



**TOUR D'ELEGANCE
GIFT 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

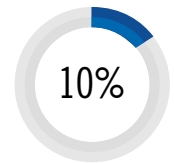
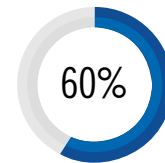
TOURISM ECONOMIC IMPACT



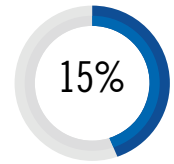
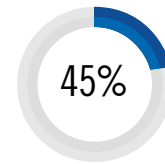
35 MILLION
TOTAL VISITORS

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



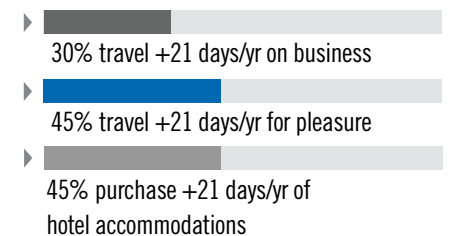
Average net worth exceeds \$2 million
45% net worth of \$1-\$4 million
15% net worth of \$4-\$10 million+



TRAVEL

BUSINESS & VACATION TRAVEL

Transport 73.83% - Personal Vehicle



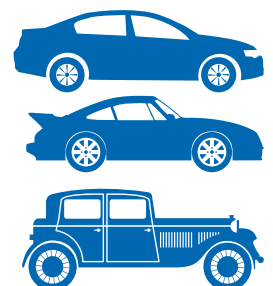
SPENDING

Number of Vehicles Per Household

2 Vehicles
41.29%



3 Vehicles
13.99%



Tour d'Elegance Gift Sponsorship | \$2,500

LOGO RECOGNITION

- 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)