



**TOUR D'ELEGANCE  
BREAKFAST  
SPONSORSHIP  
APRIL 17-19, 2020**

*La Jolla* **CONCOURS  
D'ELEGANCE**  
CELEBRATING BUGATTI  
CELEBRATING MERCEDES-BENZ 300SL GULLWING

# KNOW YOUR AUDIENCE

LA JOLLA DEMOGRAPHIC INFORMATION



## SDTMD 2018 REPORT

San Diego Tourism Marketing District



**\$11.1 BILLION**  
TOTAL VISITOR SPENDING

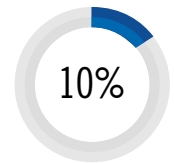
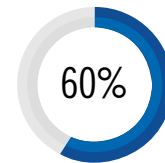
## TOURISM ECONOMIC IMPACT



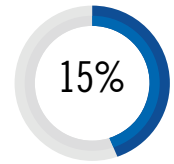
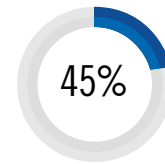
**35 MILLION**  
TOTAL VISITORS

### INCOME

Average Household is over \$205k  
Of Households over \$205k per year,  
60% have income of \$100k to \$500k  
10% have income in excess of \$500k/yr



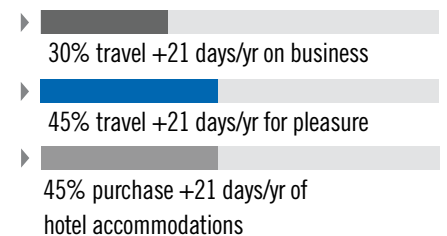
Average net worth exceeds \$2 million  
45% net worth of \$1-\$4 million  
15% net worth of \$4-\$10 million+



### TRAVEL

### BUSINESS & VACATION TRAVEL

Transport 73.83% - Personal Vehicle



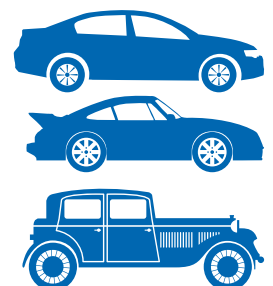
### SPENDING

Number of Vehicles Per Household

2 Vehicles  
41.29%



3 Vehicles  
13.99%



## Tour d'Elegance Breakfast Sponsorship | \$2,500

### LOGO RECOGNITION

- Logo on collateral at Tour breakfast
- Fourth tier logo recognition at the Sunday Concours
- Logo on LED screen on main stage
- Banner ad on one email blast
  - › Banner ad must be received by January 15, 2020
- One social media post on all platforms
  - › Content must be provided by January 15, 2020

### ADVERTISING

- Banner ad/link on LaJollaConcours.com
- Quarter page ad in the program (Deadline January 24, 2020)
  - › Quarter page ad: 3.875" wide by 4.875" tall
- Company logo in most Concours advertisements in magazines such as, but not limited to:
  - › Sports Car Market
  - › Hemmings Motor News
  - › Finish Line Magazine (Petersen Museum)
  - › Ranch & Coast Magazine
  - › Highline Autos

\* Company logo included on publication advertisements when received prior to publications print deadline.

### VIP RECEPTION | CONCOURS

- 2 tickets to the exclusive Friday night VIP reception
- 1 car entry in the Tour d'Elegance which includes 1 passenger per entry \_\_\_\_\_ (Please initial here) (Must receive participating names by March 1st to secure entries in Tour)
- 2 tickets to the exclusive Saturday evening VIP reception \_\_\_\_\_ (Please initial here)
  - › Additional tickets may be purchased at \$150 each
- Opportunity to feature promotional products or materials in goody bags
  - › Minimum items - 300. Must be delivered by March 1, 2020
- 2 VIP passes to the VIP lounge with complimentary food and beverage \_\_\_\_\_ (Please initial here)
  - › Additional tickets may be purchased at \$100 each
- 6 general admission tickets to La Jolla Concours d'Elegance \_\_\_\_\_ (Please initial here)
  - › Additional tickets may be purchased at \$50 each



# Sponsor Commitment Form

Company Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Sponsorship Amount: \$ \_\_\_\_\_

Additional Contract Additions or Deletions Agreed Upon: \_\_\_\_\_

\_\_\_\_\_

Contract is valid for: One Year \_\_\_\_\_ or Two Years \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ CVC code: \_\_\_\_\_

I \_\_\_\_\_ agree to pay the following amount \$ \_\_\_\_\_

for the Sponsorship.

## RELEASE AND WAIVER OF LIABILITY

I, the Sponsor, hereby agree to indemnify, defend and hold the La Jolla Historical Society, The La Jolla Concours d'Elegance Committee, McFarlane Promotions, Inc., and the City of San Diego, their officers and agents (all hereinafter referred to as the "La Jolla Historical Society") harmless from any loss, liability, costs, attorneys' fees, or damages arising from actual or threatened claims or causes of action resulting from the negligence or intentional actions of the La Jolla Historical Society as it relates to the Sponsor, or each's respective officers, contractors, members, guests, volunteers, or participants, including any indirect, consequential, or punitive damages. Any controversy, claim, or dispute arising from or relating to this Release and/or the La Jolla Historical Society shall, at the option of the La Jolla Historical Society, be settled through nonbinding mediation or binding arbitration conducted in accordance with the rules of the American Arbitration Association or through an action brought in any court of competent jurisdiction. In connection with any such mediation, arbitration or court action, the prevailing party shall be entitled to recover reasonable attorneys' fees and costs. THE SPONSOR EXPRESSLY WAIVES THE RIGHT TO A TRIAL BY JURY. The Sponsor gives permission to the La Jolla Historical Society for the use of any photographs and information supplied by the Sponsor, and to take any photographs of the Sponsor, the Sponsor's officers, contractors, agents or guests and to use such photographs or information with or without the Sponsor's name. I authorize the La Jolla Historical Society, its assigns and agents to copyright, use and publish the same in print and/or electronically. I have read the above and accept the terms and conditions.

Sponsor (Printed Name) \_\_\_\_\_

Sponsor's Signature \_\_\_\_\_ Date \_\_\_\_\_

I agree to the above sponsorship agreement and am the authorized representative to pay any sponsorship dollars to the La Jolla Concours d'Elegance by Friday, February 1, 2020 (and February 1, 2021, if a two year agreement applies)