

# Deutsche Marques

A gathering of German cars, owners and  
enthusiasts at the Gilmore Car Museum.



**2026 Sponsor Information**  
July 11th, 2026 – Our Fourteenth Annual Show!

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2021 "Family Photo"

## As far as we can tell...

... **DeutscheMarques** has become the largest all-German car show in America. Sure, there are larger *single-marque* shows like the Porsche Parade or BMW's "The Vintage." And there are also shows that allow only carefully-curated German brands to attend.

But **Deutsche Marques** is open to *all* cars with a German pedigree. It's a safe place for curious and interesting cars like a wheezing East German Trabant, or a rear engine air-cooled German car that is *not* a Porsche 911 (it was a Goggomobil).

Held on the sprawling 90-acre campus of the Gilmore Car Museum in Hickory Corners, Michigan, the event attracts cars and enthusiasts from far and wide.

The GCM is North America's largest auto museum and typically has over 400 classic cars on display in more than 190,000 square feet of exhibit space. Many guests overnight in nearby Kalamazoo and Grand Rapids, which offer great hotels and restaurants and then return to attend the "Mad Dogs & Englishmen" British Car Faire at the GCM on Sunday.

The first show was organized by an enthusiastic group of members of the Michiana Chapter of the BMW Car Club of America and held in 2012. In that inaugural year, 57 drivers braved the unusually hot (105-degrees in the shade) weather.

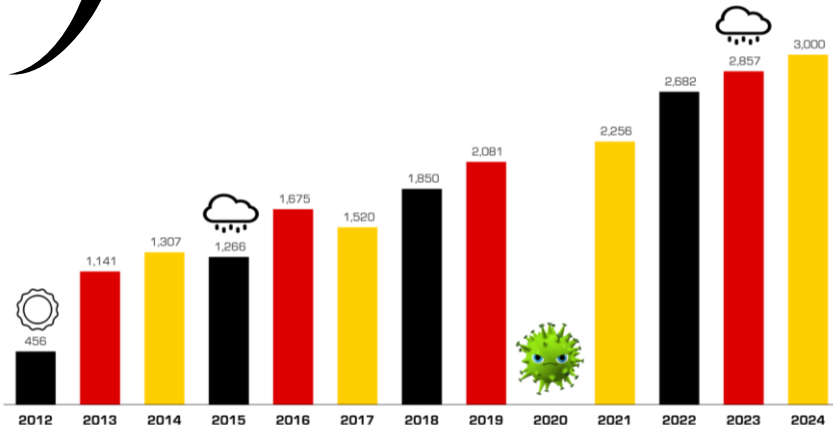
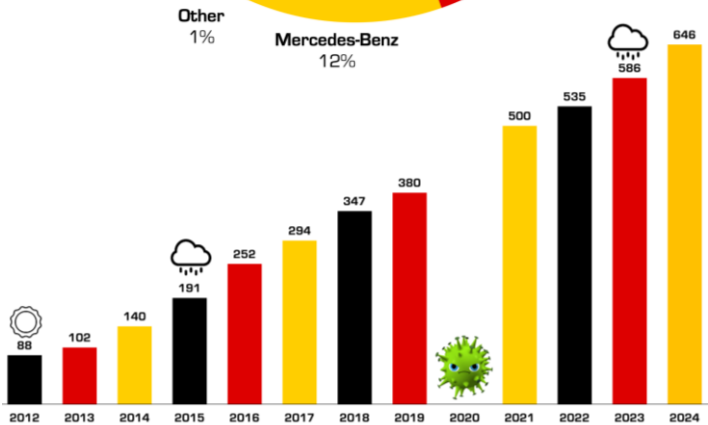
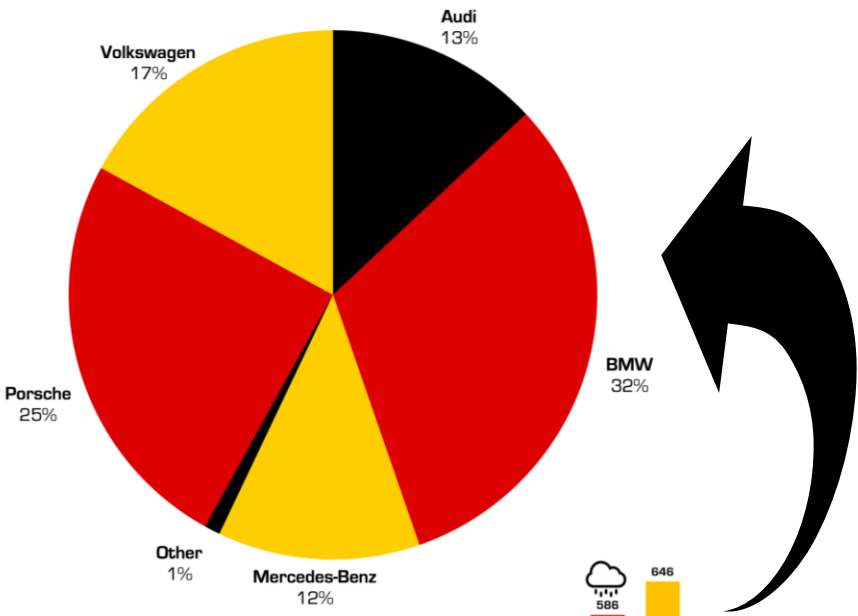
The July show is normally graced with temperatures in the low 80s and light breezes. It has grown every year and now boasts nearly **650** cars and more than **3,000** visitors.

### Contact Us!

DeutscheMarquesShow@gmail.com

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Approaching **700 Show Cars!**

**3,000 Guests!**



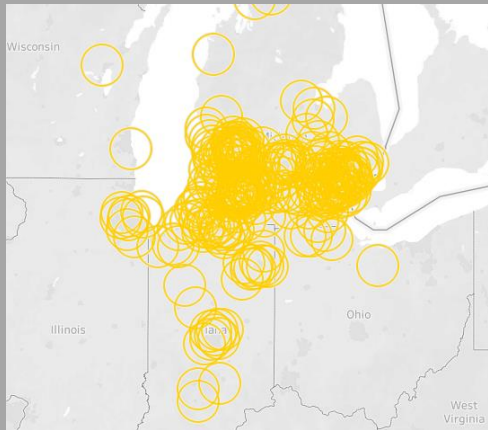
**4,500** monthly interactions



**8,900** monthly interactions



over **60+** awards presented including six beautiful crystal "Best In Show" trophies.



Attendees from the **Midwest and beyond!**



[www.deutschemarquesag.com](http://www.deutschemarquesag.com)

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2019 "Family Photo"

"Awesome! It was a very classy show and very well organized. I've been to a few other shows and **DeutscheMarques** did it right. Once it catches on it's going to become big."

– **HN** – 2012 Inaugural Year Attendee

"**Deutsche Marques** is a well-organized and well-attended show held on the grounds of North America's largest auto museum each July. We look forward to the show every year because it attracts thousands of visitors – many of whom are first-time visitors to the Gilmore Car Museum. Proceeds from the show go directly to GCM, providing a tremendous boost to our non-profit organization. And – of course – the hundreds of beautiful German cars are like sparkling jewels on our 90-acre campus!"

– **Michael Spezia**, Executive Director, Gilmore Car Museum

"I've been going for years, and can honestly say I'm impressed with how much it has grown and how well everybody does managing it. Plus, the Gilmore Car Museum is the best place on earth, so who wouldn't want to go tour the barns also."

– **AB** – 2024 Facebook Review

"I absolutely love DeutscheMarques! A lot of muscle cars. It is refreshing to see SO MANY beautiful German cars hosted at a wonderful car museum. I will go every year."

– **CF** – 2024 Facebook Review

"We are thrilled with the year-over-year growth of **Deutsche Marques**. Our hard-working board and thousands of German car enthusiasts have made this the biggest all-German car show in the US. Join the **DM** team!"

– **Peter Hamlett**,  
**DeutscheMarques** Founder



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Marques**

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**SPONSORSHIP  
OPPORTUNITIES**

## Sponsorship Levels

### General Information

- All show cars must be of German heritage.
- All gate proceeds go 100% to the Gilmore Car Museum, a 501(c)(3) non-profit.
- Announcer will acknowledge sponsors on PA throughout the day.
- All sponsors are welcome to provide free giveaway items for show participants, however paid raffle items are prohibited on Gilmore Car Museum grounds, per local tax laws.
- Sponsors are encouraged to share show information on their social media and tie our brands together. High-resolution **DeutscheMarques** logos, photographs and collateral will be provided.

### Title Sponsor(s) - \$2,500

Display space and number of show cars is negotiable. Acknowledgment in a prominent location on website, social media, t-shirt, and other promotional items. Frequent recognition on PA during show. Sponsorship includes a framed show poster and three t-shirts. Choose sizes in the contract.

### Exclusive Marque Sponsors - \$750

One sponsor for each of the five major German marques. 10 x 30 space at show for up to three show cars. Acknowledgment on website, social media, t-shirt and other promotional items. Recognition on PA during show. Trophy cup for dealership display with engraved plaque with "Best In Show" winner's name engraved. Sponsorship includes framed show poster and two t-shirts. Choose sizes in the contract.

### Gold Sponsor - \$350

Multiple sponsorships are available. 10 x 10 space at show for one show car. Acknowledgment on website, social media, and other promotional items. Recognition on PA during show. Sponsorship includes one t-shirt. Choose size in the contract.

### Silver Sponsor - \$200

Multiple sponsorships are available. Acknowledgment on website, social media, and other promotional items. Recognition on PA during show.

**Contact Us!**

DeutscheMarquesShow@gmail.com

# Sponsor Contract

July 11, 2026 – Fourteenth Annual Show

Gilmore Car Museum - Hickory Corners, Michigan

Company

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Contact

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Email

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Address

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Phone \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_

## Sponsorship Level:

Title Sponsor - \$2,500 [includes three t-shirts]

Exclusive Marque Sponsors - \$750 [includes two t-shirts]

Gold Sponsor - \$350 [includes one t-shirt]

Silver Sponsor - \$200

## T-Shirt Sizes:

First Shirt: S M L XL XXL

Second Shirt: S M L XL XXL

Third Shirt: S M L XL XXL



Return form and a high-resolution logo via email to [DeutscheMarquesShow@gmail.com](mailto:DeutscheMarquesShow@gmail.com)

Remit payment to [PayPal.Me/DeutscheMarques](https://www.paypal.com/payto?username=DeutscheMarques)



Return form via mail to DeutscheMarques c/o Ed McMullin 1509 West Kilgore Road Portage, MI 49024

Please include check or money order with form.

Please provide a high-resolution logo via email to [DeutscheMarquesShow@gmail.com](mailto:DeutscheMarquesShow@gmail.com)



**Deutsche  
Marques**



**THANK YOU FOR  
YOUR SUPPORT!**