcome Reception Partner
- Breakfast Partner
- Lunch Partner
- Primary Tuesday Reception Partner
- Student / Emerging Leaders Program Partner
- Executive Roundtable Partner

Signature Experiences are limited and selected on a first-commitment basis.

The Diamond Difference

Premier visibility. Executive access. A signature presence. More passes.
Diamond is the only partnership level designed to combine CAR-wide event recognition with premium MBS positioning and alignment with one of MBS's signature experiences.

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Platinum Partnership Levels - $45k

A high-impact partnership for organizations seeking prominent visibility, executive access, and meaningful engagement with automotive leaders across CAR's major industry events

Platinum Partner Benefits

Prominent Visibility

- Prominent brand recognition across four CAR events
- Prominent placement on event websites and email communications
- Prominent on-site signage and sponsor recognition
- Verbal and logo recognition from the MBS main stage
- Dedicated sponsor spotlight/content feature
- Included sponsor display or showcase

Executive Access & Engagement

- (6) full event registrations
- (6) Preferred/reserved seating
- Executive networking and hospitality access
- (1) Executive roundtable/small-group representative
- Priority access to shared private meeting space
- Priority for pre- and post-MBS activities
- Second priority for discounted golf foursome tee times

Industry Voice

- Opportunity for an appropriate executive or subject-matter expert to be considered for MBS
  - *Participation remains based on program relevance and CAR editorial approval*

Choose One Premium MBS Experience

Each Platinum Partner selects **one Premium Experience**, options subject to availability:

- Supporting Reception Partner
- Networking / Hospitality Experience
- Executive Lounge Partner
- Hosted Executive Discussion
- Technology or Vehicle Showcase

Premium Experiences are limited and selected based on availability and program fit.

The Platinum Difference

Prominent visibility. Executive engagement. A meaningful presence.
Platinum combines recognition across CAR's major events with direct access to automotive leaders and an included Premium MBS Experience, giving your organization a visible and interactive role in CAR's flagship industry gathering.

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Gold Partnership Levels - $30k

A flexible partnership for organizations seeking strong visibility, executive access, and a meaningful presence at MBS while extending their brand across CAR's major industry events.

Gold Partner Benefits

Strong Event Visibility

- Brand recognition across four CAR events
- Recognition on event websites with a link
- Recognition in event email communications
- Onsite signage and sponsor recognition
- Logo recognition from the MBS main stage

Executive Access & Engagement

- (4) full event registrations
- (4) Preferred/reserved seating
- Executive networking and hospitality access
- (1) Executive roundtable/small-group representative
- Priority access to pre- and post-MBS activities
- Priority for discounted golf foursome tee times

Choose One MBS Engagement

Each Gold Partner selects one Choice Engagement, subject to availability and program fit:

- Sponsor Display / Showcase
- Networking or Hospitality Activation
- Small-Group Discussion
- Specialty Experience

Choice Engagements give Gold Partners flexibility to prioritize visibility, networking, or more focused interaction based on their business objectives.

The Gold Difference

Strong visibility. Executive access. Your choice of engagement.
Gold is designed for organizations that want more than traditional sponsor recognition. It combines visibility across CAR's event portfolio with executive-level MBS access and the flexibility to choose how your organization engages with attendees.

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Silver Partnership Levels - $15k

A practical partnership for organizations seeking consistent visibility across CAR's major events and an active presence at MBS at an accessible investment level.

Silver Partner Benefits

Multi-Event Visibility

- Brand recognition across four CAR events
- Recognition on event websites with a link
- Recognition in event email communications
- Onsite signage and sponsor recognition
- Logo recognition from the MBS main stage

Event Access & Participation

- (2) full event registrations
- General networking and hospitality access
- Pre- and post-MBS activities based on availability
- Priority access to discounted golf foursome tee times
- Sponsor display opportunity based on availability

Choose One Shared MBS Engagement

Each Silver Partner selects one Shared Engagement, subject to availability:

- Shared Networking Activation
- Sponsor Display / Tabletop
- Recognition Associated with an Event Feature

Shared Engagements provide an added opportunity to build visibility and connect with MBS attendees beyond standard sponsor recognition.

The Silver Difference

Consistent visibility. Industry participation. Strong value.
Silver provides organizations with recognition across CAR's major event portfolio plus an active presence at MBS, making it a strong option for companies that want to stay visible and engaged with the automotive industry without requiring a premium-level investment.

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Bronze Partnership Levels - $7.5k

An accessible entry point for organizations that want to support MBS, build visibility with the automotive community, and be part of CAR's flagship industry event.

Bronze Partner Benefits

MBS Visibility

- Official MBS Bronze Partner recognition
- Logo and link on the MBS event website
- Sponsor listing in MBS email communications
- Sponsor recognition on on-site signage

Event Access

- (2) full MBS registrations
- General networking and hospitality access
- Priority access to discounted golf foursome tee times

The Bronze Difference

Support MBS. Build visibility. Be in the room.
Bronze provides a straightforward way to establish your organization's presence at CAR's flagship event — combining sponsor recognition with direct access to the MBS experience and automotive community.

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Media at CAR Events



Reach from CAR Events

62 Years
Industry Legacy

24+
Journalists

30+
Articles & Mentions

7K+
Social Followers

12K+
Email Subscribers

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Reserve a Package or Discuss Custom Packages



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