



HILLSBOROUGH
CONCOURS D'ELEGANCE

2024 SPONSOR PROGRAM

Celebrating Our 68th Anniversary!
June 21st, 22nd and 23rd 2024

Contact:

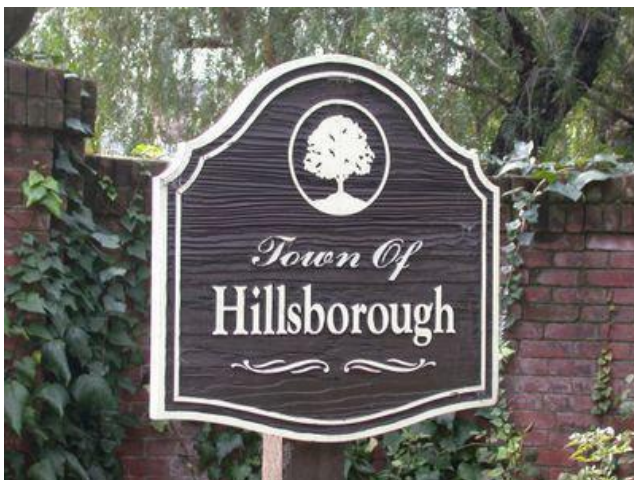
Rob Fisher

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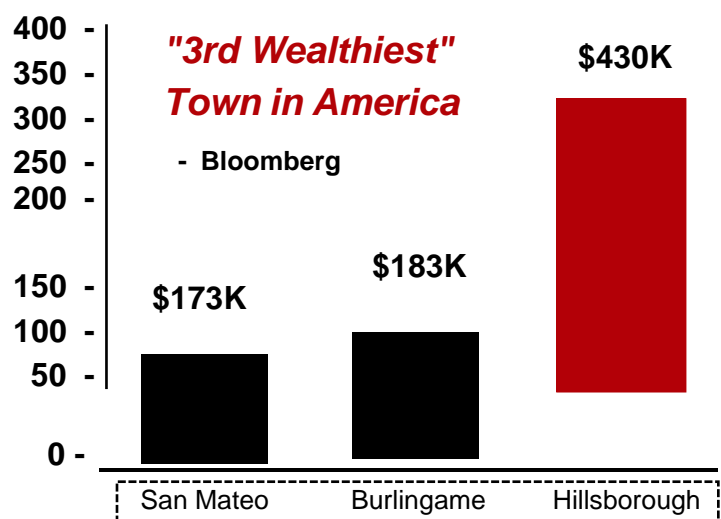
650-619-6186

UNIQUELY REACH 3,000 - 4,000

High Income / Net Worth Attendees



Average Annual Household Income (\$Thousands)





HILLSBOROUGH
CONCOURS D'ELEGANCE

About the 2024 Hillsborough Concours

- Sunday, June 23rd
- Crystal Springs Golf Course in Burlingame
- **World's longest continuously running**
Concours d'Elegance
- Featuring over 200 cars and motorcycles
- Reach **3,000 - 4,000** high income / net worth attendees
- All proceeds benefit **3 Great Charities!**



Some of our Past "Best of Show" Winners





HILLSBOROUGH CONCOURS D'ELEGANCE

Sponsorship Program

Benefits

For 68 consecutive years, the Hillsborough Concours d'Elegance has built and maintained a proud tradition of honoring and celebrating excellence in automotive design and engineering. The passion of the Concours leadership and volunteers, pride of its entrants and devotion of its attendees has earned Hillsborough the proud record as the longest continually running Concours in the world.

The Hillsborough Concours offers a forum for passionate vintage car owners to showcase their prized vehicles and to compete for respect and recognition for their commitment to preserving automotive authenticity. The Concours also aims to cultivate future generations of car enthusiasts by providing privileged access to some of the world's most celebrated automobiles and by serving as a channel for inspiring and informative automotive knowledge and lore.

The Hillsborough Concours Community

One of the wealthiest communities in America, Hillsborough is an incorporated town in San Mateo County, California located 17 miles south of San Francisco on the Peninsula, between Interstate 280 and State Road 82 (El Camino Real). In previous years, 78% of the Concours d'Elegance attendees were local Peninsula residents, and 90% of participants owned two or more vehicles, with an impressive 33% owning four or more.

Building a Tradition

For the 14th year in a row, the beautiful fairways of the Crystal Springs Golf Course will host the Hillsborough Concours. An exclusive group of 200+ cars, meeting the selection committee's high standards for authenticity and excellence, will be on display amidst a setting of green coastal foothills and the magnificent Crystal Springs Reservoir.

Taking advantage of the Bay Area's near-perfect June weather, the **2024 Hillsborough Concours d'Elegance will be held on Sunday, June 23rd**. The Tour d'Elegance, a road rally for Concours participants and car enthusiasts, will be held on Saturday, June 22nd, and the Concours Kick-Off Party on Friday, June 21st.

Philanthropic Reach

In addition to the Hillsborough Schools Foundation, proceeds from the Event and its associated activities will benefit AbilityPath, whose mission is to empower people with special needs to achieve their full potential through innovative, inclusive programs and community partnerships and the Guardsmen Foundation, which supports development and summer camp programs for underserved youth in the Bay Area and the Hillsborough Schools Foundation.

A Timeless Tradition

Whether a veteran Concours entrant or a first-time attendee, all will marvel at the enduring automotive designs whose aesthetics, innovative engineering, character, and attention to detail make them as relevant today as they were when first introduced decades ago.

We hope to see you on the field in June!

Rob Fisher - Chairman Emeritus and Sponsorship Director



HILLSBOROUGH CONCOURS D'ELEGANCE

Sponsorship Program

Beneficiaries

Together with the Town of Hillsborough, we have established the Hillsborough Concours d'Elegance Foundation, a 501(c)(3) non-profit corporation that enables maximum tax deductibility for your donation. The charities to benefit from our net proceeds are:



AbilityPath

AbilityPath has been a cornerstone of our community for 100 years, providing a lifespan of support services to individuals with special needs and developmental disabilities in the greater Bay Area. Our mission is to empower people with special needs to achieve their full potential through innovative, inclusive programs and community partnerships. With educational, therapeutic, vocational, and family support services, we are distinctive in providing support to an individual throughout his or her lifetime. We collaborate with businesses, third party providers, local nonprofits, and various organizations to bring the highest quality services to the children, youth and adults in our programs. Together, we are creating a world where people of all abilities are fully accepted, respected, and included in all aspects of life – in the classroom, the workplace and in our communities.

For more information visit - abilitypath.org



The Guardsmen

In 1947 a group of young San Francisco professionals, who were to become known as The Guardsmen, joined together to help disadvantaged children in the Bay Area. With more than 60 years of service to Bay Area youth, and more than 60 years of friendship and camaraderie as an all-volunteer organization, The Guardsmen will continue to build on its heritage, ever-mindful of the changing and expanding needs of at-risk youth, and their importance to our future.

For more information, visit – www.guardsmen.org



Hillsborough Schools Foundation

HSF was one of the first nonprofit public school foundations in the country, a leader in the movement to secure private funding for public schools. For 30 years, the parents and neighbors of Hillsborough have supported HSF, creating one of the most successful public school foundations in the nation, supporting all areas of our schools' curriculum. HSF is now a crucial part of the Hillsborough City School District's (HCSF) funding.

For more information, visit - www.hsf.org



HILLSBOROUGH CONCOURS D'ELEGANCE

Sponsorship Program



Opportunities



Title Sponsor - "The Ultimate Experience"

\$25,000

Positioned at "show center," the Title sponsorship provides your company with maximum PR exposure and the opportunity to experience the ultimate in elegance and entertaining from your own Luxurious Hospitality tent.

This exposure offers a terrific opportunity for high visibility and PR (see details below) as well as an unforgettable experience for your company, valued customers, prospects, employees, and guests.

Access

- (75) Event Tickets for your special guests
- (6) Tickets to the Concours Kick-off Gala event on Friday night
- Company representative introduced at the top of the show
- Perpetual Award trophy presentation

Hospitality

- 20' x 40' Hospitality Tent with custom signage
- Dedicated Concours Concierge
- Gourmet catering package
- Beer and wine bar
- Dedicated private docent tours for you and your guests

Promotion

- Featured photo, overview and link on Concours website
- Logo and "Presented by Company A" on cover of Event Program, Event Poster, PR packages and national advertising
- Company mentioned in all promotions
- Signage with company logo, where appropriate
- Full-page color ad and 2-page feature article in Event Program
- Post show coverage and exposure in wrap-up press release and photos



HILLSBOROUGH CONCOURS D'ELEGANCE

Sponsorship Program

Opportunities

Premier Sponsor

\$10,000

Your Premier sponsorship provides your company with the opportunity to entertain your guests and get “up close and personal” with the beautiful cars on display while enjoying gourmet food in the shade! Just prior to the awards ceremony, the winning cars will be paraded in front of your tent for a celebratory viewing before accepting their awards.

Benefits include:

- 20' x 30' Corporate Hospitality Tent with Custom Signage
- (50) Event Tickets (\$2,000 value)
- (4) Tickets to the Concours Kick-off Gala event on Friday night (\$600 value)
- Catering available for an additional fee
- Listed as Premier Sponsor in Event Program
- Featured link on official website
- Logo and/or Company Name in PR packages and all Advertising, as available
- Full page color ad in Event Program (\$1000 value)
- Company representative Class Trophy Presentation

Field Layout – subject to change





HILLSBOROUGH CONCOURS D'ELEGANCE

Sponsorship Program

Concours Kick-off Party!

Opportunities

\$10,000

- Takes place Friday before the Concours at exclusive private venue (175 VIP's)
- Prominent recognition as the Sponsor of this Exclusive VIP evening
- Company Name listed in Event Program Sponsor page
- (6) passes to the Patron Pavilion at the Concours on Sunday
- Company Head or Executive to present / address the audience of VIPs
- One full-page color ad in the Event Program (\$1000 value)



Tour d'Elegance (70+ car rally, 150+ people/enthusiasts)

- Takes place the day before the Concours (Saturday)
- Entry for two cars with drivers and two guests
- Prominent recognition as the Sponsor of this annual road rally event
- Logo on the Tour hat and Banner
- If you are a car manufacturer – Car(s) displayed at the event
- Company Name listed in Event Program
- Company Head or Executive to present / address the audience of entrants
- One full-page color ad in the Event Program (\$1000 value)

\$10,000





HILLSBOROUGH
CONCOURS D'ELEGANCE

Concours d'Elegance Attendee Souvenir Canvas Bag

\$3,500*

Display your company logo on a souvenir canvas bag alongside the Hillsborough Concours D'Elegance Logo. Bags will be distributed to the first 2,000 attendees. You will also be able to insert promotional materials to the bag. Bag style to be mutually agreed by sponsor and Hillsborough Concours Sponsorship team. Sponsorship cost subject to change based on bag style.



Canvas Bag Promotional Material Insert

\$1,000

Insert your company's promotional material in 2,000 souvenir canvas bags. Gain access to a high-income and high-net-worth audience via a unique targeted channel. Sponsors must provide materials for insertion.



HILLSBOROUGH CONCOURS D'ELEGANCE

Entrant Placard Sponsor – SOLD!

\$7,500

Each show car on display will have its own framed placard with car description mounted on a stand in front of the car. As a placard sponsor, your logo will be prominently displayed on the placard. Each placard is given to the car owner after the show—thus likely to be displayed prominently in offices and homes for years to come. A one-page color ad will also be included in the Event Program with this Sponsorship (\$1000 value).
2 - Tickets to VIP Patron Pavilion



Perpetual Trophy Sponsor

- Company representative to present selected Perpetual Trophy
- Perpetual Trophy on display at Hillsborough Town Hall
- (4) Event Tickets (\$200 value)
- Company Name listed in Event Program
- Company logo listed on Event signage
- Featured link on the official website

People's Choice:	\$2,500
Hillsborough Cup:	\$2,500
Owner's Choice:	\$2,500





HILLSBOROUGH CONCOURS D'ELEGANCE

Entrants and Judges VIP Tent Sponsor

\$12,500

There is a separate tent just for the Entrants (car owners) and Concours Judges, where we provide all-day food and beverages.

We will work with you in creating an optimal way to display your Company and brand as the sponsor of the most important tent on the field.

Approximately 500 entrants and guests.



Class Awards Sponsor

\$7,500

Each year we present awards to 1st, 2nd and 3rd place winners in 20+ classes of cars. This is a fantastic opportunity to have your brand recognized in a very public way.

- (2) Tickets to the Concours VIP Kick-Off Party
- (4) VIP Pavilion Tickets with parking
- Company Name listed in Event Program
- Company logo listed on Event signage
- Featured link on the official website





HILLSBOROUGH CONCOURS D'ELEGANCE

Class Sponsor

Sponsor your favorite car class!

\$1000 each

- Custom placard displayed on the field acknowledging your sponsorship
- Presentation of the class awards for your sponsored class
- Logo or Name on our Class sponsor page in the magazine
- (4) GA tickets to the Concours
- Picture with the winning car



Entrant's Goodie Bag/Gift

\$5,000

We provide a special gift for each of our 200 entrants.

The gift is a high quality, practical and useful gift that also contains several other "give aways" such as a commemorative brass placard, detail spray and other specialty items. The gift will have your company logo prominently displayed as the sponsor. You will also receive a full-page ad in the program along with recognition on our sponsor signage on the day of the show





HILLSBOROUGH CONCOURS D'ELEGANCE

Vendor Tents

For an opportunity to get up close and personal with the attendees and the entrants, we offer up to 10 on-field tents for you to display and sell your company's products and services



Standard

- A 10' x 10' vendor tent with flag on top; includes a table and chairs.
- Listing in the show program
- (2) Event Tickets

\$1,500

Deluxe

- A 10' x 20' vendor tent with flag on top; includes a table and chairs.
- Listing in the show program
- (4) Event Tickets

\$2,500



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Auto Dealers Opportunities



New Car Display Space

\$600 First car
\$500 per additional car

Package Deal: 2 Cars + Full Page Color Ad

\$2,000

- 2 Cars displayed
- 1 Full Page Color Ad in the Company Program
- 10 event tickets
- One round table with four chairs and an umbrella.
- Dealer participates with one car for an MC interview drive by the awards podium
- Listed in the dedicated New Car Dealer page in the program.



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Souvenir Program Advertisement

PROCESS:

1. Choose an ad format

Standard Ad (Full Page Color).\$1,250

Specialty Ads:

Two Page Color Ad (centerfold if available)\$2,250

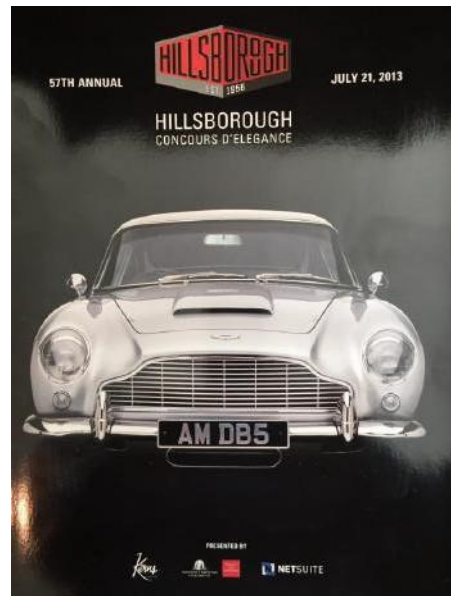
Inside Front Cover & Facing Page Full Page. \$3,500

Inside Back Cover & Facing Page Full Page. \$3,500

2. Review the attached specification sheet

3. Complete the application

4. Submit files and check for processing





HILLSBOROUGH CONCOURS D'ELEGANCE

Sample of Current and Previous Sponsors

