Corporate membership at the Petersen Automotive Museum engages corporations on every level and demonstrates your company’s commitment to the community and arts, while gaining unparalleled access to our collection, exhibitions, and programs. Members also receive tailored benefits to meet their company’s specific needs, including rewards for employees, networking and marketing events, and the opportunity to host private events at the museum. All levels of membership are tax-deductible.
Founded on June 11, 1994 by world-renowned magazine publisher Robert E. Petersen and his wife Margie, the Petersen Automotive Museum is owned and operated by the Petersen Automotive Museum Foundation, a 501(c)(3) entity that seeks to explore the past, present and future of the automobile.

Located at the end of the famed “Miracle Mile” at the third-most travelled intersection in Los Angeles, the museum appropriately uses the city as a prime example of the impact of the automobile on American life and culture. The museum is housed in a historic department store building dating back to 1962, the façade of which was redesigned by the architectural firm, Kohn Pedersen Fox, in 2015. As a result of the $90 million renovation, the interior of the original Welton Becket-designed building now features 25 rotating exhibits with more than 150 vehicles on view daily. An additional 130 of the rarest race cars, customs and celebrity vehicles are housed in the Petersen Vault, for which separate guided tours are offered.
In 2016, the Petersen Automotive Museum was awarded the International Historic Motoring Award for Museum or Collection of the Year, given in honor of the museum’s incredible transformation into one of the world’s greatest automotive museums. This award is given based on nominations from industry professionals and enthusiasts worldwide.

In 2017, the Petersen Automotive Museum was awarded the Chicago Athenaeum American Architecture Award in the category of Museums and Cultural buildings. The American Architecture Award recognizes design excellence in contemporary American architecture and identifies the provocative impact these buildings have on the community and culture in which they exist.
The Petersen currently offers five levels of Corporate Membership, allowing you to align your company’s mission and goals with scalable benefits. **Each corporate membership level allows the flexibility to build custom benefits upon request,** thereby creating a membership that best fits your organization’s interests. Please ask about our customizable options.
CORPORATE MEMBERSHIP

$5,000

- Free admission for employees
- 20% discount on private event bookings
- 50 corporate guest passes
- 10% discount for employees in the Petersen retail store
- Recognition of support on www.petersen.org and in the Petersen’s quarterly magazine “Finish Line”
- 5 complimentary invitations to special exhibition preview reception and educational conferences or seminars, including Future of the Automobile
- Total Tax Deduction: $4200.00
CORPORATE MEMBERSHIP

$10,000

- Free admission for employees
- 20% discount on private event bookings
- 100 corporate guest passes
- 10% discount for employees in the Petersen retail store
- Recognition of support on www.petersen.org and in the Petersen’s quarterly magazine “Finish Line”
- 10 complimentary invitations to special exhibition preview reception and educational conferences or seminars, including Future of the Automobile
- Discounts for employees on group tours, lectures, and courses
- Discounts for employees on corporate gifts
- Discounts for employees on purchase of 10 or more individual memberships
- 20% off advertising in Petersen’s quarterly magazine “Finish Line”

**Total Tax Deduction: $8400.00**
CORPORATE MEMBERSHIP

$15,000

- Free admission for employees
- 20% discount on private event bookings
- 150 corporate guest passes
- 10% discount for employees in the Petersen retail store.
- Recognition of support on www.petersen.org and in the Petersen’s quarterly magazine “Finish Line”
- 15 complimentary invitations to special exhibition preview reception and educational conferences or seminars, including Future of the Automobile
- Discounts for employees on group tours, lectures, and courses
- Discounts for employees on corporate gifts
- Discounts for employees on purchase of 10 or more individual memberships
- 20% off advertising in the Petersen’s quarterly magazine “Finish Line”
- $5 guest tickets for each employee visit (limit 5 per visit)

Total Tax Deduction: $12,600.00
CORPORATE MEMBERSHIP

$25,000

- Free admission for employees
- 20% discount on private event bookings
- 200 corporate guest passes
- 10% discount for employees in the Petersen retail store.
- Recognition of support on www.petersen.org and in the Petersen’s quarterly magazine “Finish Line”
- 20 complimentary invitations to special exhibition preview reception and educational conferences or seminars, including Future of the Automobile
- Discounts for employees on group tours, lectures, and courses
- Discounts for employees on corporate gifts
- Discounts for employees on purchase of 10 or more individual memberships
- 20% off advertising in the Petersen’s quarterly magazine “Finish Line”
- $5 guest tickets for each employee visit (limit 5 per visit)
- Recognition of support in annual contribution listings
- Receive selected Petersen exhibition catalogues
- Opportunity to host one special weekday event at the museum (additional fees apply)
- Individual Checkered Flag 200 membership for 1 corporate designee

**Total Tax Deduction: $21,395.00**
CORPORATE MEMBERSHIP

$50,000

- Free admission for employees
- 20% discount on private event bookings
- 250 corporate guest passes
- 20% Discount for employees in the Petersen retail store.
- Recognition of support on www.petersen.org and in the Petersen’s quarterly magazine “Finish Line”
- 25 complimentary invitations to special exhibition preview reception and educational conferences or seminars, including Future of the Automobile
- Discounts for employees on group tours, lectures, and courses
- Discounts for employees on corporate gifts
- Discounts for employees on purchase of 10 or more individual memberships
- 20% off advertising in the Petersen’s quarterly magazine “Finish Line”
- $5 guest tickets for each employee visit (limit 5 per visit)
- Recognition of support in annual contribution listings
- Receive selected Petersen exhibition catalogues
- Opportunity to host one special weekday event and one special weekend event in the museum (additional fees apply)
- Individual Checkered Flag 200 membership for 2 corporate designees.
- Complimentary private group tour for up to 40 clients or employees (limit 2 per year. Advanced notice required)

- Total Tax Deduction: $45,190.00
OUR PARTNERS

The Petersen Automotive Museum currently receives support from some of the world’s most prestigious brands to better engage its audience and continue to create interactive experiences, events and exhibits. Partners include: Disney Pixar, BMW, Microsoft, Ford, Rolex, Lucas Oil, The Automobile Club of Southern California, Belkin, Michelin, Maserati, AIG, Porsche, McLaren, Bonnier, and TEN.
EDUCATION

Corporate membership directly supports educational initiatives, such as our free bus and admission program that provides children from Title 1 schools the opportunity to explore and learn at the Petersen - an experience that, for many, is only attainable through this program. Our School Tours Program offers a reimagined museum experience for students in grades K-12 that incorporates new standard-aligned and STEM-integrated pre- and post-visit curriculum.

PUBLIC PROGRAMMING

Corporate membership benefits our public programs, which provide focused and deeper learning about the content in our 25 galleries. We offer gallery talks, special tours, film screenings, author presentations, hands-on workshops, seminars, and lectures to engage audiences in life-long learning and fun educational experiences.
Since reopening in December 2015, the museum has hosted more than 750,000 visitors. More than 20% of those visitors were international guests.

Named “world’s greatest automotive museum” by TopGear

“*A must-see Mecca for motoring enthusiasts.*” – CNN Style
WEBSITE TRAFFIC & ENGAGEMENT

WEBSITE TRAFFIC
Petersen.org receives more than 150,000 visits per month.

SOCIAL AUDIENCE
The museum’s social media following across Facebook, Instagram and Twitter exceeds 300,000 followers.

SUBSCRIBERS
Currently, over 80,000 individuals subscribe to our weekly emails and monthly newsletters with a 25% open rate.

PODCAST VIEWS
More than 450,000 patrons have downloaded our award-winning podcast, Carstories.

MEDIA IMPRESSIONS
Since reopening, the museum has received over 2 billion media impressions.
BECOME A CORPORATE MEMBER

As a 501(c)(3) non-profit organization, we are charged with educating the public about how the automobile has impacted the world, how the automobile will continue to be a leader in global change, and how the automobile, itself, will evolve in the future. Your commitment as a corporate member will not only entitle you and your employees to participate in a myriad of member-exclusive events, it will show that you support the vision and mission of the museum while leaving a legacy for future generations.

We look forward to speaking with you about our corporate membership program and how we can continue to offer community-focused programming together.

For more information on Corporate Membership, or to discuss custom benefits and opportunities most suitable for your organization, please contact Stephanie Huber at swhuber@petersen.org or (323) 964-6367.
EXPERIENCE THE
PETERSEN AUTOMOTIVE MUSEUM