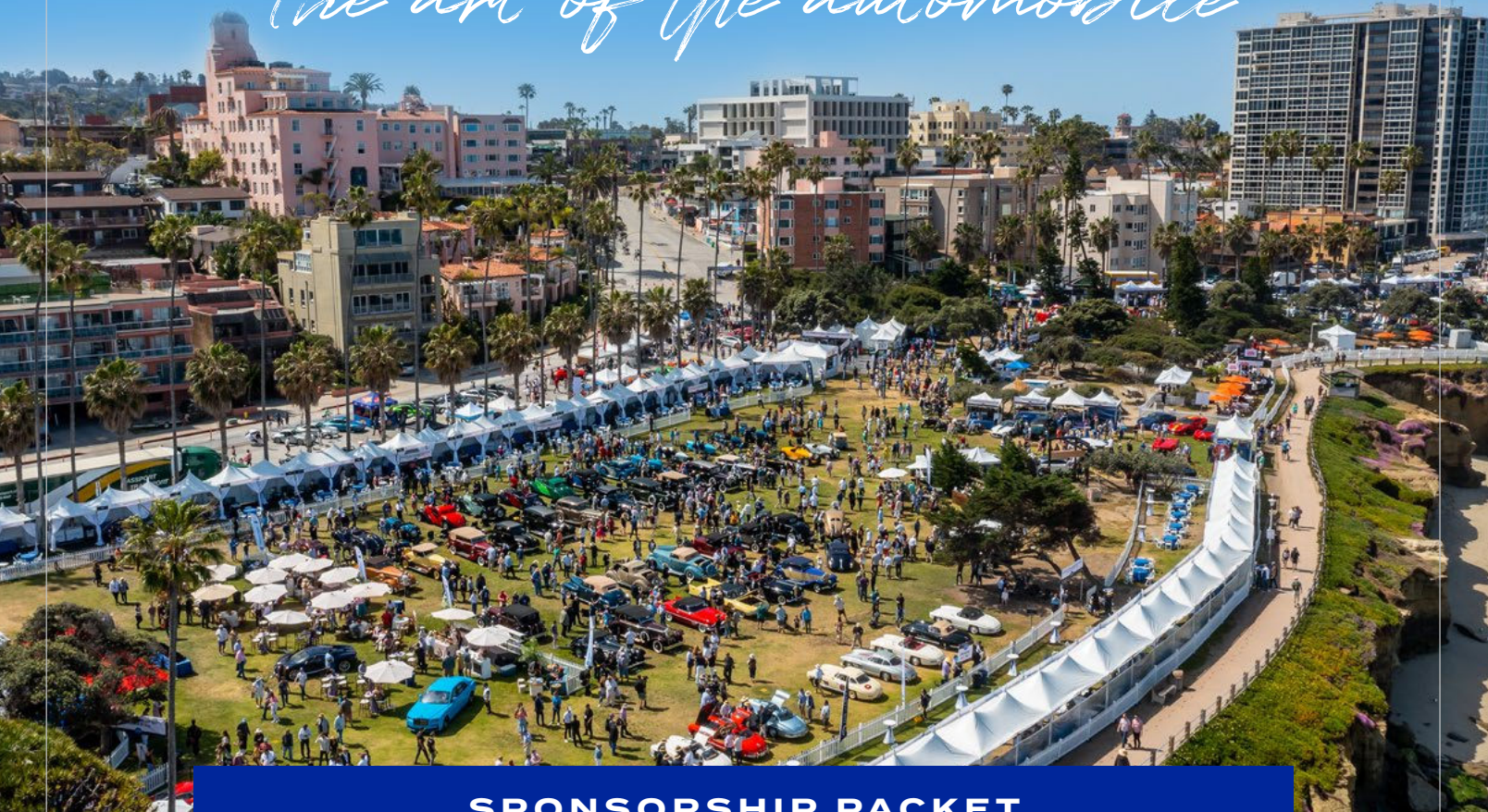


FALL IN LOVE WITH

*The art of the automobile*



## SPONSORSHIP PACKET

17TH LA JOLLA CONCOURS d'ELEGANCE

APRIL 21-23, 2023

LA JOLLA COVE

LA JOLLA, CA



FEATURED MARQUE

**DUESENBERG**

BENEFITING THE LA JOLLA HISTORICAL SOCIETY



# The Jewel

## AND THE CONCOURS

It is fitting that when translated into Spanish, La Jolla means “the jewel,” because La Jolla truly is the diamond of the West Coast. La Jolla has become the embodiment of luxury, class, and style in San Diego. The chic allure of La Jolla’s avenues has drawn the finest automobiles to this coastal town at the La Jolla Concours d’Elegance and The La Jolla Motor Car Classic at the Concours.

The La Jolla Concours d’Elegance features various types of fine automobile gems. Past years have showcased horseless carriages, Italian marques, British marques, Woodies, 50’s classics, American sports cars, and the automobiles of Carroll Shelby. Spectators from all over the nation come to the breathtaking shores of La Jolla to view their favorite classics.







# KNOW YOUR AUDIENCE

LA JOLLA DEMOGRAPHIC INFORMATION

SDTMD 2021 REPORT

San Diego Tourism Marketing District

## TOURISM ECONOMIC IMPACT

\$11.1 BILLION

TOTAL VISITOR SPENDING

35 MILLION

TOTAL VISITORS

## INCOME

Average Household is over \$205k

**Of Average Households over \$205k per year:**

60% have income of \$100k to \$500

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

30%

Travel +21 days/yr on business

45%

Travel +21 days/yr for pleasure

45%

Purchase +21 days/yr of hotel accommodations

## SPENDING

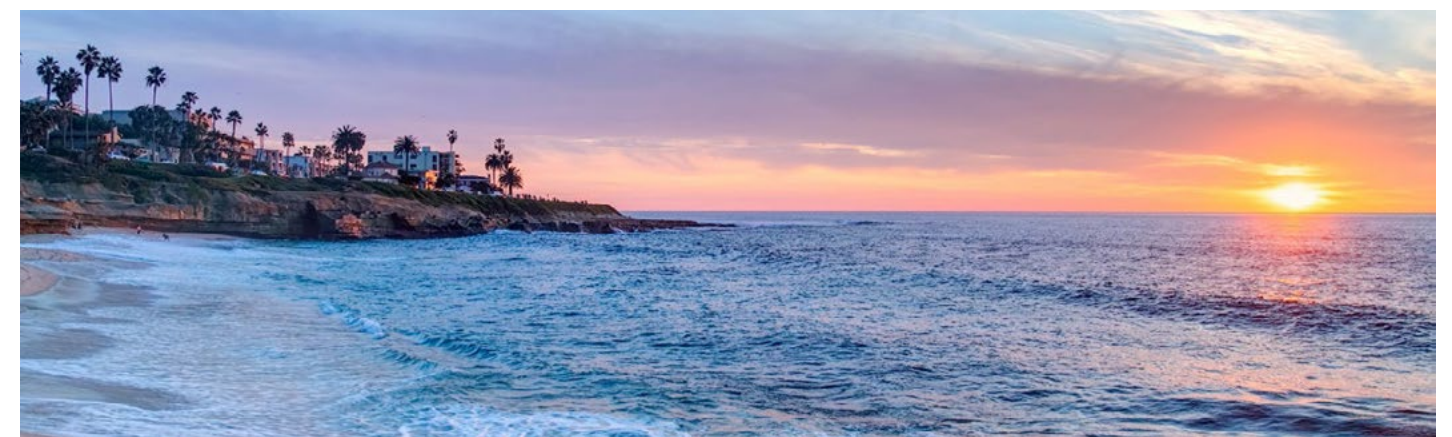
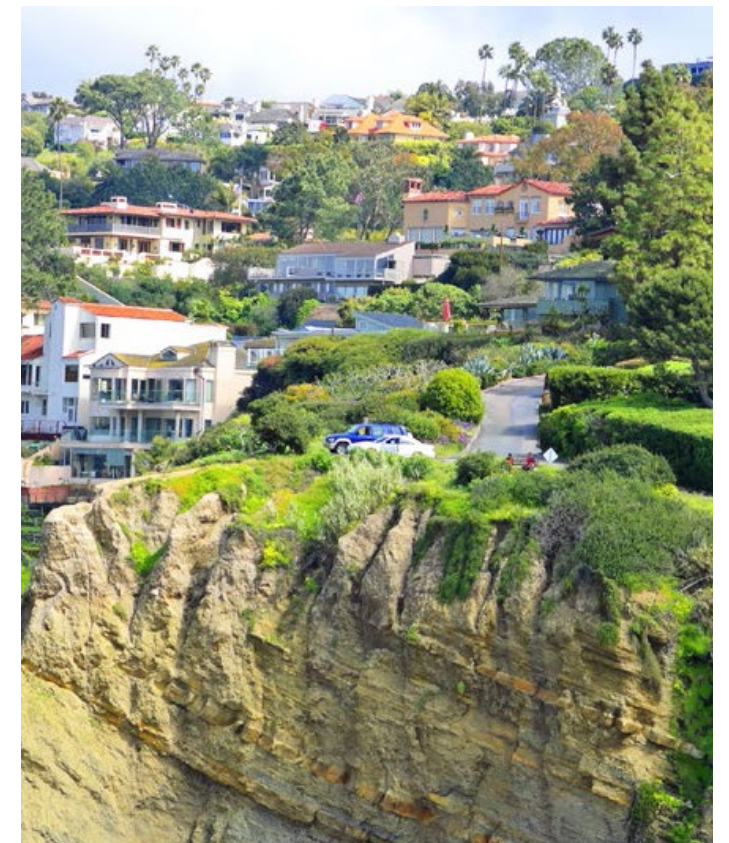
Number of Vehicles Per Household

41%

2 Vehicles

13%

3 Vehicles





# Automotive Tradition

## A BRIEF HISTORY OF THE LA JOLLA CONCOURS d'ELEGANCE

Concours d'Elegance. According to Webster, "Concours" comes from the French, and means "a crowd or confluence of things; also a park promenade." The term conjures up romantic visions of beautiful women in haute couture in a park-like setting surrounded by sparkling coaches, glistening groomed horses, gorgeous flowers, champagne, fine art and sculpture, and later, by the fines automotive art.

Man, being the perpetual competitor, has generally sought to triumph. Civilized chivalry, combined with grandeur, became the prevailing spirit of the Concours d'Elegance. Originating in the late 17th century, the early Concours was a leisurely social affair where light-hearted competitions among coaches and fashions were rewarded with rosettes, wine and champagne. As coaches and carriages segued into automobiles in the late 19th century, the competitions became more defined. By the mid 1920s, no society season on the French Riviera was complete without a variety of organized Concours events.

As the romance of the Roaring 20s and the refined elegance of the 30s gave way to the perils of world war, we find the demise of the Concours as it gave way to the bare survival of nations. Once the free world was able to right itself and move beyond subsistence, it was the troika of visionaries Jules Huemann, Reverend Paul Woudenberg, and Loren Tryon who in 1950 created what was to become the grandfather of all post-war Concours – Pebble Beach.

So, what for centuries had been a European staple has become a true international tradition. It pays homage to its French roots by its very name, and is patterned by the defined structure of judging rules. We wish to acknowledge and thank all of our past and present sponsors who have supported the La Jolla Historical Society in hosting such a first-class event. The La Jolla Concours d'Elegance today gives our competitors and spectators the opportunity to share this time-honored tradition. Enjoy!







# ABOUT US

THE LA JOLLA CONCOURS d'ELEGANCE EXECUTIVE COMMITTEE



## G. MICHAEL DORVILLIER

CO-CHAIRMAN, LA JOLLA CONCOURS d'ELEGANCE

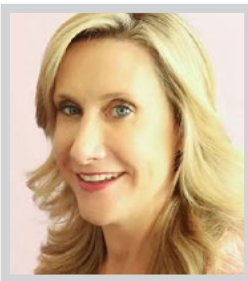
The La Jolla Historical Society welcomes back Michael Dorvillier as Co-Chairman of the La Jolla Concours d'Elegance, one of the Society's major fundraising events. A Registered Principal and Financial Advisor with Symbio Financial Partners and LPL Financial, Michael is a passionate antique car collector who is committed to the ongoing success of the La Jolla Concours d'Elegance. Born and raised in San Juan, Puerto Rico, Michael moved to New Hampshire in 1979. He graduated from the University of New Hampshire in 1989 and relocated in Southern California to start his professional career. He lives in La Jolla and is the father of two wonderful children, Madeline and Blake.



## ROBERT F. KERNER, JR.

CO-CHAIRMAN, CHAIR OF CONCOURS CAR SELECTION COMMITTEE, LA JOLLA CONCOURS d'ELEGANCE

Bob Kerners' practice at Lockton as an insurance risk manager to ultra-high net worth families has spanned the past 15 years, covering any type of insurance need a family may have, anywhere in the world. Bob is Lockton's expert on collector car insurance and it's his passion for the collector car hobby that began his involvement as a Board Member for the La Jolla Concours d'Elegance. Bob's work on the Board includes assisting Michael Dorvillier (Co-Chairman) in generating sponsorship money for the event, managing the photography and videography vendors who provide all the amazing shots and footage of our great Concours and working on the sub-committee that engages automobile owners to register and exhibit their superb automotive examples, at the La Jolla Concours d'Elegance.

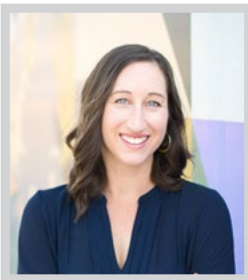


## LAUREL MCFARLANE

CEO, MCFARLANE PROMOTIONS

Laurel offers her clients over 20 years of hands-on event planning experience and relationships. With a flawless reputation in the community for executing the most popular and prestigious events, Laurel offers her clients her creativity, contacts, and most professional attention to detail. As Founder and President of the San Diego Event Coalition, she is a leader in the industry and always spearheading new trends and innovations for her clients.

Most recently, Laurel led the re-design and event planning for the Hagerty Motorlux party and Broad Arrow Group auction, kicking off 2022 Monterey Car Week.



## LAUREN LOCKHART

LA JOLLA HISTORICAL SOCIETY EXECUTIVE DIRECTOR

Lauren Lockhart is an arts administrator with nearly 20 years of experience collaborating with artists, architects, designers and cultural institutions. As Executive Director of the La Jolla Historical Society, she executes the Society's mission of making La Jolla's past a relevant part of contemporary life through a diverse roster of exhibitions, publications, education programming, archival research, and historic preservation. Lockhart is the former Arts Program Manager for San Diego International Airport (2013-2021), where she oversaw public art commissions and contributed to a comprehensive Arts Master Plan to guide the Arts Program's vision and growth. She also implemented outreach programs to increase the airport's engagement with diverse audiences. Lockhart is currently Chair of the Board of Directors of ARTS (A Reason to Survive), a Board Member of the San Diego Museum Council, and an Advisory Committee member for Murals of La Jolla. She received her BA in Art History/Criticism from the University of California, San Diego, and MA in the History of Art from the University of California, Riverside.



## NIGEL MATTHEWS

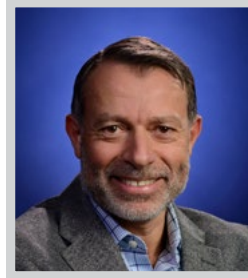
CHIEF JUDGE

Originally from Oxfordshire, England. Nigel has enjoyed the past 42 years living in Vancouver, British Columbia where he worked as a red seal designation licensed automotive technician and member of the Guild of Master Craftsmen, repairing and restoring Rolls-Royce and Ferrari automobiles. The past 22 years of his lifelong automotive career has been in the classic and exotic car insurance industry as a specialty vehicle damage appraiser, underwriter, and ten years as the Administrator of the British Columbia provincial government collector and vintage vehicle licensing and insurance programs. He is currently the Global Director of Client Services for Hagerty Insurance, the Historic Vehicle Association Manager for Canada and F.I.V.A Scrutineer, having joined the company in 2010. He has judged at most of the major Concours throughout North America since 2005 and for the past 14 years has written a weekly classic car column in the Canadian press. He has also written for a number of magazines.



## AMBER ANDERSON

Since starting her career in real estate in 2009 with one of the world's most trusted brands, Sotheby's International Realty®, Amber has had the opportunity to work with the top real estate professionals on a global level. Her years of industry experience and knowledge make her a highly sought-after professional. With a client list which includes many Fortune 500 corporate executives, pro athletes, and countless institutional investors, Amber has distinguished herself as an elite broker in San Diego County. Having sold some of San Diego's most luxurious properties, Amber's success can be attributed to her expert knowledge of the luxury market and her ability to attract highly qualified buyers from around the world, using the global network Sotheby's provides. In addition to her passion for real estate, Amber also enjoys sharing her knowledge with other agents through keynote speeches at various real estate conferences throughout the world. From Canada to Holland, Indonesia, Australia, and even Russia, Amber's goal to empower agents in becoming their best versions has no borders.



## JULIAN PSAILA

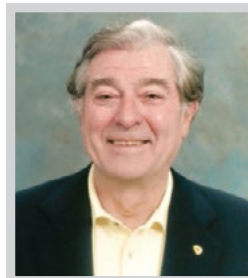
Hailing originally from Weybridge, Surrey in the UK, a stone's throw from the historic Brooklands racing track and a short jaunt to Brands Hatch, Julian Psaila has had a lifelong passion for motor racing and cars, especially anything British or Italian from the 1960's and 1970's. After a career in semiconductor sales and marketing, working with companies like Hitachi, Ltd., Quantum Effect Devices, PMC-Sierra, Electronics for Imaging, and Renesas Electronics America, he is thrilled to have the opportunity to apply his organizational and leadership skills to the planning and execution of La Jolla's world-class Concours d'Elegance. Julian is currently tasked with recruiting, preparing, and managing the 250+ team of dedicated and selfless volunteers who turn out annually to give life to the jewel of motor car events.



## VAHID MORADI

CJ CHARLES JEWELERS IN LA JOLLA

Born in Tehran, Iran, Vahid Moradi came to La Jolla at a young age where he attended La Jolla High School and then the University of San Diego. At the age of 19 while still in college, he started working in the jewelry industry. His passion, dedication, and commitment to the industry led him to become the respected owner of CJ Charles Jewelers in La Jolla. His accomplishments have also led him to be a respected contributor to the village of La Jolla. Purveyors of fantasy, CJ Charles has been a Californian institution since 1986. Family owned and operated by Moradi, all team members make it a mission to fulfill their tagline, Exceeding the Extraordinary. Over the years, he has made it his mission to support philanthropic causes including the UCSD Moores Cancer Center, Miracle Babies, and Promises2Kids. He is dedicated to making a difference in the local community and continues this endeavor by joining the La Jolla Concours Executive Committee in 2022.



## ED GILBERTSON

HONORARY CHIEF JUDGE

Ed Gilbertson is Chairman of the International Chief Judge Advisory Group (ICJAG). He is also Chief Judge Emeritus for the Pebble Beach Concours d'Elegance, Palm Beach Cavallino Classic, and the Ferrari Club of America. He continues to serve Pebble Beach as an honorary judge and member of the selection committee. He is founder and Chairman Emeritus of the International Advisory Council for Preservation of the Ferrari Automobile (IAC/PFA). He is also a senior advisor and committee member for the Federation Internationale Vehicules Anciens (FIVA) technical commission and the Historic Vehicle Association (HVA), and a member of the SAE Historic Vehicle Technical Standards Committee. Ed and Sherry Gilbertson have been married for 46 years and have owned many significant sports cars, hot rods and motorcycles. When not assisting with events, they can often be found enjoying their vehicles on the back roads of California.

# ABOUT US

THE LA JOLLA CONCOURS d'ELEGANCE BIOGRAPHIES



## ED JUSTICE JR.

EMCEE

Ed Justice, Jr.'s introduction to the automobile began at birth, being born into an Indy 500 winning family, who were also the first sponsors in NASCAR. He and his family have received numerous awards including induction into over six Hall of Fame's. Most recently cars under Ed's sponsorship won the 2021 Indy 500 and Rolex 24 at Daytona.

As the host of ROAD & TRACK radio, Ed won the Motor Press Guild's Dean Batchelor Best of the Year award. He is a director for the American Racing Press Association and has also appeared on MSNBC and other networks discussing automotive issues. He is currently a guest host on The DRIVE radio.

It is Ed's expertise in creating a great interview in combination with his knowledge of automotive and racing history that has landed him in the position to interview legends like Dan Gurney, Carroll Shelby, Parnelli Jones, Richard Petty, Jeff Gordon, Dario Franchitti and others.

Not generally known is that Ed is an award winning graphic designer and motorsports photographer, and a former member of the faculty of the ART CENTER COLLEGE OF DESIGN, with his Made in L.A. classes. Of course, it cannot be forgotten that Ed is the President and CEO of Justice Brothers, Inc., a global manufacturer of additives, lubricants and cleaners. Adjoining the world headquarters of Justice Brothers is the Justice Private Automotive Collection which contains an eclectic personal collection of cars that Ed and his father started gathering many years ago.



## DAVE KUNZ

EMCEE

Dave Kunz has been the automotive reporter at ABC7 Los Angeles since 2001, reporting on all news involving automobiles and related topics. Dave's unique position makes him the only dedicated reporter covering the auto industry on television in Southern California. He has also been a contributor to ABC News and other ABC/Disney-owned stations around the country.

As a car enthusiast, he has also become known as the voice of many car events when called upon, including the San Marino Motor Classic since its inception, and the Art Center Car Classic since its inception. Dave was also primary emcee for all the years of the Dana Point Concours d'Elegance, as well as field emcee for the Palos Verdes Concours d'Elegance. Other assignments have included the AFAS awards reception at Pebble Beach, the Rocky Mountain Concours d'Elegance in Colorado Springs, the Benedict Castle Concours, and the Greystone Mansion Concours and Concours on Rodeo in Beverly Hills.

Dave and his wife Suzanne live in the Toluca Lake neighborhood of Los Angeles with their Boston Terrier Scooter, and their four-wheeled pets, including a 1965 Mustang that has been in the family since new.

# ABOUT US

THE LA JOLLA CONCOURS d'ELEGANCE BIOGRAPHIES



2022 OFFICIAL POSTER CELEBRATING

# BUGATTI



## SCOTT JACOBS

POSTER ARTIST

With a career now spanning three decades and counting, artist Scott Jacobs has consistently reached and then surpassed new heights. First recognized by Harley-Davidson Motor Company for his artistic talent, he was signed by them to a long term contract. Since then, Scott has expanded into different genres entering himself into the mainstream of the fine art community. Included on that list is imagery of Marilyn Monroe, Elvis Presley, Corvette, Ford GT and Mustang, exotic cars, wine still life's, flowers, and more. The common theme of his work; regardless of the subject is his hyper-photorealism. It is his mastery of that style that has enamored audiences worldwide. People from the west coast to Eastern Europe and beyond enjoy his work as it currently hangs in more than 90 countries and over 30 museums.

After years of achievement as an artist, Scott decided to get back into the retail business by opening a large gallery in Deadwood, SD called, Jacobs Gallery. This is a place where the public can view Scott's originals, collection of vintage motorcycles, limited edition prints, and his very own apparel line. The gallery also includes a studio where Scott paints when he's not traveling the world making appearances.



# WINNERS CIRCLE

THE LA JOLLA CONCOURS d'ELEGANCE 2022 SPECIALTY WINNERS



BEST IN SHOW AWARD

**1931 BUGATTI TYPE 51  
DUBOS COUPE**

Nethercutt Collection



MOST OUTSTANDING PRE-WAR AWARD

**1933 MARMON  
SIXTEEN**

Aaron and Valerie Weiss



MOST OUTSTANDING POST-WAR AWARD

**1956 MERCEDES BENZ  
300SL COUPE**

Charlie Duvall



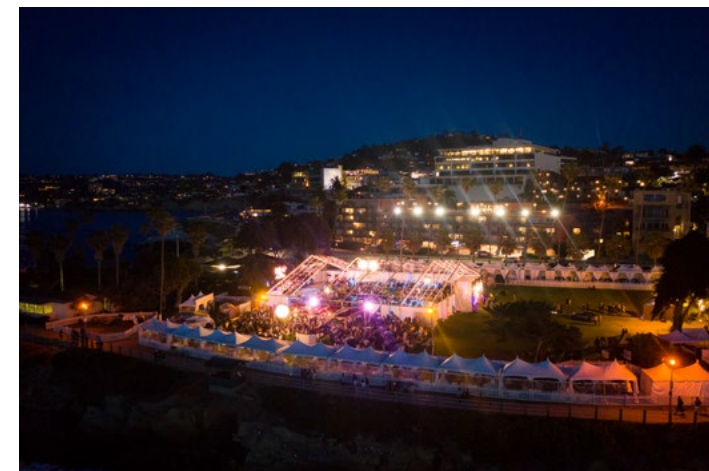
CHUCK SPIELMAN PRESERVATION AWARD

**1967 JAGUAR  
MK II**

Jason Fisher

THE LA JOLLA CONCOURS d'ELEGANCE

**FRIDAY NIGHT VIP RECEPTION ON THE CONCOURS GREEN**

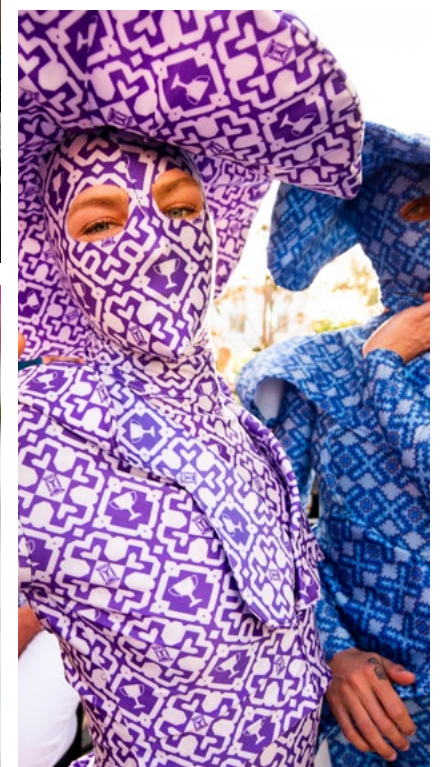
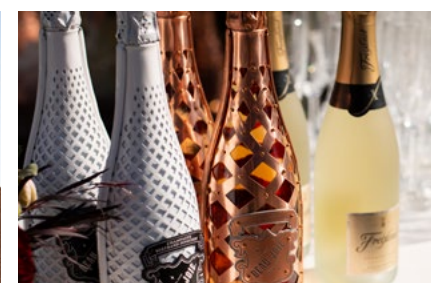
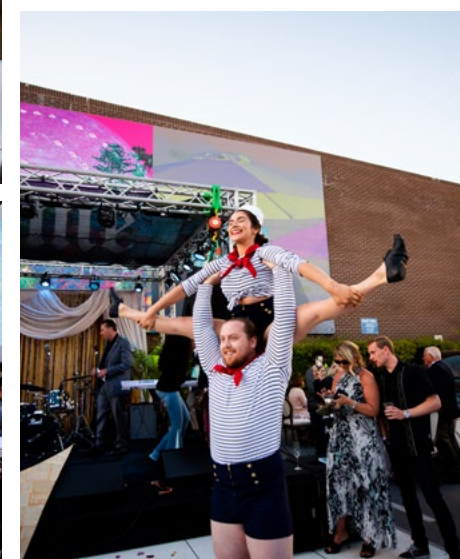




# LA JOLLA TOUR d'ELEGANCE



# LA JOLLA CONCOURS D'ELEGANCE RECAP







THE LA JOLLA CONCOURS d'ELEGANCE

# LA JOLLA CONCOURS D'ELEGANCE RECAP



THE LA JOLLA CONCOURS d'ELEGANCE

# SPONSORSHIP MENU

- TITLE SPONSORSHIP** (2) Available | \$125,000  
Exclusive Title Sponsor Available | \$200,000
  - PRESENTING SPONSORSHIP** (2) Available | \$100,000
  - PREMIER PLUS SPONSORSHIP** (3) Available | \$30,000  
LIMITED TO CAR DEALERSHIPS ONLY
  - PREMIER SPONSORSHIP** (5) Available | \$20,000  
LIMITED TO CAR DEALERSHIPS ONLY
- See additional pages for the following sponsorships:
- SATURDAY EVENING VIP RECEPTION SPONSORSHIP** | \$40,000
  - ENTRANT LOUNGE SPONSORSHIP** | \$27,500
  - FRIDAY EVENING VIP RECEPTION SPONSORSHIP** | \$25,000
  - MOTOR CAR CLASSIC SPONSORSHIP** | \$25,000
  - OCEAN HOSPITALITY AREA SPONSORSHIP** | \$20,000
  - TOUR D'ELEGANCE SPONSORSHIP** | \$20,000
  - DRIVE & RIDE SPONSORSHIP** | \$20,000
  - AWARDS SPONSORSHIP** | \$20,000
  - SUNDAY VIP LOUNGE SPONSORSHIP** | \$20,000
  - MAIN STAGE SPONSORSHIP** | \$20,000
  - RESTORER SPONSORSHIP** | \$15,000
  - JUDGES SPONSORSHIP** | \$15,000
  - TOUR D'ELEGANCE LUNCH SPONSORSHIP** | \$15,000
  - APPRENTICE JUDGE SPONSORSHIP** | \$12,000
  - CHAMPAGNE GARGEN TITLE SPONSORSHIP** | \$10,000
  - EMCEE SPONSORSHIP** | \$7,500
  - MOTORCYCLE CLASS SPONSORSHIP** | \$5,000
  - VALET SPONSORSHIP** | \$5,000
  - ON-LINE TICKET SPONSORSHIP** | \$5,000
  - TECHNOLOGY SPONSORSHIP** | \$5,000
  - CHAMPAGNE GARGEN SPONSORSHIP** | \$5,000
  - HOSPITALITY SUITE SPONSORSHIP** | \$9,600 | 15 Available
  - PLATINUM EVENT SPONSORSHIP** | \$3,500 | 6 Available
  - TOUR D'ELEGANCE BREAKFAST SPONSORSHIP** | \$3,000
  - PHOTOGRAPHY SPONSORSHIP** | \$2,500
  - TOUR D'ELEGANCE GIFT SPONSORSHIP** | \$2,500
  - CAR GIVE-AWAY SPONSORSHIP** | In-Kind
  - HOTEL PARTNERS** | In-Kind



THE LA JOLLA CONCOURS d’ELEGANCE

# TITLE SPONSOR

(2) Available | \$125,000  
Exclusive Title Sponsor Available | \$200,000

## DISPLAY/SIGNAGE

- 10’ x 10’ exhibit booth at premier location
- Banner in Exhibit Area
- Main entrance
- Feature position on all signage listing multiple sponsors
- Ticket booth
- Truss arches
- Towers
- VIP area
- La Jolla Concours d’Elegance
- La Jolla Motor Car Classic
- Main Stage Banner

## LOGO RECOGNITION

- Top tier logo placement
- LED screen on main stage
- Car placards
- Tour and Concours ribbons
- Event ticket
- Flyers and posters
- Confirmation and welcome emails to registrants
- Credentials

## VIP RECEPTIONS | TOUR D’ELEGANCE | CONCOURS

- Logo on the reception invitation to all sponsors, media and car entrants
- 20 tickets to the exclusive Friday Evening VIP Reception
  - Additional tickets may be purchased at pre-event pricing of \$100 each
- 20 General Admission tickets to Sunday, La Jolla Concours d’Elegance
  - Additional tickets may be purchased at pre-event pricing of \$50 each
- Opportunity to address the crowd at the reception and Tour d’Elegance lunch
- Company logo incorporated on the window decals for each tour entrant
- 2 car entries in the Tour d’Elegance which includes 1 passenger per car entry (Must receive confirmation by February 1st to secure entries in Tour)
- Feature promotional products or materials in goodie bags
- 10’ x 20’ Hospitality Lounge
  - 100 Hospitality Suite passes - includes entrance to the Concours
  - Bottle service to include vodka, wine, beer and champagne in the hospitality lounge
  - Lunch catering package for 100
- 4 staff credentials
- First right of refusal for future La Jolla Concours d’Elegance Title Sponsorship

## ADVERTISING

- Banner ad/link on LaJollaConcours.com home page
- Full page ad in the program
- Inclusion on TV spots promoting the La Jolla Concours, dates TBD
- Present “Best in Show” award
- Thirty, 15-second radio commercials
- 3” x 3” ad on the click-and-print on-line ticket
- Two email blasts with your ad and choice of message
- 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)**
  - **Bulletin (Classic Car Club newsletter)**
  - **Ranch & Coast Magazine**
  - **Riviera Magazine**
  - **SD Suburban News, La Jolla Light, Del Mar Times, Rancho Santa Fe Record, Carmel Valley Leader, Solana Beach Sun, Rancho Santa Fe Review, Del Mar Village Voice, and Carmel Valley News**

THE LA JOLLA CONCOURS d’ELEGANCE

# PRESENTING SPONSOR

(2) Available | \$100,000

## DISPLAY/SIGNAGE

- 10’ x 10’ exhibit space at premier location
- Banner in Exhibit Area
- Main entrance
- Feature position on all signage listing multiple sponsors
- Ticket booth
- Truss arches
- Towers
- VIP area
- La Jolla Concours d’Elegance
- La Jolla Motor Car Classic
- Main Stage Banner

## LOGO RECOGNITION

- First tier logo recognition
- LED screen on main stage
- Car placards
- Flyers and posters
- Confirmation and welcome emails to registrants
- Credentials

## VIP RECEPTIONS | TOUR D’ELEGANCE | CONCOURS

- Logo on the reception invitation to all sponsors, media and car entrants
- 16 tickets to the exclusive Friday Night VIP Reception
  - Additional tickets may be purchased at pre-event pricing of \$100 each
- 10 General Admission tickets to Sunday, La Jolla Concours d’Elegance
  - Additional tickets may be purchased at pre-event pricing of \$50 each
- 1 car entry in the Tour d’Elegance which includes 1 passenger per car entry (Must receive confirmation by February 1st to secure entries in Tour)
- Feature promotional products or materials in goodie bags
- 10’ x 20’ Hospitality Suite
  - 46 Hospitality Suite passes - includes entrance to the Concours
  - Bottle service to include vodka, wine, beer and champagne in the hospitality lounge
  - Lunch catering package for 46
- 4 staff credentials
- First right of refusal for future La Jolla Concours d’Elegance Presenting Sponsorship

## ADVERTISING

- Banner ad/link on LaJollaConcours.com home page
- Full page ad in the program
- One TV spot promoting the La Jolla Concours, dates TBD
- Present “Specialty” award
- One email blast with your ad and choice of message
- 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)**
  - **Bulletin (Classic Car Club newsletter)**
  - **Ranch & Coast Magazine**
  - **Riviera Magazine**
  - **SD Suburban News, La Jolla Light, Del Mar Times, Rancho Santa Fe Record, Carmel Valley Leader, Solana Beach Sun, Rancho Santa Fe Review, Del Mar Village Voice, and Carmel Valley News**



THE LA JOLLA CONCOURS d'ELEGANCE

# PREMIER PLUS SPONSOR

(3) Available | \$30,000

DISPLAY/SIGNAGE

- 10' x 20' exhibit space at premier location with a courtyard and space to display 4 vehicles (*Opportunity to bring in outside catering however, no outside alcohol may be brought in*)
- Banner in Exhibit Area
- Main entrance
- Feature position on all signage listing multiple sponsors
- Truss arches
- Towers
- VIP area
- La Jolla Concours d'Elegance
- La Jolla Motor Car Classic
- Main Stage Banner
- 1 only to receive Premier Plus spot on field

LOGO RECOGNITION

- Second tier logo recognition
- LED screen on main stage
- Flyers and posters
- Confirmation and welcome emails to registrants
- Listing below title and presenting sponsors on pre-event press releases

VIP RECEPTIONS | CONCOURS

- Logo on the reception invitation to all sponsors, media, and car entrants
- 4 tickets to the exclusive Friday Evening VIP Reception
  - Additional tickets may be purchased at pre-event pricing of \$100 each
- 10 General Admission tickets to Sunday, La Jolla Concours d'Elegance
  - Additional tickets may be purchased at pre-event pricing of \$50 each
- Feature promotional products or materials in goodie bags
- 20 VIP passes to Sunday, La Jolla Concours d' Elegance, to include complimentary food and beverage
  - Additional tickets may be purchased at pre-event pricing of \$100 each
- 6 staff credentials
- First right of refusal for future La Jolla Concours d'Elegance Premier Plus Sponsorship

ADVERTISING

- Banner ad/link on LaJollaConcours.com home page
- Full page ad in the program
- Present "Specialty" award
- One email blast with your ad and choice of message
- 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)
  - Bulletin (Classic Car Club newsletter)
  - Ranch & Coast Magazine
  - Riviera Magazine
  - SD Suburban News, La Jolla Light, Del Mar Times, Rancho Santa Fe Record, Carmel Valley Leader, Solana Beach Sun, Rancho Santa Fe Review, Del Mar Village Voice, and Carmel Valley News

THE LA JOLLA CONCOURS d'ELEGANCE

# PREMIER SPONSOR

(5) Available | \$20,000

DISPLAY/SIGNAGE

- 10' x 20' exhibit space at premier location with a courtyard and space to display 4 vehicles (*Opportunity to bring in outside catering however, no outside alcohol may be brought in*)
- Banner in Exhibit Area
- Main entrance
- Feature position on all signage listing multiple sponsors
- Truss arches
- Towers
- VIP area
- La Jolla Concours d'Elegance
- La Jolla Motor Car Classic
- Main Stage Banner
- 1 only to receive Premier Plus spot on field

LOGO RECOGNITION

- Second tier logo recognition
- LED screen on main stage
- Flyers and posters
- Confirmation and welcome emails to registrants
- Listing below title and presenting sponsors on pre-event press releases

VIP RECEPTIONS | CONCOURS

- Logo on the reception invitation to all sponsors, media, and car entrants
- 4 tickets to the exclusive Friday Evening VIP Reception
  - Additional tickets may be purchased at pre-event pricing of \$100 each
- 10 General Admission tickets to Sunday, La Jolla Concours d'Elegance
  - Additional tickets may be purchased at pre-event pricing of \$50 each
- Feature promotional products or materials in goodie bags
- 20 VIP passes to Sunday, La Jolla Concours d' Elegance, to include complimentary food and beverage
  - Additional tickets may be purchased at pre-event pricing of \$100 each
- 6 staff credentials
- First right of refusal for future La Jolla Concours d'Elegance Premier Plus Sponsorship

ADVERTISING

- Banner ad/link on LaJollaConcours.com home page
- Full page ad in the program
- Present "Specialty" award
- One email blast with your ad and choice of message
- 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)
  - Bulletin (Classic Car Club newsletter)
  - Ranch & Coast Magazine
  - Riviera Magazine
  - SD Suburban News, La Jolla Light, Del Mar Times, Rancho Santa Fe Record, Carmel Valley Leader, Solana Beach Sun, Rancho Santa Fe Review, Del Mar Village Voice, and Carmel Valley News





# MEDIA OPPORTUNITIES

In the past, the La Jolla Concours d'Elegance has attracted the attention of a significant number of local and national media outlets, and we expect to continue receiving this level of publicity. Following are several examples of prior year's extensive media coverage:

## TELEVISION

### Television Spots Secured by McFarlane Promotions, Inc.

- NBC In Studio
- KUSI In Studio
- CBS 8 In Studio
- The CW Taped Shot in Studio
- FOX 5 Live Shot On Site The LOT La Jolla
- KUSI Live Shot at Event

## TELEVISION SEGMENT DETAILS

### NBC/Telemundo 20

- La Jolla Concours d'Elegance Weekend Events Preview
- Featuring Michael Dorvillier, the La Jolla Concours d'Elegance Chairman
- Dedicated on air full screen voiceover promoting event that will air at least 15 times. – NBC 7 & T 20
- Inclusion in NBC7.com & Telemundo20.com's Weekend Events Preview Article page with
- hyperlink to event website
- Weekend Event Preview Article Posted to NBC 7, The Goods San Diego & Telemundo 20
- Facebook Pages
- Weekend Event Preview Article featured in NBC7.com Newsletters
- Opportunity to promote the event at NBC 7/Telemundo 20 community events through on-site
- activations through ticket give away
- Dedicated article on NBC7.com & Telemundo20.com
- (4) Post on NBC 7 / T20 Twitter Pages
- 1 post per week on NBC7 Facebook page
- 1 post per week on Telemundo 20 Facebook page
- La Jolla Concours d'Elegance Weekend
- Featuring Porsche San Diego

### KUSI

- La Jolla Concours d'Elegance Weekend Events Preview
- Featuring Michael Dorvillier, the La Jolla Concours d'Elegance Chairman, and stunning classic automobiles.

### CBS 8/The CW

- La Jolla Concours d'Elegance Weekend Events Preview
- Featuring Michael Dorvillier, the La Jolla Concours d'Elegance Chairman, delicious offerings from Fogo De Chao, The Winery Restaurant & Wine Bar, and Piazza 1909, and stunning classic automobiles from World Class Cars.

### Fox 5

- La Jolla Concours d'Elegance Weekend Events Preview
- Featuring Michael Dorvillier, sensational bites from The LOT La Jolla, a cocktail showcase from the William Grant Portfolio, and stunning classic automobiles from World Class Cars, Contemporary Ferrari, and Ferrari Testarossa.

### KUSI

- Preview shots at event
- Featuring Michael Dorvillier, the La Jolla Concours d'Elegance Chairman.

## RADIO

### Radio and promotional mentions secured on the following local radio stations

#### Invasora

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

#### KFMB FM 100.7

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

#### KyXy

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of Sunday, March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast-inclusion



# MEDIA OPPORTUNITIES

## RADIO (CONTINUED)

### MAX FM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### MIGHTY 1090

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### Pulsar

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### Radio Latina

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### STAR

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### Sunny 98.1

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

## PRINT ADVERTISING

### Dream Homes Magazine

- Full Page Ad
- Finish Line Magazine
- Full Page Ad in Winter Issue

### Highline Autos

- Full Page Ad in January Issue
- Full Page Ad in February Issue
- Full Page Ad in March Issue
- Full Page Editorial in March Issue
- Full Page Ad in April Issue
- Half Page Post Event Editorial

### La Jolla Light/San Diego UT Community Newspapers

- ½ Page Horizontal Ads in all Thursday and Friday Papers April 4th & 5th
- ½ Page Horizontal Ads in all Thursday and Friday Papers April 11th & 12th
- Editorial Content on Event
- La Jolla Village News
- 3/10 Page Ad on April 5th
- Dedicated Featured Article

### Navy DISPATCH

- ¼ Page Black & White Ad

### North County Sun

- Featured Event in Calendar Section





# MEDIA OPPORTUNITIES

### Ranch & Coast

- Editorial Inclusion of La Jolla Concours d’Elegance in March Issue “Attend” section

### Jolla Concours d’Elegance in March Issue “Attend” section San Diego Entertainer

- Cover article feature on website
- Placement in Cover Feature Banner on Home page for 14 days
- Ongoing Social Media promotion for 14 days
- Inclusion in “This Weekend in San Diego” weekly directory
- Category Sidebar Ad for 14 days on the following website landing page categories:
- News, Entertainment & Events, Movies & TV, Food & Beverage, Music & Arts and Lifestyle

### San Diego Home & Garden

- Full Page Ad in March Issue
- Full Page Ad in April Issue

### San Diego Reader

- Contest on website for 1 month
- Facebook post with boost
- Source Newsletter Spot with link

### SoCal Family Magazine and Sorbet

- Full page editorial with hi-resolution imagery in HB Magazine, Orange Magazine,
- South County Magazine, Newport Mesa Magazine, Sorbet Magazine and Marmalade

### Sports Car Market

- Half Page Horizontal Ad in February Issue and April Issue
- Full Page Expanded Write-Up and Photo in the 2019 Concours Guide Ad
- Directory listing on the back of every Sports Car Market Magazine and American Care Collector Magazine

### TravelHost

- Full Page Ad in Spring Fling Issue of all papers distributed at the San Diego Airport, Downtown Visitor’s Center and at hotels throughout the County

## DIGITAL ADVERTISING

### 101 Things To Do

- Homepage Website Takeover for One Week
- Homepage Featured Article
- Included on Event Calendar
- Personal Landing Page with photos, links, click-throughs, and map
- Dedicated Newsletter
- Social Media Posts

### ClasiqHQ

- (2) Facebook Posts
- (2) Instagram Posts
- Published “Guide to Winning at a Concours” with URL to website that will remain
- on ClasiqHQ website
- Winning at a Concours Guide to be included in 1 Newsletter Promo
- Daily Live Streams during LJCE Weekend on Facebook and Instagram pages

### Classic and Sports Car Magazine

- Banner Ad on Website for 1 Month
- Calendar Listing on Website

### Edible San Diego

- Box Ad on Website
- Calendar Listing on Website
- (3) Post for Social Media Giveaway
- Edible Spotlight

### Discover Magazines

- Dedicated Eblast
- Event featured on Social Scene section of website
- Event featured in weekly newsletter
- Event article and photos featured in weekly newsletter

### DoSD

- Featured Event Ad on Website and on DoStuff App
- Newsletter Ad
- At Least 2 Featured Content Pieces in Newsletter, Across Social Media Networks, on Website, and on DoStuff App
- (5) Promotional Post on DoSD’s Facebook, Instagram, and Twitter

### Hagerty

- (2) Banner Ads on Website

### Highline Autos

- Dedicated E-blast

### Hemmings Motor News

- Calendar Listing on Website
- Banner Ad on Website to Geo-targeted Locations for 30 Days

### Just My Ticket

- Dedicated E-blast
- Dedicated Social Push to San Diego
- “Fun Things To Do” Item

### La Jolla Blue Book

- Dedicated Profile Under “Visit Info” Category on Website
- Social Media Support
- (2) Articles on La Jolla Blue Books Blog
- Calendar Event Listing on Website
- Web Banner on Homepage on Website
- Event Included in Top of E-Newsletter

### MyClassicCars.com

- Advertorial Feature in Newsletter

### Ranch & Coast

- Editorial Inclusion of La Jolla Concours d’Elegance on Ranch & Coast’s Website
- Digital Ad on Website for 1 Month
- Top Billing in Ranch & Coast’s Email Newsletter
- (2) Dedicated E-blasts
- Facebook, Twitter, and Instagram Posts

### San Diego Magazine

- Banner Ad featured in “Best of San Diego This Week” Newsletter



# MEDIA OPPORTUNITIES

## DIGITAL ADVERTISING (CONTINUED)

### San Diego Reader

- (2) Source Spots in E-Newsletters, Including Text and Link to Website

### SanDiego Ville

- Sidebar Ad on Website for 6 Weeks
- E-blast Inclusion
- Listing on Events Page on Website
- List Raffle on Giveaways Page on Website
- Preview Article on Website
- Share Link to Article on Social Media

### SoCal Car Culture

- Banner Ad on Website December through event
- Press Release Shared on Blog

### Sports Car Market

- Weekly Newsletter Banner Ad December-April
- Social Media Exposure
- Directory Listing on Sports Car Market and American Car Collector Websites
- Ad on the Back of Every Sports Car Market and American Care Collector Platinum
- Subscriber Digital Issue
- Ad on any Apple Store Digital Sports Car Market Issue Purchased on Mobile Device

### Vintage MotorSport

- (3) Newsletter Banner Ads

### Vintage Road & Racecar

- Web Banner on Homepage of Website
- Tower Banner Ad on Website
- Wide Banner Ad on Weekly Wednesday E-Newsletter
- Website Editorial
- Editorial Featured/Promoted in Weekly E-Blast
- Editorial Posted on Twitter, Facebook Pages and Groups
- Event Coverage: Post-Event Feature and Photo Galleries

## INFLUENCERS

- DiningOutSD
- Forking in Public
- GreenCore Capitol
- Jade Dining Out SD
- Nick’s Car Blog
- My Car Quest
- PS Cest Lavie
- SavvySweets Life
- Tay Tay Grace
- Vanessa Campos - Book of Travels

## REGIONAL COVERAGE

- CBS 8
- Classic Showcase
- Community Publications
- The CW 6
- Decines Photography
- Del Mar Historical Society
- Dining Out SD
- Discover Magazine
- Ellrod Images
- Exotic Cars LLC
- Film 360 Company
- Finish Line Magazine
- Fireball Publishing
- Forking in Public
- FOX 5
- Glenn A. Miller Photography
- GreenCore Capitol
- iDriveSoCal
- Inspired Communications
- Jadefreedom
- KUCR
- KUSI
- La Jolla Blue Book
- La Jolla Lifestyle
- La Jolla Light
- San Diego Reader
- San Diego Union Tribune
- SavvySweets
- Schick Photography
- SoCalPulse
- Southern California
- Automotive Enthusiast
- Steve Natal
- Taytaygracehomeblog
- La Jolla Village News
- Matt Nugent Productions
- Motorblock
- The Motorcar Society
- MPK Photos
- MyCarQuest
- The Hollywood Times
- The Nardcast
- NBC
- Nick’s Car Blog
- North County Sun
- North County Times
- Photodesign Studios
- PS Cest Lavie
- Ranch and Coast – Cover
- Feature
- Ray Faketty Photography
- Rolls-Royce Owner’s Club
- San Diego CityBeat
- San Diego Community
- Newspaper
- San Diego Family Magazine
- San Diego Home & Garden
- Magazine
- San Diego Magazine
- Thrillist
- Vanessa Campos
- Vanguard Culture
- The Vista Press
- The Union Tribune
- Untethered Together
- Web Video Vision
- Wild Bill Photo

## NATIONAL & INTERNATIONAL COVERAGE

- Airheads Beemer Club Magazine
- American Heritage USA
- Autobody News
- AutoWeek
- CarsYeah
- Classic Car Club of America
- Classic Car Collections
- Around the World
- Clasiq
- Discover Magazine
- Finish Line Magazine
- Hagerty
- Hemmings Motor News
- Highline Autos Magazine
- Import Export Magazine
- The Motorcar Society
- Patch.com
- Rolls-Royce Enthusiasts’ Club
- (UK)
- RPM Foundation
- Sports Car Market
- The Sunday Drive
- Superformance
- Velocetoday.com
- Vintage Road & Racecar





# MEDIA OPPORTUNITIES

## PRESS RELEASES & NEWSLETTERS

- Calendar Notice
- Press Release #1 – Honored Marque Announced
- Press Release featuring VIP Receptions and Offerings
- Press Release #2 – La Jolla Tour d’Elegance
- Press Release #3 – 5 Decades of Indy Racing
- Press Release \$4 – VIP Parties
- Press Release #5 – Overview of Events
- Post-Event Press Release – Event Recap and Winners
- Media Alert
- PSA
- 30 Dedicated Email Blasts by McFarlane Promotions, Inc.
- 4 Newsletters Sent to McFarlane Promotions, Inc. Email Database

## DIRECT MARKETING/COLLATERAL

- 2 Bridge Banners
- 250 Window Vinyl’s
- 120 Posters
- 2,500 Flyers
- 800 Commemorative Posters
- Event Invites
- Event Tickets
- Champagne/Honey/Chocolate Tasting Tickets

## SOCIAL MEDIA

### Facebook Overview of the La Jolla Concours d’Elegance, October-April

- 118 Posts
- 2,223 New Followers (25% increase overall)
- 334,053 Unique Engagements
- 2,144,469 Paid and Organic Reach
- 3,715 Shares
- 103,109 Link Clicks
- 62,010 Reactions
- Facebook Event
  - Reach: 162, 117
  - Responses: 5,695
- Top Locations for Followers
  - San Diego
  - Los Angeles
  - Tijuana
  - Chula Vista
  - Phoenix
  - Las Vegas
  - Oceanside

### Instagram Overview of the La Jolla Concours d’Elegance Campaign

- 1,268 New Followers (35% Increase overall)
- 949,132 Total Impressions
- 9,208 Profile Visits
- 1,359 Website Taps
- 50,482 Content Interactions
- 6,302 Post Interaction
- 5,361 Likes
- 371 Shares
- 151 Saves
- 336 Story Interactions
- 3,165 Reel Interactions

## WEBSITE REPORT

### La Jolla Concours d’Elegance Google Analytics November-April

- 31,231 Total Users throughout 2021 campaign
- 67,421 Total Sessions throughout 2022 campaign
- 134,763 Total Pageviews throughout 2022 campaign
- An average visit duration of 2:34 per session

### La Jolla Concours d’Elegance Google Ads

- 1.6 Million Impressions throughout the 2022 campaign
- 15,000 Clicks throughout the 2022 campaign

### Website Traffic Acquisition

- 14,642 Users sent from Organic Search
- 10,875 Users sent from Direct Links
- 113,014 Users sent from Social Media
- 5,682 Users sent from Referrals
- 7,982 Users sent from Email

### Website Demographics

- Gender
  - Male: 64.9%
  - Female: 35.1%
- Age
  - 25-34: 31.9%
  - 35-44: 29.6%
  - 45-54: 20.8%
  - 55-64: 10.7%
  - 65+: 6.3%

### Most Engaged Hashtags

- #Ljcde
- #Lajollaconcours
- #carshow
- #concours
- #sandiegoevents
- #autoshow
- #sandiego\_ca
- #carsofinstagram
- #visitsd



# MEDIA OPPORTUNITIES

## CALENDAR LISTINGS SENT TO THE FOLLOWING PUBLICATIONS

- Alaska Airlines Magazine
- Alpine Sun
- America West Magazine
- American Way
- Asian Journal
- Associated Press
- Beach And Bay Press
- Better Home and Gardens
- Californian
- City News Service
- Coast News
- County News Service
- Del Mar Times
- Downtown News
- GQ Magazine
- Hemispheres
- Imperial Beach Eagle & Times
- La Jolla Light Newspaper
- La Jolla Village News
- Downtown News
- Living in Style Magazine
- Los Angeles Times
- Metropolitan News Company
- Night & Day
- Northwest Airlines World Traveler
- OC Weekly
- Presidio Sentinel
- Rage Monthly SD & OC
- Riviera Magazine
- San Diego Boomer
- Advisor Magazine
- San Diego Business Journal
- San Diego City Beat
- San Diego Community Newspaper Group
- San Diego Daily Transcript
- San Diego Family Magazine
- San Diego Home/Garden Lifestyles
- San Diego Magazine
- San Diego Masterplanner
- San Diego Metropolitan Newspaper
- San Diego Reader
- San Diego Union -Tribune
- San Diego Voice and Viewpoint
- San Francisco Bay Times
- San Jose Mercury
- SignOn San Diego
- Smooth Jazz 98.1 Jefferson Pilot
- Southwest Spirit
- Spectrum
- Star News
- Where San Diego
- Pacific Magazine
- Sun Newspapers
- Sunset Magazine
- The Concierge Connection
- The Daily Aztec
- The Press-Enterprise
- The Ranch & Club Magazine
- The San Diegan
- Time Warner Cable
- U.S. Air Publishing
- UCSD Guardian
- Univision
- VIA Magazine

## MEDIA LINKS (22 OF 260)

1. La Jolla Concours d'Elegance Official Website <https://www.lajollaconcours.com>
2. La Jolla Concours d'Elegance Facebook <https://www.facebook.com/lajollaconcours>
3. La Jolla Concours d'Elegance Twitter <https://twitter.com/LaJollaConcours>
4. La Jolla Concours d'Elegance Instagram <https://www.instagram.com/lajollaconcours/>
5. Concours Dates <http://www.concoursdates.com/event/la-jolla-concours>
6. McFarlane Promotions Upcoming Events <https://mcfarlanepromotions.com/upcoming-events/>
7. McFarlane Vimeo video- <https://vimeo.com/308431546>
8. McFarlane Vimeo video 2- <https://vimeo.com/307319752>
9. McFarlane Vimeo video 3- <https://vimeo.com/303580873>
10. KPBS event page- <https://www.kpbs.org/events/2019/apr/14/15th-annual-la-jolla-concours-deleg/?et=102702>
11. Sandiego.org posting- <https://www.sandiego.org/explore/events/festivals-and-street-fairs/la-jolla-concours-delegance.aspx>
12. The News Wheel article- <https://thenewswheel.com/2019-la-jollaconcours-delegance-will-spotlight-classic-cadillacs/>
13. Globe News Wire article- <https://globenewswire.com/newsrelease/2018/11/06/1646337/0/en/The-15th-Annual-La-Jolla-Concours-d-Elegance.html>
14. Globe News Wire article 2- <https://www.globenewswire.com/newsrelease/2018/11/06/1646337/0/en/The-15th-Annual-La-Jolla-Concours-d-Elegance.html>
15. Channel 933 post- <https://channel933.iheart.com/content/2019-04-08-la-jolla-concours-delegance-classic-car-show-la-jollacove/>
16. Highline Autos article- <https://www.highline-autos.com/15th-lajolla-concours-delegance-world-class-weekend-is-april-12-14/>
17. KUSI article- <https://www.kusi.com/the-15th-annual-la-jollaconcours-delegance/>
18. LCOC Western registration- <https://lcocwestern.org/eventregistryour-car-or-purchase-tickets-for-april-12-14-la-jolla-concoursdelegance/>
19. La Jolla History homepage event listing- <https://lajollahistory.org/events/>
20. La Jolla History article- <https://lajollahistory.org/events/la-jollaconcours/>
21. SD Union Tribune post- <https://www.sandiegouniontribune.com/entertainment/things-to-do/story/2019-04-08/grandatmosphere-to-prevail-this-weekend-concours-delegance>
22. SD Union Tribune post 2- <https://www.sandiegouniontribune.com/communities/north-county/story/2019-04-08/boys-girls-clubraises-nearly-90-000-at-diamond-gala>





# Benefiting

LA JOLLA HISTORICAL SOCIETY

The mission of the La Jolla Historical Society is to inspire and empower the community to make La Jolla's diverse past a relevant part of contemporary life. The Society serves as a thriving community resource and gathering place where residents and visitors explore history, art, ideas and culture.

The Society proudly presents the La Jolla Concours d'Elegance & Motor Car Classic. The Concours is an important community event open for all to participate in, an important source of economic activity for La Jolla's small businesses before the traditional summer tourist season, and an important source of funding that allows the Society to present year-round rotating exhibitions and educational programs at no cost to the public. The Concours is also a juried exhibition and has an inherent dimension of history, both of which add aspects of educational value that align with the Society's mission.

The La Jolla Historical Society is a 501c3 nonprofit, public benefit corporation with seven hundred household and business members. Wisteria Cottage Galleries are open Thursday through Sunday, from noon to 4:00 pm or by appointment. Admission is free. The Public Research Center is open Monday through Friday 10:00 am to 4:00 pm or by appointment. Research access to the Society's archives is free. For more information, please visit us at [lajollahistory.org](http://lajollahistory.org) or at [facebook.com/lajollahistory](https://facebook.com/lajollahistory).



THE LA JOLLA CONCOURS d'ELEGANCE

## CONTRIBUTING BRANDS

600 KOGO

ASTON MARTIN SAN DIEGO

BANG & OLUFSEN

BEAU JOIE

BEAU JOIE

BIZX

BOMBAY SAPPHIRE

BONHAMS

BUGATTI

CADILLAC

CARS YEAH

DEWARDS

EDIBLE SAN DIEGO

ELIJAH CRAIG

ELYSIAN BREWING

EMBASSY SUITES

EMPRES HOTEL LA JOLLA

FERRARI OF SAN DIEGO

FRASER

GOODING

GRANDE COLONIAL

GREY GOOSE VODKA

GUARANTEED RATE

HAGERTY

HIGHLINE AUTOS

ICON

IMAGERY WINE

INDIAN MOTORCYCLE OF SAN DIEGO

INN BY THE SEA LA JOLLA

JAGUAR

LA JOLL ACOVE HOTEL

LA JOLLA BEACH & TENNIS CLUB

LA VALENCIA HOTEL

LEXUS

LINCOLN

LPL FINANCIAL

LUCID

MCFARLANE PROMOTIONS

MEGUIAR'S

MICHELOB ULTRA

NBC 7 / TELEMUNDO 20

O'GARA SAN DIEGO

PACIFIC SOTHEBY'S INTERNATIONAL REALTY

PAGANI OF BEVERLY HILLS

PANERAI

PASSPORT TRANSPORT

PATRON

PREMIER FINANCIAL SERVICES

RADIO LATINA

RANCH & COAST

RISK STRATEGIES

ROLLS ROYCE MOTOR CARS SAN DIEGO

SAN DIEGO AUTOMITIVE MUSEUM

SAN DIEGO GAS & ELECTRIC

SAN DIEGO TOURISM MARKETING DISTRICT

SANDIEGOVILLE.COM

SILVER SEAS YATCHS

STAR 94.1

STELLA ATROIS

SYMBIO FINANCIAL PARTNERS

TEQUILA PATRON

THE BOOZY BEE

THE COIT COLLECTION

THE LOT

UBS

XTRA 1360 SAN DIEGO SPORTS

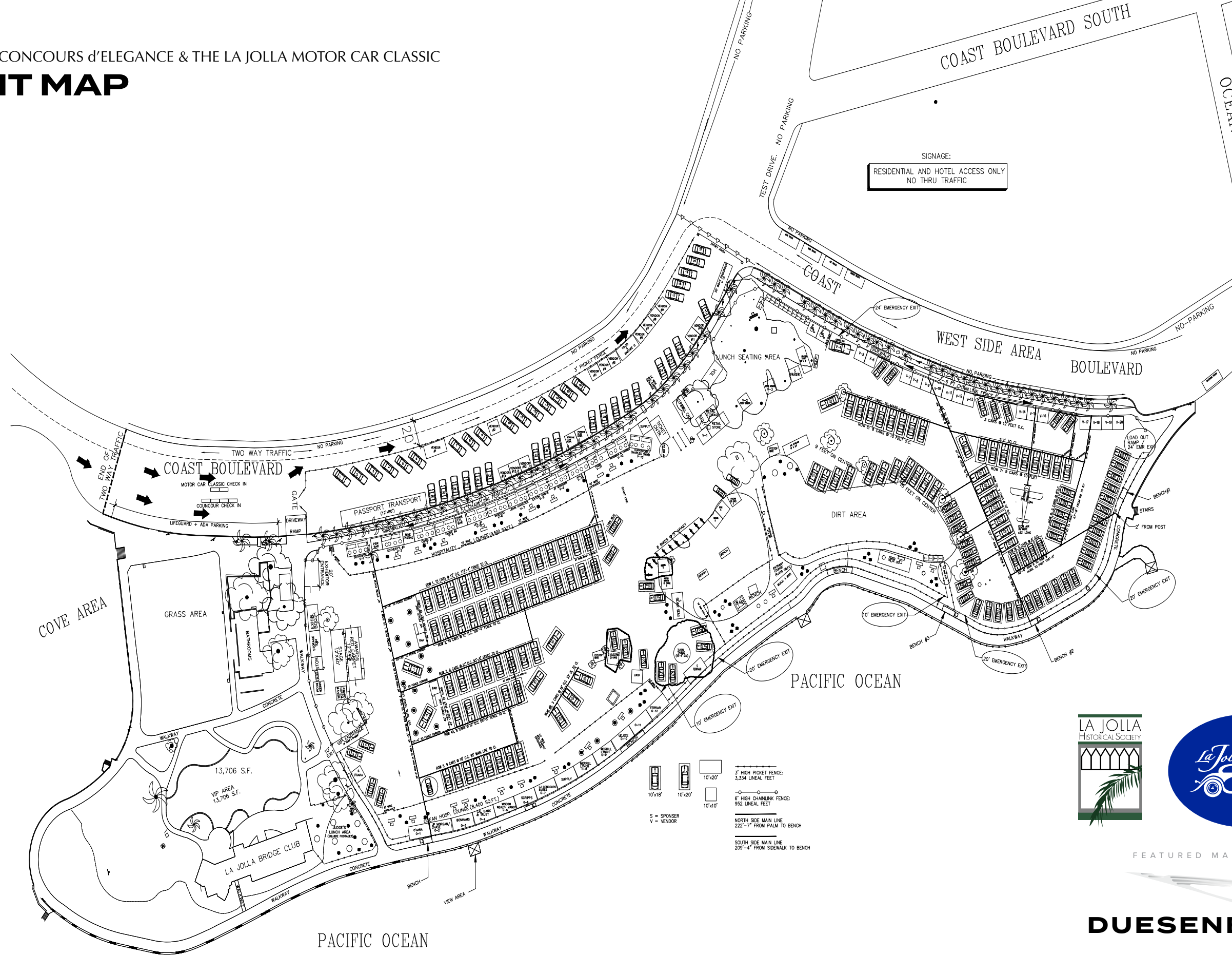
YELP





THE LA JOLLA CONCOURS d'ELEGANCE & THE LA JOLLA MOTOR CAR CLASSIC

# EVENT MAP



FEATURED MARQUE

## DUESENBERG





REACH SOUTHERN CALIFORNIA'S  
*Crème de la crème*

We make it easy to reach the best prospects for luxury goods and services such as exotic cars, real estate and financial services, as well as luxury travel and entertainment. Target the crème de la crème, up close, in-person, at the 17th annual La Jolla Concours d'Elegance and The La Jolla Motor Car Classic at the Concours from Friday, April 21 through Sunday, April 23, 2023. This event draws the most sophisticated audience from San Diego and surrounding areas, as well as across the nation.

Have an exhibit in a prime location at one of the most beautiful venues in the world. Reach vehicle exhibitors and guests through our mailings, in our literature, on our website (where we can link to yours), signage at partner events and in our media advertising.

Support this premier festival in one of the world's most prestigious communities, build brand recognition and earn goodwill within the community and throughout the region. Proceeds support the La Jolla Historical Society. Best of all, by getting involved now, you'll be guaranteed a place in the event for future years as it grows to become one of the leading attractions of its kind.

**For further information: phone 619.233.5008 | [LaJollaConcours.com](https://LaJollaConcours.com)**

