AMERICA'S CAR MUSEUM®

October 7, 2010

Re: Dealership Adopt-an-Auto Proposal

Dear Washington State Dealers:

Thank you for the opportunity to introduce LEMAY - AMERICA'S CAR MUSEUM to you at the upcoming WSADA Board Meeting. I'm looking forward to meeting many of you and giving you an update on our progress!

ACM is on the final lap of its historic drive to create a permanent home for the LeMay Collection, a national treasure spanning a century of automotive history. I'm pleased to report that construction of the new Tacoma campus of the Museum is now well underway. The walls will be erected in the next two weeks, and we are on track to celebrate the Grand Opening of the Museum in the fall of 2011!

The "Race to the Finish" Campaign

Now that the building is becoming a reality, we have a lot of work to do! We must ramp up our efforts to prepare for the Grand Opening. This entails collection preparation, exhibit development, library acquisitions, and education program development. It also involves hiring senior staff now to undertake the planning, design programs and hire staff to implement Museum operations next fall.

In order to enable us to undertake these important tasks, we have launched a **"Race to the Finish"** campaign to raise $9.5 million. Roughly half the monies raised will support collection preparation and exhibit and educational program development. The remainder will provide operational support through Grand Opening and the end of 2011—a time period which is still a "pre-revenue" stage for us.

As part of this campaign, we created the Adopt-an-Auto program, to encourage individuals and companies to help us share the burden of getting over 150 cars ready for the Grand Opening.

Our Request

We hope that you will partner with us as we undertake this final effort to close out the campaign. Specifically, we ask that you consider participating in our Adopt-an-Auto program by becoming a Museum sponsor at the "Dealer Adoption" level, which is valued at $5,000. You have the option of fulfilling this commitment of support in one of two ways:

1) Your contribution could be a cash gift in the amount of $5,000 paid in full at the time of adoption or in four equal quarterly installments of $1,250 paid on or before the first day of November, February, May and August.

2) Your $5,000 gift could be in the form of "in-kind" parts and labor to a specification we provide. If this option is chosen, we would place the car in your facility at the time of adoption for your mechanics to work on, and we would require that the work be completed and the car be delivered to the Museum by September 1, 2011.

Honors and Recognition

In recognition of your contribution, you will receive recognition as a "Dealer Adopter" with all of its attendant benefits, including:

- The right to display the adopted car for a period of time in your showroom.
- The right to book an evening event in the new Museum's "Club Room" for up to 50 people at no cost for the space (food and beverage would be at the dealer's expense).
- Twenty-five single-use admission tickets to the new Museum as promotional items and the right to purchase additional tickets at a discount.
- A two-year Driver's Club membership for the dealer principal at the "Gold Key" level—a $500 value annually. Benefits of membership at this level include: a) Unlimited admission to the museum for a full year for 2 named adults, 2 guests and up to 6 children; b) A one-year subscription to our award-winning publication, *OpenRoad*; c) A 5% discount on merchandise in the new Museum's gift shop; d) Recognition in *Milestones*, the Museum's annual report and e)Access to the "Members Only" section of the Museum's website
- An engraved cloisonné badge, car history and photo in a custom portfolio
- A cloisonné will be permanent attached to the car with adopter's name

Conclusion

AMERICA'S CAR MUSEUM will be a world-class destination and a driving force in the promotion of an active social network of enthusiasts here in the Pacific Northwest. In addition to being a major cultural and educational asset, the Museum will generate over $34 million in direct economic benefits for the Puget Sound region through increased employment, tourism and retail.

We hope you will take advantage of this unique opportunity to support the mission of AMERICA'S CAR MUSEUM by assisting in the care and preservation of one of the Museum's prized collection vehicles. PI will be present at the Board meeting to give you some additional details on how your dealership can benefit from this wonderful resource here in Washington State.

Cordially,

Dominic Dobson
Chief Development Officer

Dealer Adopt-an-Auto Program

The LeMay - America's Car Museum has come up with a new dealer program in an effort to bring the dealer community into the LeMay "family" of supporters. We estimate the average cost to prepare a LeMay car into "Museum-ready" condition is $5,000, so we have built our program around that number. There are two methods of Dealer adoption:

"Parts & Labor" option:

- Dealer chooses car from our list of "needy" cars (see back)
- Dealer takes possession of car at ACM's Fife location and does repair work for up to a 10 month period
- Dealer returns car to ACM in Fife by September 1, 2011
- Dealer is given a $5,000 or higher tax-deductible donation credit, corresponding to an invoice for parts and labor
- Dealer receives all benefits listed below

"Cash" option:

- Dealer chooses car from our list of "needy" cars (see back)
- Dealer makes $5,000 tax-deductible donation, payable quarterly or in one lump sum
- Dealer receives all benefits listed below

Benefits:

- Display the adopted car in your showroom from completion until September 1, 2011
- An evening event in the new Museum's "Club Room" for up to 50 guests
- Co-promotion on our www.lemaymuseum.org website and *OpenRoad* magazine
- Twenty-five single-use Museum admission tickets & discounts on more
- A two-year "Gold" level membership - a $1,000 value - Benefits include:
    a) Unlimited admission for 2 adults, 2 guests and 6 children
    b) One-year subscription to *OpenRoad* magazine
    c) Discount on Museum merchandise
    d) Recognition in *Milestones*, the Museum's annual report
    e) Access to the "Members Only" section of the website
- Engraved cloisonné badge, history and photo in a custom portfolio
- Cloisonné permanent attached to the car with dealers name

For a viewing of the cars or more information, please contact the Development Department at LeMay – America's Car Museum at 253-779-8490 x110 or adopt@lemaymuseum.org

Adopting a Car is more fun than adopting a highway!

What seems more fun to you: Picking up after others along our byways, or having the opportunity to hang with us and one of your dream cars and take a drive with us in your car on a sunny day?...we thought so.

Our Adopt-an-Auto Program is a unique way to help us in our preservation efforts, as well as a fun way for you to get involved and create a special bond at the Museum.

Adoption sponsorship is easy: Choose the vehicle you want to adopt from our list. Pick your level of adoption and commitment.

Once your adoption papers are signed, you receive a beautiful leather portfolio containing an engraved cloisonné badge, car history and photo; a photo-op with your adopted vehicle, and more.

For those of you feeling very generous, our higher adoption levels give you the benefit of joining with us in your adopted car as we cruise and experience some of the most picturesque and exhilarating roads in America.

So, when you're ready to adopt, give us a call at 877.902.8490, email us at: adopt@lemaymuseum.org or visit us along the information super-highway at www.lemaymuseum.org

LeMay Museum – Administrative Offices
3701 20th Street East
Fife, WA 98424.
p: 253.779.8490 tf: 877.902.8490
f: 253.779.8499
e: info@lemaymuseum.org

Cars available for Dealer Adoption	Year	Make	Model	Museum #
	1969	AMC	AMX	804
	1960	Buick	LeSabre Convertible	264
	1949	Buick	Super Wagon	314
	1926	Cadillac	34-B Victoria coupe	281
	1936	Cadillac	Series 60 4 door sedan	1570
	1641	Cadillac	Series 62 Convertible	288
	1959	Cadillac	Coupe DeVille	1563
	1942	Chevrolet	Blackout	335
	1955	Chevrolet	3600 LWB 3/4 Ton	394
	1963	Chevrolet	Corvette	1452
	1940	Chevrolet	Special Dlx Convertible	339
	1954	Chevrolet	Belair Station Wagon	1998
	1932	Chevrolet	BA Deluxe	410
	1960	Chevrolet	Corvair Monza	803
	1950	Chrysler	New Yorker	1131
	1959	Chrysler	300 E	589
	1956	Chrysler	New Yorker St Regis	155
	1963	Chrysler	Imperial	98
	1929	Ford	Model AA	209
	1930	Ford	Model A	443
	1931	Ford	Model A Four	192
	1937	Ford	2 door Convertible	164
	1955	Ford	Fairlane Crown Victoria	196
	1961	Ford	Galaxy Skyliner	1044
	1963	Ford	Thunderbird Sport Convertible	1929
	1969	Ford	Landau	1042
	1941	Indian	4 cylinder Motorcycle	M0002
	1939	Lincoln	Zephyr	1582
	1964	Mercury	Montclair	D71409
	1929	Oldsmobile	Holden F28	415
	1969	Oldsmobile	98	1050
	1970	Oldsmobile	442	555
	1935	Plymouth	PJ Deluxe	183
	1941	Plymouth	Special Deluxe P12	1791
	1958	Plymouth	Belvedere	152
	1954	Pontiac	Chieftan 8 Deluxe	2010
	1960	Pontiac	Bonneville	121
	1968	Pontiac	Firebird	126

We have more cars becoming available on a regular basis.
Please check with us if there is something specirfic you may want