



FALL IN LOVE WITH

*The art of the automobile*



## SPONSORSHIP OPPORTUNITIES

18th LA JOLLA CONCOURS d'ELEGANCE

APRIL 19-21, 2024

LA JOLLA COVE

LA JOLLA, CA



BENEFITING THE LA JOLLA HISTORICAL SOCIETY

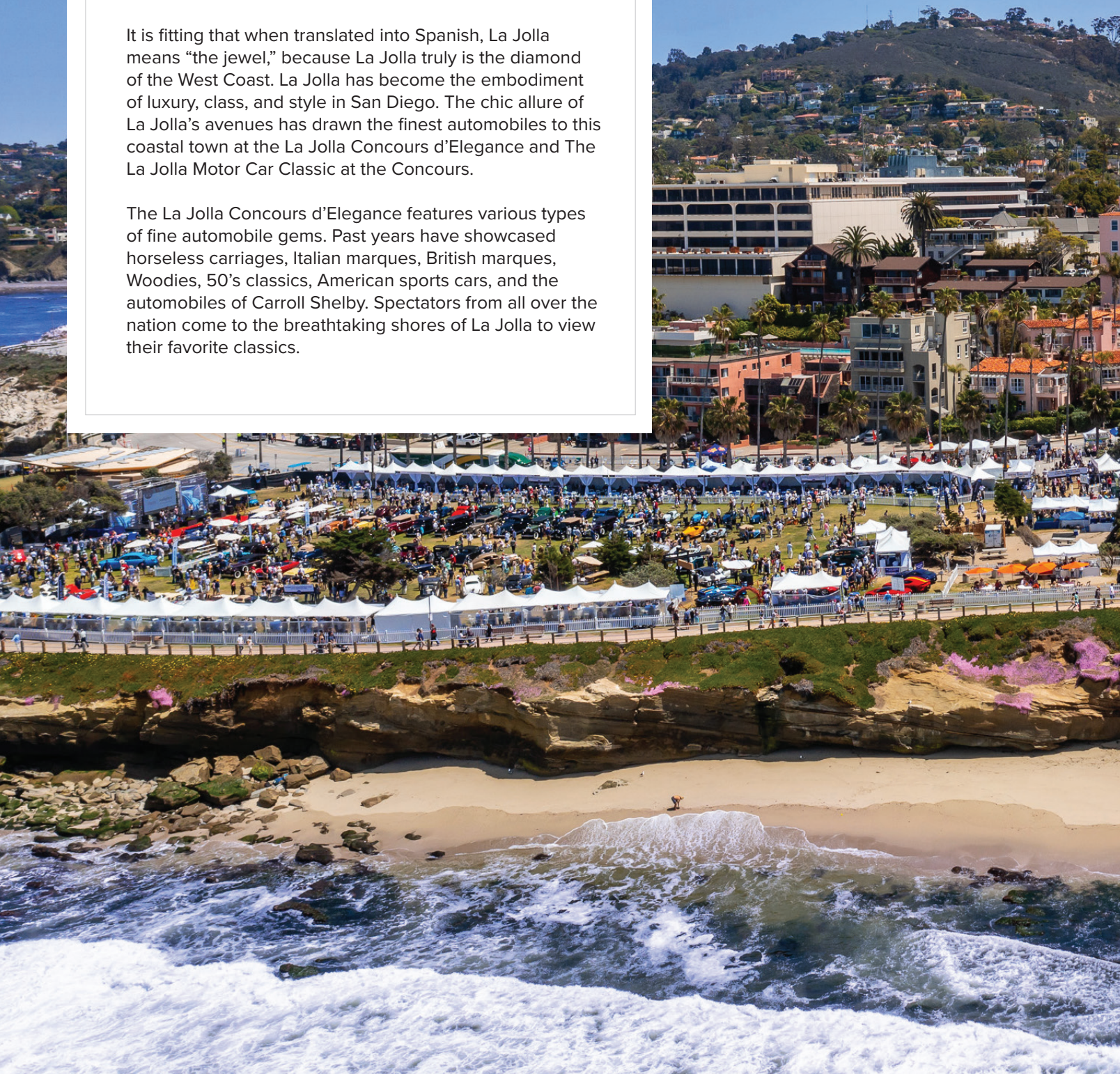


# The Jewel

## 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 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

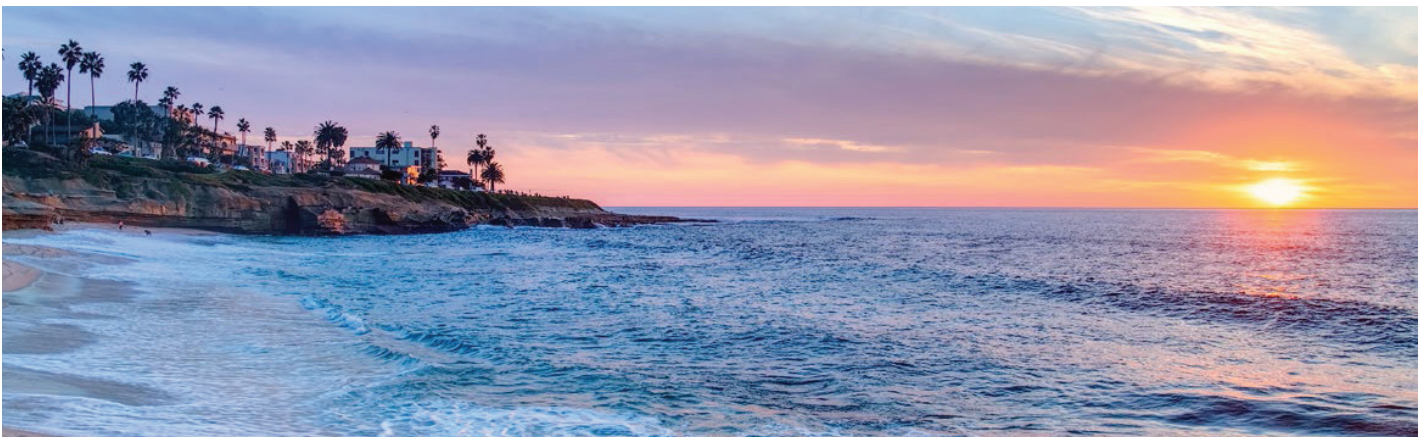
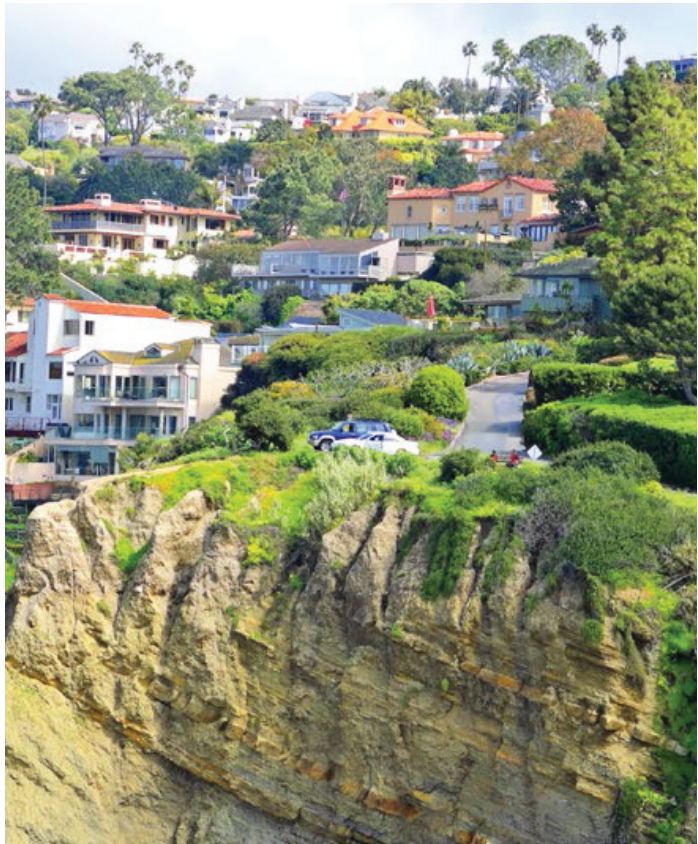
41%

2 Vehicles

13%

3 Vehicles







The background of the page is a collage of vintage car images. On the left, a portion of a car with a 'BUGGY' sign is visible. On the right, there's a close-up of a car's headlight and grille, and below it, a blue open-wheel race car. The bottom right features a large, detailed image of a maroon classic car with a blue ribbon award on its hood, parked on a red carpet.

# Automotive Tradition

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

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 18th 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!



# LA JOLLA CONCOURS d'ELEGANCE

 LPL Financial  
Pacific | Sotheby's  
INTERNATIONAL REALTY





# ABOUT US

## THE LA JOLLA CONCOURS d'ELEGANCE EXECUTIVE COMMITTEE



### G. MICHAEL DORVILLIER

CO-CHAIRMAN, LA JOLLA CONCOURS d'ELEGANCE

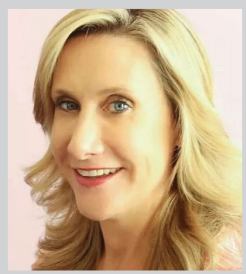
The La Jolla Historical Society welcomes back Michael Dorvillier as Co-Chairman of the La Jolla Concours d'Elegance, one of the Society's major fundraising events. A Registered Principal and Financial Advisor with Symbio Financial Partners and LPL Financial, Michael is a passionate antique car collector 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 Kerner's 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 2023 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

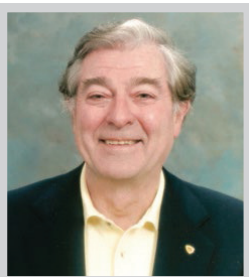
Hailing originally from Weybridge, Surrey in the UK, a stone's throw from the historic Brooklands racing track and a short jaunt to Brands Hatch, Julian Psaila has had a lifelong passion for motor racing and cars, especially anything British or Italian from the 1960's and 1970's. After a career in semiconductor 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 2023.



## 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



## 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

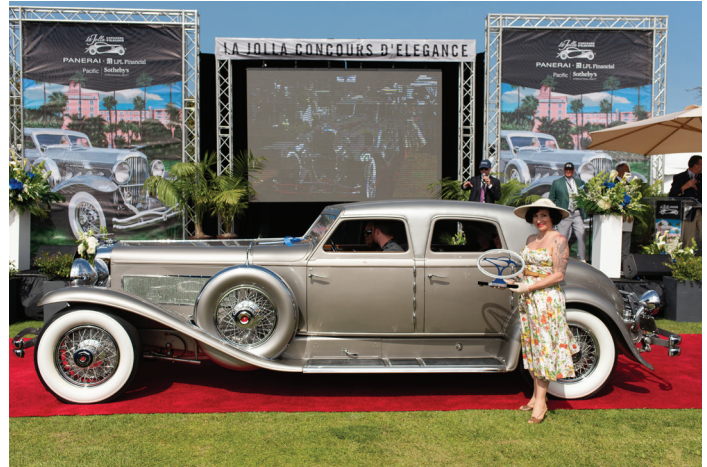
THE LA JOLLA CONCOURS d'ELEGANCE 2023 SPECIALTY WINNERS



BEST IN SHOW AWARD

**1931 DUESENBERG  
MODEL J WEYMANN  
"TAPERTAIL" SPEEDSTER**

William Lyon Family



MOST OUTSTANDING PRE-WAR AWARD

**1933 DUESENBERG SJ  
ARLINGTON TORPEDO SEDAN**

The Nethercutt Collection – Helen  
& Jack Nethercutt



MOST OUTSTANDING POST-WAR AWARD

**1959 MASERATI GT  
3500 SPYDER**

Phil White



CHUCK SPIELMAN PRESERVATION AWARD

**1961 CHEVROLET  
CORVETTE CONVERTIBLE**

Frederick Kokaska







THE LA JOLLA CONCOURS d'ELEGANCE

# LA JOLLA TOUR d'ELEGANCE





# LA JOLLA CONCOURS D'ELEGANCE RECAP





# LA JOLLA CONCOURS D'ELEGANCE RECAP







# 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:

**FRIDAY EVENING VIP RECEPTION SPONSORSHIP** | \$40,000

**SATURDAY EVENING CHAIRMAN'S PARTY** | \$25,000

**MOTOR CAR CLASSIC SPONSORSHIP** | \$25,000

**ENTRANT LOUNGE SPONSORSHIP** | \$20,000

**FRIDAY EVENING VIP PRESENTING SPONSOR** | \$20,000

**HOSPITALITY AREA SPONSORSHIP** | \$20,000

**TOUR D'ELEGANCE SPONSORSHIP** | \$20,000

**DRIVE & RIDE SPONSORSHIP** | \$20,000

**AWARDS SPONSORSHIP SPONSORSHIP** | \$20,000

**SUNDAY VIP LOUNGE TITLE SPONSORSHIP** | \$20,000

**MAIN STAGE SPONSORSHIP** | \$20,000

**CHAMPAGNE GARDEN TITLE SPONSORSHIP** | \$20,000

**LIFETIME ACHIEVEMENT AWARD SPONSORSHIP** | \$15,000

**JUDGES SPONSORSHIP** | \$15,000

**TOUR D'ELEGANCE LUNCH SPONSORSHIP** | \$15,000

**SUNDAY VIP LOUNGE PRESENTING SPONSORSHIP** | \$15,000

**CHAIR SPONSOR** | \$15,000

**APPRENTICE JUDGE SPONSORSHIP** | \$12,000

**HOSPITALITY SUITE SPONSORSHIP** | \$9,600 | 15 Available

**CHAMPAGNE GARDEN PRESENTING 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

**PLATINUM EVENT SPONSORSHIP** | \$5,000 | 6 Available

**LIVE AUCTION SPONSORSHIP** | \$5,000

**VINTAGE AIR PARADE/FLY BY SPONSOR** | \$5,000

**ENTRANT PLACARD SPONSOR** | \$3,500

**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



# TITLE SPONSOR

(2) Available | \$125,000

Exclusive Title Sponsor Available | \$200,000

## DISPLAY/SIGNAGE

- 10' x 20' 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 \$150 each
- 20 General Admission tickets to Sunday, La Jolla Concours d'Elegance
  - Additional tickets may be purchased at pre-event pricing of \$60 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 March 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
  - Catering lunch 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
- Present "Specialty" award
- 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**
- 4 Social Media Posts (Facebook, Twitter, and Instagram)
- 4 Stories on Instagram



# 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 \$150 each
- 10 General Admission tickets to Sunday, La Jolla Concours d'Elegance
  - Additional tickets may be purchased at pre-event pricing of \$60 each
- 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
  - Catering lunch 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
- 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**
- 3 Social Media Posts (Facebook, Twitter, and Instagram)
- 3 Stories on Instagram



# 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 \$150 each
- 10 General Admission tickets to Sunday, La Jolla Concours d'Elegance
  - Additional tickets may be purchased at pre-event pricing of \$60 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 \$150 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
- 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**
- 2 Social Media Posts (Facebook, Twitter, and Instagram)
- 2 Stories on Instagram



# 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 \$150 each
- 6 General Admission tickets to Sunday, La Jolla Concours d'Elegance
  - Additional tickets may be purchased at pre-event pricing of \$60 each
- Feature promotional products or materials in goodie bags
- 14 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 \$150 each
- 4 staff credentials
- First right of refusal for future La Jolla Concours d'Elegance Premier Plus Sponsorship

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- 1 Social Media Posts (Facebook, Twitter, and Instagram)
- 1 Story on Instagram



THE LA JOLLA CONCOURS d'ELEGANCE

# HOSPITALITY SUITE SPONSOR

\$9,600 | Limited availability: only 15 exclusive suites

## BENEFITS

- 10' x 20' Hospitality Suite
- 46 Hospitality Suite passes - includes entrance to the Concours (additional tickets at pre-event pricing may be added)
- Bottle service package which includes personal bar and bartender
- Catered lunch
- Branded bar with your company's logo

Opportunity to feature promotional products or materials in goody bags







# MEDIA REPORT 2023

Welcomed 8,800 to the La Jolla Concours d'Elegance Field & 15,000 to the Show Overall  
Friday, April 21-23, 2023

## TELEVISION

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

- Preview shots at event
- Weather live onsite at event
- Interviews

[Concours d'Elegance returns to La Jolla](#)

[KUSI Twitter](#)

[KUSI Twitter 2](#)

[Concours d'Elegance returns to La Jolla - \(kusi.com\)](#)

## RADIO

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

#### KFMB FM 100.7

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 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
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

#### KFMB AM 100.7

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

## RADIO (CONTINUED)

### MAX FM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 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
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### KOGO AM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### KGB AM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion





# MEDIA REPORT 2023

## RADIO (CONTINUED)

### STAR 94.1

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 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
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### Invasora

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

### Univision

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 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

## SOCIAL MEDIA

### ADS OVERVIEW

- Campaigns - 392
- Reach - 1,998,172
- Impressions - 7,813,771

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

- 177 Posts
- 1,929 New Followers
- 334,053 Unique Engagements
- 1,743,009 Page Reach
- 1,915,506 Paid Reach
- 8,905,665 Paid Impressions
- 60,016 Facebook Page Visits
- 36,105 Link Clicks

### Facebook Event

- Reach: 162, 117
- Responses: 7,775

### Top Locations for Followers

- San Diego
- Los Angeles
- Tijuana
- Los Angeles
- Chula Vista
- Phoenix
- Las Vegas
- Oceanside





# MEDIA REPORT 2023

## SOCIAL MEDIA (CONTINUED)

### Instagram Overview of the La Jolla Concours d'Elegance Campaign:

- 5,371 New Followers
- 949,660 Total Impressions
- 13,590 Profile Visits
- 1,359 Website Taps
- 50,482 Content Interactions
- 9,883 Post Interaction
- 8,588 Likes
- 1,200 Shares
- 384 Story Interactions
- 3,760 Reel Interactions

### Instagram Most Engaged Hashtags:

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

### Total Social Impressions

- 9,140,514 for IG, FB and Twitter

## WEBSITE REPORT

### La Jolla Concours d'Elegance Google Analytics, February-April

- 91,000 Total Users throughout 2023 campaign
- 113,000 Total Sessions throughout 2023 campaign
- An average visit duration of 2:34 per session

### La Jolla Concours d'Elegance Google Analytics, April

- 55,000 Total Users throughout 2023 campaign
- 69,000 Total Sessions throughout 2023 campaign

### La Jolla Concours d'Elegance Google Ads

- 807.1K Impressions throughout the 2023 campaign
- 46,406 Clicks throughout the 2023 campaign

### Website Traffic Acquisition

- 17,623 Users sent from Organic Search
- 25,611 Users sent from Direct Links
- 82,924 Users sent from Social Media
- 5,682 Users sent from Referrals
- 7,982 Users sent from Email

### Website Demographics

- Male: 68%
- Female: 32%
- Age 25-34: 7.9%
- Age 35-44: 21.1%
- Age 45-54: 24.4%
- Age 55-64: 22.9%
- Age 65+: 24.1%

## PRINT ADVERTISING

### Sports Car Market

- Half Page Ad in February Issue
- Full Page Ad in Concours Guide
- Expanded Write-Up and Photo in Concours Guide
- Full Page Ad in March 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

### Ranch & Coast Magazine

- Full-Page Ad in April issue
- Editorial multi-page editorial interview/photo shoot "At Home with Michael Dorvillier by Andrea Naversen"
- Bonus editorial: Elizabeth Hansen's Ettore Bugatti piece, 1-pager
- Editorial listing within magazine's Attend section to promote upcoming event

### Dream Homes Magazine

- Full Page Ad in March Issue in SD, LA, OC Editions
- Full Page Ad in April Issue in SD, LA, OC Editions

### Discover Magazine

- March/April Issue in all 4 Editions of the Publication
- 2-Page Layout in the May/June Issue Featuring Photos from Concours

### Edible SD

- Full Page Ad in Spring Issue

### Ferrari Sempre

- Full Page Ad



# MEDIA REPORT 2023

## DIGITAL ADVERTISING

### 101 Things to Do

- Homepage Website Takeover for Two Weeks
- Homepage Featured Article
- Included On Event Calendar
- Personal Landing Page with Photos, Links, Click-Throughs, And Map
- Dedicated Newsletter
- Social Media Posts

### Automobilia Resource

- Publicize return of event in broadcast email offering subscribers a chance to win tickets.
- 6 social posts on FB/IG/LinkedIn: 3 doing ticket giveaways, 3 vendor solicitation
- Ticket inclusion in broadcast email

### Carsyeah

- (3) Features On Podcasts

### ClasiqHQ

- (2) Facebook Posts (2) Instagram Posts
- Remain On Clasiqhq Website
- 1 Newsletter Promo
- Daily Live Streams During LJCDE 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
- Newsletter Ad in April
- 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
- 2-Page Post Event Spread in May Issue

### 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
- Enewsletter Inclusion in March Edition
- Digital Editorial
- Social Media Promotion

### 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

### 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
- Video Ad on Website For 1 Month
- 2 Dedicated Eblasts

### San Diego Entertainer

- Pre-Event Feature Article
- Top Home Page Placement For 30 Days
- Ongoing Social Media Promotion For 30 Days
- Cover Feature Inclusion in Weekly Email to Subscribers
- Banner Ad Starting on April 3

### San Diego Automotive Museum

- Dedicated E-Blast

### San Diego Magazine

- Banner Ad Featured In "Best of San Diego This Week" Newsletter

### San Diego Reader

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

### SanDiegoVille

- 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





# MEDIA REPORT 2023

## DIGITAL ADVERTISING (CONTINUED)

### Sports Car Market

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

### Yelp

- Sponsorship For Two Weeks Of "The Local Yelp"
- Event Page on Yelp.Com/Events Promoting Event

## INFLUENCERS

- VANESSACAMPOS
- TAYLORGRACE
- PS. CESTLAVIE
- STYLEWITHNIHAN
- COFFEEWITHJOHANNA
- OVERTHEMOONFARAWAY
- ESMIRNATAPIA
- ROTHGLAM
- CALIGARAGE
- STANCENATION
- CLASSICCAR
- EMPIRESANDIEGO
- ALPHAVEHICLE
- CLASSICSDAILY
- CHRISDUKETV
- T\_S\_PHOTOGRAPHY
- DECKEDOUT\_RESTORATIONS
- TRAVEL\_AND\_CLASSICS
- INDIANOFSD
- OLDCARSANONYMOUS
- MODERNIMAGE
- CARSYEAH
- CEDETAIL
- GARAGECOLLECTIVECO

## 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

## 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
- 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
- San Diego Reader
- San Diego Union Tribune
- SavvySweets
- Schick Photography
- SoCalPulse
- Southern California Automotive Enthusiast
- Steve Natal
- Taytaygracehomeblog
- Thrillist
- Vanessa Campos
- Vanguard Culture
- The Vista Press
- The Union Tribune

## 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

HIGHLINE AUTOS

HIGHLINE AUTOS



## 17TH LA JOLLA CONCOURS d'ELEGANCE IS BEST ATTENDED EVER

written by David M. Brown

A 1931 Duesenberg Model J Weymann "Taper Tail" Speedster was selected Best in Show at the 17th La Jolla Concours d'Elegance, presented by LPL Financial, Pacific Sotheby's International Realty and Panerai, April 21, 22 and 23 at Ellen Scripps Browning Park above La Jolla Cove. The winning owner is the William Lyon Family.

This was the best-attended event yet, with 8,800 guests and 128 cars for the ticketed La Jolla Concours and more than 15,000 visitors for the free La Jolla Concours d'Elegance Motor Car Classic held on Saturday. Also concurrent events, the Motor Car Classic showed 43 Ferraris and Porsches on Prospect 80 Porsches.

"Everyone has been raving about the event and, of course, the amazing venue, cars, hospitality and weather," says Co-Chairman G. Michael Dorvillier, who was one of the event honorees with Randy Ema.

Brian Graff, founder and CEO of Highline Autos, a sponsor, adds "La Jolla has always been a favorite weekend for our magazine. It combines great classic cars and motorcycles,

parties, fabulous food and drinks, three days of events, fellow car lovers and the fabulous park setting above the Pacific. You just can't top that."

On Friday, April 21, the La Jolla Concours began with the Friday night VIP soiree "Beyond the Garden Gates" on the park lawn. On Saturday, April 22, car aficionados motored around San Diego County. The tour guests ended their cruise with a private lunch at the La Jolla Beach and Tennis Club.

On Sunday, an all-volunteer committee led by Co-Chairs G. Michael Dorvillier, Robert F. Kerner Jr. and Chief Judge Nigel Matthews judged the classic cars. Complementing this was La Jolla Champagne and Honey Tasting Garden, offering champagne cocktails and tastings of chocolate and flights of honey from around the world. VIP guests also enjoyed food from more than 16 local chefs and bar service.

Another Duesenberg, a 1933 Duesenberg SJ Arlington Torpedo Sedan, was the Outstanding Pre-War vehicle, from The Nethercutt Collection, Helen & Jack Nethercutt. The Outstanding Post-War car was a 1959 Maserati GT 3500



Best of Marque Award LPL Financial-  
1935 Duesenberg J Convertible Roadster  
photo Michael & Kate Photography



Sotheby's Award-1921 Duesenberg  
Straight Eight Model A Coupe  
photo Michael & Kate Photography



photo Michael & Kate Photography



photo Michael & Kate Photography



photo Matthew Fink



photo Matthew Fink

Spyder, owned by Phil White; another 3500 GT from 1960, owned by Jim Gianopoulos, won the Panerai Timeless Elegance Award.

Two beautiful Delahayes won, respectively, the Aubrey Taylor Upholstery Award and the Honorary Judges Award: a 1953 135MS CL Spéciale Faget-Varnet Coach, Anthony Colé, owner; and a 1951 35 Saoutchik, Peter and Merle Mullin, owners.

American-made car winners included, for the Mayor's Award, a 1957 Cadillac Eldorado Brougham 4 Door Sedan, James Justus, owner; the Paul Emple Award "Paul's Choice," a 1936 Auburn 852SC Speedster, Ray and Sue Carpenter; Taylor Kahle American Muscle Award, 1964 Corvette Stingray Convertible, Ade Tuyo. And, Tom Armstrong won the Marc

Camille Lemieux Motorcycle Award for his 1959 BMW R50 Motorcycle.

"The La Jolla Concours has world-class cars and a world class experience. I have heard over and over even if you're not a gear head there is something for everyone. It's the perfect event to bring your friend, partner and/or significant other as everyone will have a fantastic time," Dorvillier says. "We really worked hard to create an event that shows the beauty of La Jolla, the beauty of cars in a very southern California/La Jolla charming way and also raised needed funds for the La Jolla Historical Society."

Next year's 18th event will be held April 19, 20 and 21.

For more information, see [lajollaconcours.com](http://lajollaconcours.com).

VOLUME XX, NUMBER 04

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WWW.HIGHLINE-AUTOS.COM

VOLUME XX, NUMBER 04

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WWW.HIGHLINE-AUTOS.COM





# MEDIA REPORT 2023

## 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
- San Diego Ranch Coast 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

## CONCOURS NEWSLETTERS

- Concours Newsletter #1 - Registration Open
- Concours Newsletter #2 - Honored Marque Announced & Registration
- Concours Newsletter #3 - Black Friday
- Concours Newsletter #4 - Cyber Monday
- Concours Newsletter #5 - Happy Holidays from Concours
- Concours Newsletter #6 - Ticket price increase
- Concours Newsletter #7 - Ticket price increases tomorrow
- Concours Newsletter #8 - Focus: VIP tickets & benefits
- Concours Newsletter #9 - Focus: GA & VIP Tickets
- Concours Newsletter #10 - Focus: Price Increase/GA&VIP Tix/Best in Show, comes see best in show 2023
- Concours Newsletter #11 - Focus: Last change to save! Price increases tomorrow!
- Concours Newsletter #12 - Focus: Chefs/Restaurants
- Concours Newsletter #13 -Focus: St. Patrick's Day. 7 Luckiest things you will see at the Concours
- Concours Newsletter #14 -Focus: Ticket price increase
- Concours Newsletter #15- Focus: Price increase
- Concours Newsletter #16 -Focus: Fun tips that give you extra bonus points from the judges; One more week!
- Concours Newsletter #17 - Focus: Find your favorite pairing of honey, chocolate, and champagne at our tasting gardens. Concours t-minus 4 days
- Concours Newsletter #18-Focus: San Diego's Most Prestigious Car Show is Back This Weekend

## PRESS RELEASES

- Calendar Notice
- Press Release #1 – Honored Marque Announced
- Press Release #2 – VIP Receptions and Offerings
- Press Release #3 – La Jolla Tour d'Elegance
- Press Release #4 – Judging and Trophies
- 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

# MEDIA REPORT 2023

## MEDIA LINKS

1. La Jolla Concoeurs d'Elegance Official Website –<https://www.lajollaconcoeurs.com>
2. La Jolla Concoeurs d'Elegance Facebook - <https://www.facebook.com/lajollaconcoeurs>
3. La Jolla Concoeurs d'Elegance Twitter-<https://twitter.com/LaJollaConcoeurs>
4. La Jolla Concoeurs d'Elegance Instagram - <https://www.instagram.com/lajollaconcoeurs/>
5. Ticketing - La Jolla Concoeurs d'Elegance | La Jolla Historical Society ([ticketsauce.com](https://ticketsauce.com))
6. La Jolla Concoeurs d'Elegance Celebrates Three Days of Classic Cars Events Featuring Over 150 Cars On April 21-23, 2023 - Car Collectors Club
7. La Jolla Concoeurs d'Elegance 2023 - Car Scene International
8. The La Jolla Concoeurs d'Elegance: When, Where, and How to Attend
9. La Jolla Concoeurs D'Elegance | San Diego Car Shows
10. The La Jolla Concoeurs d'Elegance: When, Where, and How to Attend and Stay at Grande Colonial Hotel La Jolla ([thegrandecolonial.com](https://thegrandecolonial.com))
11. Concoeurs d'Elegance returns to La Jolla - ([kusi.com](https://kusi.com))
12. La Jolla Concoeurs d'Elegance - Saturday, April 22, 2023, 6 p.m. to 10 p.m. | San Diego Reader
13. La Jolla Concoeurs D'Elegance 2023 ([fraseryachts.com](https://fraseryachts.com))
14. La Jolla Concoeurs d'Elegance Weekend | 2023 | San Diego, CA ([idrivessocal.com](https://idrivessocal.com))
15. La Jolla Concoeurs d'Elegance 2023 | Special Events & Filming | City of San Diego Official Website
16. La Jolla Concoeurs d'Elegance Sunday April 23 2023 – South OC Beaches
17. La Jolla Concoeurs Returns for the 17th Year in 2023; Discounted Tickets Now on Sale - Lincoln and Continental Owner's Club - Western Region ([lcocwestern.org](https://lcocwestern.org))
18. 2023 La Jolla Concoeurs d'Elegance & Motor Car Classic - La Jolla ([lajollalocal.com](https://lajollalocal.com))
19. La Jolla Concoeurs d'Elegance | San Diego Automotive Museum ([sdautomuseum.org](https://sdautomuseum.org))
20. La Jolla Concoeurs d'Elegance | Classic & Sports Car ([classicandsportscar.com](https://classicandsportscar.com))
21. 2023 La Jolla Concoeurs d'Elegance ([eventstopten.com](https://eventstopten.com))
22. La Jolla Concoeurs d'Elegance - Fox5SanDiego Calendar
23. Concoeurs d'Elegance Brings Best in Classic, Luxury Autos to La Jolla - Times of San Diego
24. The La Jolla Concoeurs d'Elegance: When, Where, and How to Attend and Stay at Grande Colonial Hotel La Jolla ([thegrandecolonial.com](https://thegrandecolonial.com))
25. La Jolla Concoeurs D'Elegance 2024, an Event in La Jolla, California ([festivalnet.com](https://festivalnet.com))
26. Calendar ([jbaspeedshop.com](https://jbaspeedshop.com))
27. La Jolla Concoeurs d'Elegance | April 21st-23rd — San Diego Association of Car Clubs
28. California Concoeurs d'elegance Car Shows ([seecalifornia.com](https://seecalifornia.com))
29. Luxury car show in La Jolla ([breebornstein.com](https://breebornstein.com))
30. La Jolla Concoeurs d'Elegance Is Back With Another World Class Weekend Of Celebratory Automotive Events ([theresandiego.com](https://theresandiego.com))
31. La Jolla Concoeurs d'Elegance –
32. La Jolla Concoeurs d'Elegance | Upcoming Events in San Diego | [sandiegomagazine.com](https://sandiegomagazine.com)
33. California Concoeurs d'elegance Car Shows ([seecalifornia.com](https://seecalifornia.com))
34. 2023 La Jolla Concoeurs d'Elegance, Ellen Browning Scripps Park, La Jolla, April 21 to April 23 | [AllEvents.in](https://AllEvents.in)
35. Concoeurs d'Elegance returns to La Jolla - ([kusi.com](https://kusi.com))
36. 101 Things To Do In San Diego ([101thingstodosw.com](https://101thingstodosw.com))
37. Concoeurs D'Elegance Brings Best In Classic, Luxury Autos To La Jolla | San Diego, CA Patch
38. Frivolous Friday! La Jolla Concoeurs d'Elegance: Luxury Car Show – Savoring the Sweet Life Blog
39. FCA Southwest Region - Calendar of Events ([fca-sw.org](https://fca-sw.org))
40. Upcoming Events – La Jolla by the Sea
41. Events ([lajollahistory.org](https://lajollahistory.org))
42. Events - La Jolla Light
43. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance - MarketWatch
44. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs ([yahoo.com](https://yahoo.com))
45. The La Jolla Concoeurs (CA) ([stungbykia.com](https://stungbykia.com))
46. La Jolla Concoeurs d'Elegance — Ranch & Coast Magazine ([ranchandcoast.com](https://ranchandcoast.com))
47. Parades, Festivities and Special Events, Oh My! - La Jolla Insiders
48. A Porsche Only Car Show on Prospect Avenue - Porsche Club of America San Diego Region ([pcasdr.org](https://pcasdr.org))
49. La Jolla Concoeurs D'Elegance in La Jolla, CA - Rides Collective
50. 17th Annual La Jolla Concoeurs d'Elegance | Corvette Mike | Used Chevrolet Corvettes for Sale
51. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance
52. La Jolla Concoeurs d'Elegance - Fabulous California
53. La Jolla Concoeurs d'Elegance Porsches On Prospect Free Event Saturday April 22 2023 – South OC Beaches
54. The art of the automobile: La Jolla Concoeurs d'Elegance returns this weekend - La Jolla Light
55. La Jolla Concoeurs d'Elegance 2023 Guide Friday April 21 2023 thru Sunday April 23 2023 – South OC Beaches
56. The La Jolla Concoeurs Tour d'Elegance is Back for The 2023 Iteration of the World-Class Car Show - LaJolla.com
57. [https://twitter.com/KUSI\\_GMSD/status/1649559435948462081](https://twitter.com/KUSI_GMSD/status/1649559435948462081)
58. [https://twitter.com/KUSI\\_GMSD/status/1649538421160054784](https://twitter.com/KUSI_GMSD/status/1649538421160054784)
59. La Jolla Concoeurs d'Elegance Celebrates 17th Year ([theresandiego.com](https://theresandiego.com))
60. Auto lovers brake for La Jolla Concoeurs d'Elegance car show - La Jolla Light
61. La Jolla Concoeurs d'Elegance Guide Saturday April 22 2023 – South OC Beaches
62. Duesenberg tagged as feature marque of 17th Annual La Jolla Concoeurs d'Elegance - Old Cars Weekly
63. La Jolla Concoeurs d'Elegance - Sunday, April 23, 2023, 6 p.m. to 10 p.m. | San Diego Reader
64. La Jolla Concoeurs d'Elegance - Friday, April 21, 2023, 6 p.m. to 10 p.m. | San Diego Reader
65. La Jolla Concoeurs d'Elegance Cruises Back into San Diego - Highline Autos - Your source for distinguished automobiles ([highline-autos.com](https://highline-autos.com))
66. La Jolla Concoeurs d'Elegance | San Diego Automotive Museum ([sdautomuseum.org](https://sdautomuseum.org))
67. La Jolla Concoeurs d'Elegance VIP Party | San Diego Automotive Museum ([sdautomuseum.org](https://sdautomuseum.org))
68. Photo Galleries - La Jolla Light
69. La Jolla Concoeurs d'Elegance VIP Party | San Diego Automotive Museum ([sdautomuseum.org](https://sdautomuseum.org))
70. Upcoming Events – Car Scene International
71. Concoeurs d'Elegance Brings Best in Classic, Luxury Autos to La Jolla - Times of San Diego
72. Party at Scripps Park gets La Jolla Concoeurs d'Elegance off to a jumping start - La Jolla Light
73. Concoeurs d'Elegance returns to La Jolla - ([kusi.com](https://kusi.com))





# MEDIA REPORT 2023

## MEDIA LINKS (CONTINUED)

1. San Diego Weekend Guide: April 21-23 – Earth Day edition - Times of San Diego
2. Concoeurs d'Elegance Brings the Best in Classic, Luxury Autos to La Jolla (msn.com)
3. The best things to do this weekend in San Diego: April 20-23 (msn.com)
4. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs (yahoo.com)
5. Auto lovers brake for La Jolla Concoeurs d'Elegance car show - La Jolla Light
6. lifestyle Archives - Page 3 of 9 - LaJolla.com
7. Events - San Diego (rroc-sandiego.org)
8. Photo: Regarded as one of the top events of the year in La Jolla, the La Jolla Concoeurs d'Elegance offers one-of-a-kind automotive experiences. | San Diego Reader
9. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance (yahoo.com)
10. Photo: On Saturday, from 5-9 PM we will be showcasing 75 incredible Porsches along La Jolla's Prospect Street for all to enjoy. | San Diego Reader
11. Concoeurs d'Elegance Showtime (discovermagazines.com)
12. Daily Business Report: Tuesday, April 11, 2023, San Diego Metro Magazine
13. Dip into Avocado Festival, luxury cars, Chicano Park Day and more - The San Diego Union-Tribune (sandiegouniontribune.com)
14. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance - EIN Presswire (einnews.com)
15. World-Class La Jolla Concoeurs d'Elegance Car Show Returns to San Diego on April 21 - LaJolla.com
16. La Jolla Concoeurs d'Elegance - Fabulous California
17. Check Out the Finest Ferraris Around at the Concoeurs d'Elegance La Jolla Motor Car Classic - LaJolla.com
18. Auto lovers brake for La Jolla Concoeurs d'Elegance car show - La Jolla Light
19. La Jolla Concoeurs d'Elegance Porsches On Prospect Free Event Saturday April 22 2023 – South OC Beaches
20. 2nd Win and 2nd Place | Corvette Mike | Used Chevrolet Corvettes for Sale
21. 2023 Schedule – LYN HINER STUDIOS
22. Best Bets: A quick guide to online and in-person entertainment and experiences - La Jolla Light
23. 2023 La Jolla Concoeurs d'Elegance | KPBS Public Media
24. La Jolla Concoeurs d'Elegance - Fox5SanDiego Calendar
25. La Jolla Concoeurs d'Elegance - 101 Things To Do In San Diego (101thingstodosw.com)
26. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance (globenewswire.com)
27. Pebble Beach Concoeurs d'Elegance Home Page
28. Posts - San Diego (rroc-sandiego.org)
29. 2023 Concoeurs guide | The top events you need to experience | Articles | Classic Motorsports
30. 2023 La Jolla Concoeurs d'Elegance | Food Wine | sandiegomagazine.com
31. SanDiegoVille: The Ultimate Event For Auto Aficionados, La Jolla Concoeurs D'Elegance Returns To San Diego This April 21-23 | Save On Passes & Enter To Win VIP Tickets
32. La Jolla Concoeurs d'Elegance: Luxury & Classic Car Show | San Diego (acsb-test.com)
33. Full List of Events — San Diego Association of Car Clubs
34. Events for April 23, 2023 – La Jolla by the Sea
35. Secret Garden Tour of La Jolla and Secret Garden Boutique (lajollahistory.org)
36. 17th annual La Jolla Concoeurs d'Elegance celebrates featured marque Duesenberg | SDNews.com
37. 17th La Jolla Concoeurs d'Elegance is April 21, 22 & 23 - Highline Autos - Your source for distinguished automobiles (highline-autos.com)
38. La Jolla's Concoeurs d'Elegance: Got Your Tickets Yet? | LaJolla.com
39. Concoeurs d'Elegance Drives into La Jolla April 21 - 23 - La Jolla by the Sea
40. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs (autoweek.com)
41. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs | Flipboard
42. What is the Cheapest Duesenberg? (optimabatteries.com)
43. 2287: Bob Kerner | CARS YEAH
44. El premio "Best in Show" de La Jolla Concoeurs d'Elegance 2023 fue un 1931 Duesenberg Model J, Weymann "TaperTail" Speedster (latino-edge.com)
45. The 17th La Jolla Concoeurs d'Elegance | CarEvents.com
46. Best Bets: A quick guide to online and in-person entertainment and experiences - Rancho Santa Fe Review
47. 2023 La Jolla Concoeurs d'Elegance, Ellen Browning Scripps Park, San Diego, 21 April to 24 April (stayhappening.com)
48. 2023 La Jolla Concoeurs d'Elegance, Ellen Browning Scripps Park, La Jolla, 21 April to 23 April (stayhappening.com)
49. Duesenberg - Old Cars Weekly
50. Duesenberg tagged as feature marque of 17th Annual La Jolla Concoeurs d'Elegance - Old Cars Weekly
51. Is This the Most Beautiful Duesenberg Ever? (autoweek.com)
52. Home - Highline Autos - Your source for distinguished automobiles (highline-autos.com)
53. BROAD ARROW GROUP ANNOUNCES EARLY MONTEREY AUCTION HIGHLIGHTS INCLUDING BUGATTI, DUESENBERG, STUTZ, AND CADILLAC MOTOR CARS FROM - Bloomberg
54. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs (yahoo.com)
55. La Jolla Concoeurs d'Elegance - Wikipedia
56. La Jolla Concoeurs D'Elegance 2024, an Event in La Jolla, California (festivalnet.com)
57. 12 Must See Concoeurs d'Elegance Car Shows in North America - Car Collectors Club
58. 2023 La Jolla Concoeurs d'Elegance | KPBS Public Media
59. 2023 La Jolla Concoeurs d'Elegance Tickets, Fri, Apr 21, 2023 at 6:00 PM | Eventbrite
60. Ranch & Coast Magazine - April 2023 (uberflip.com)
61. La Jolla Concoeurs d'Elegance 2023 | Special Events & Filming | City of San Diego Official Website
62. World-Class La Jolla Concoeurs d'Elegance Car Show Returns to San Diego on April 21 - LaJolla.com
63. La Jolla Concoeurs d'Elegance Celebrates 17th Year (theresandiego.com)
64. Enjoy a special all day Happy Hour with stunning ocean views. (hotellajolla.com)
65. 2023-04-21 00:00 - La Jolla Concoeurs d'Elegance (thegrandcolonial.com)
66. The La Jolla Concoeurs - Cars and Coffee Events
67. Celebrating Duesenberg in Style — Ranch & Coast Magazine (ranchandcoast.com)
68. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs | Flipboard
69. Concoeurs d'Elegance - Taste California Travel
70. San Diego Jaguar Club - Events (wildapricot.org)
71. La Jolla traffic board gives approval to street closures and no-



# MEDIA REPORT 2023

## MEDIA LINKS (CONTINUED)

- parking zones for Concoeurs d'Elegance - La Jolla Light
72. Party at Scripps Park gets La Jolla Concoeurs d'Elegance off to a jumping start - La Jolla Light
  73. La Jolla Concoeurs d'Elegance + Coastal Bioluminescence Is Back! | San Diego, CA Patch
  74. San Diego Weekend Guide: April 21-23 – Earth Day edition - Times of San Diego
  75. See + Do | There San Diego
  76. YouTube, Gateway Bronco - La Jolla Concoeurs d'Elegance 2023 | Gateway Bronco - YouTube
  77. YouTube, La Jolla Concoeurs d'Elegance 2023 | La Jolla, California, USA - YouTube
  78. YouTube, What a Weekend! | La Jolla Concoeurs d'Elegance 2023 - YouTube
  79. YouTube, La Jolla Concoeurs d'Elegance 2023 Preview | Gateway Bronco - YouTube
  80. YouTube, Inside the World's Most Prestigious Auto Show: 2023 Concoeurs d'Elegance La Jolla - YouTube
  81. YouTube, 2023 LA JOLLA CONCOEURS D'ELEGANCE! - YouTube
  82. YouTube, La Jolla Concoeurs D'Elegance 2023 (Not Worth \$600 VIP Package) - YouTube
  83. YouTube, La Jolla Concoeurs d'Elegance 2023 - RARE Duesenbergs, Ferraris, Porsches, Corvettes, & Mercedes Benz - YouTube
  84. YouTube, Concoeurs d'Elegance returns to La Jolla - YouTube
  85. YouTube, La Jolla Concoeurs d'Elegance 2023 - YouTube
  86. YouTube, 2023 La Jolla Concoeurs d'Elegance, April 23, 2023 - YouTube
  87. Jeff M Martin on Instagram: "Random #pics & #video of #scenes in, and around the #lajollaconcours this last #weekend. #fancy #classiccars #collectorcars #Porsche..."
  88. A perfect California day. #gatewaybronco #fordbronco #sandiego #lajolla #california #dreamcar #luxurycars #classiccars #dreamstodriveways... | Instagram
  89. Joe Cali on Instagram: "#lajollaconcours #fraser #ferrarisandiego #ogaralajolla #tiarayachts #hagerty #orahouse #gatewaybronco"
  90. Emmanuel Mendes on Instagram: "... #carporn #cars #ferrari #carphotography #lajollaconcours #sandiego #california #sportscar #photography #motivation"
  91. Lisa Mastracci | San Diego | Real Estate Entrepreneur on Instagram: "What an amazing night! #sothebys #sothebysrealty #sothebysinternationalrealty #lajollaconcours #lajollaconcoursdelegance"
  92. O'Gara on Instagram: "Who else couldn't get enough of the magnificent cars on display at @lajollaconcours? We had everything from a Czinger 21C, 1959 Ferrari..."
  93. Gary Schwartzwald on Instagram: "Triumph! #lajollaconcours #LaJollaConcoeursd'Elegance #classiccars #classic #classiccars #classicar #lajollashores #lajolla #carshow..."
  94. Heritage Gruppe on Instagram: "Enjoy the last round of @lajollaconcours photos featuring some cool @maserati cars and a @alfaromeoofficial #heritage..."
  95. Pedal on Instagram: "Ferrari Friday ~ Around @lajollaconcours Get PEDAL - Free in app stores PEDAL is a free, must have automotive enthusiast picture &..."
  96. Coast to Mountain Media on Instagram: "Where the sea meets the cars and entertainment is always on the horizon. See you next year @lajollaconcours!..."
  97. Gary Schwartzwald on Instagram: "Close Up at the La Jolla Concoeurs d'Elegance. #lajollaconcours #LaJollaConcoeursd'Elegance #classiccars #classic #classiccars #classicar..."
  98. David Woodhouse on Instagram: "My fellow judges this past weekend #lajollaconcours"
  99. Elena QM on Instagram: "@lajollaconcours . . . #lajollaconcours #lajollaconcoursdelegance #lajolla #duesenberg #classics #classiccars #lovemyjob"
  100. Rex McAfee on Instagram: "Ciao! #ferrarifclub #ferrari #classicferrari #museoferrari #enzoferrari #ferrari classiche #cavallinoclassic #casaferrari..."
  101. Matthew on Instagram: "Art on wheels - - @timcad #pagani #paganihuayra #paganihuayraroadster #hypercar #hypercars #lajollaconcours #supercars #supercar..."
  102. Heritage Gruppe on Instagram: "Enter the prancing pony. Great time at @lajollaconcours and a beautiful garden setup by @ferrariusa, appreciate those who go above and..."
  103. Ferrari of San Diego at La Jolla Concoeurs d'Elegance. We hope everyone who attended our section felt part of our Ferrari Famiglia... | FERRARI OF SAN DIEGO (@ferrariofsandiego) on Instagram
  104. The Lunch Guru on Instagram: "Did you get your sugar cookies this past weekend at Concoeurs? If not, Imk AND I'll be out and about this week handing out more..."
  105. Ed Justice Jr on Instagram: "I had a great time emceeing the La Jolla Concoeurs d'Elegance yesterday with Dave Kunz. The La Jolla Concoeurs d'Elegance is a world class..."
  106. A special 'thank you' to all who visited us at the @lajollaconcours. Enjoy a look back at an amazing event weekend in La Jolla... | Instagram
  107. Heritage Gruppe on Instagram: "Life is better driving an exotic. And classics #heritage #lajolla #lajollaconcours #concours #concoursdelegance #elegant..."
  108. Heritage Gruppe on Instagram: "As a first time attendee at @lajollaconcours we were pleased to see the caliber of historic race cars and sports cars. If you haven't been,..."
  109. Cherrywine Modern Asian cuisine on Instagram: "#sandiego #events #lajollaconcours"
  110. Twitter - Haury's Collision on Twitter: "Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs <https://t.co/H2vAQ0TI69>" / Twitter
  111. Twitter - Pacific Sotheby's International Realty on Twitter: "2023 La Jolla Concoeurs d'Elegance As the proud title sponsor of the 17th La Jolla Concoeurs d'Elegance, we had the pleasure of joining the local community in an unforgettable celebration of automotive excellence. Video & Editing: Tim Ferrar @timferrar @lajollaconcours <https://t.co/TiA0z9qDDG>" / Twitter
  112. Twitter - gbmag on Twitter: "The 17th annual La Jolla Concoeurs d'Elegance! This world class experience showcased 150+ cars and was sponsored by @PaneraiOfficial in La Jolla! <https://t.co/6AEUBiACHb> <https://t.co/O9ZHhwZ39I>" / Twitter
  113. Twitter - SoCal Paint Works on Twitter: "2023 La Jolla Concoeurs d'Elegance @ Ellen Browning Scripps Park on April 22nd 7am - 2pm and 23rd 9am - 4pm <https://t.co/iXHOChUBk4>" / Twitter
  114. Twitter - southcoastbeaches on Twitter: "La Jolla Concoeurs d'Elegance Porsches On Prospect Free Event Saturday April 22 2023 <https://t.co/EPAfk9BDmT>" / Twitter
  115. Twitter (Video) KUSI - KUSI Good Morning San Diego on Twitter: "The Duesenbergs are the crown jewels of the 17th annual La Jolla Concoeurs d'Elegance. Some of these early 20th century vehicles are nearly 100 years old. More info: <https://t.co/>"

PLUS MORE!





# CONTRIBUTING BRANDS

**600 KOGO**

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**BANG & OLUFSEN**

**BEAU JOIE**

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**JAGUAR**

**LA JOLLA ACOVE HOTEL**

**LA JOLLA BEACH & TENNIS CLUB**

**LA VALENCIA HOTEL**

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**NBC 7 / TELEMUNDO 20**

**O'GARA SAN DIEGO**

**PACIFIC SOTHEBY'S INTERNATIONAL REALTY**

**PAGANI OF BEVERLY HILLS**

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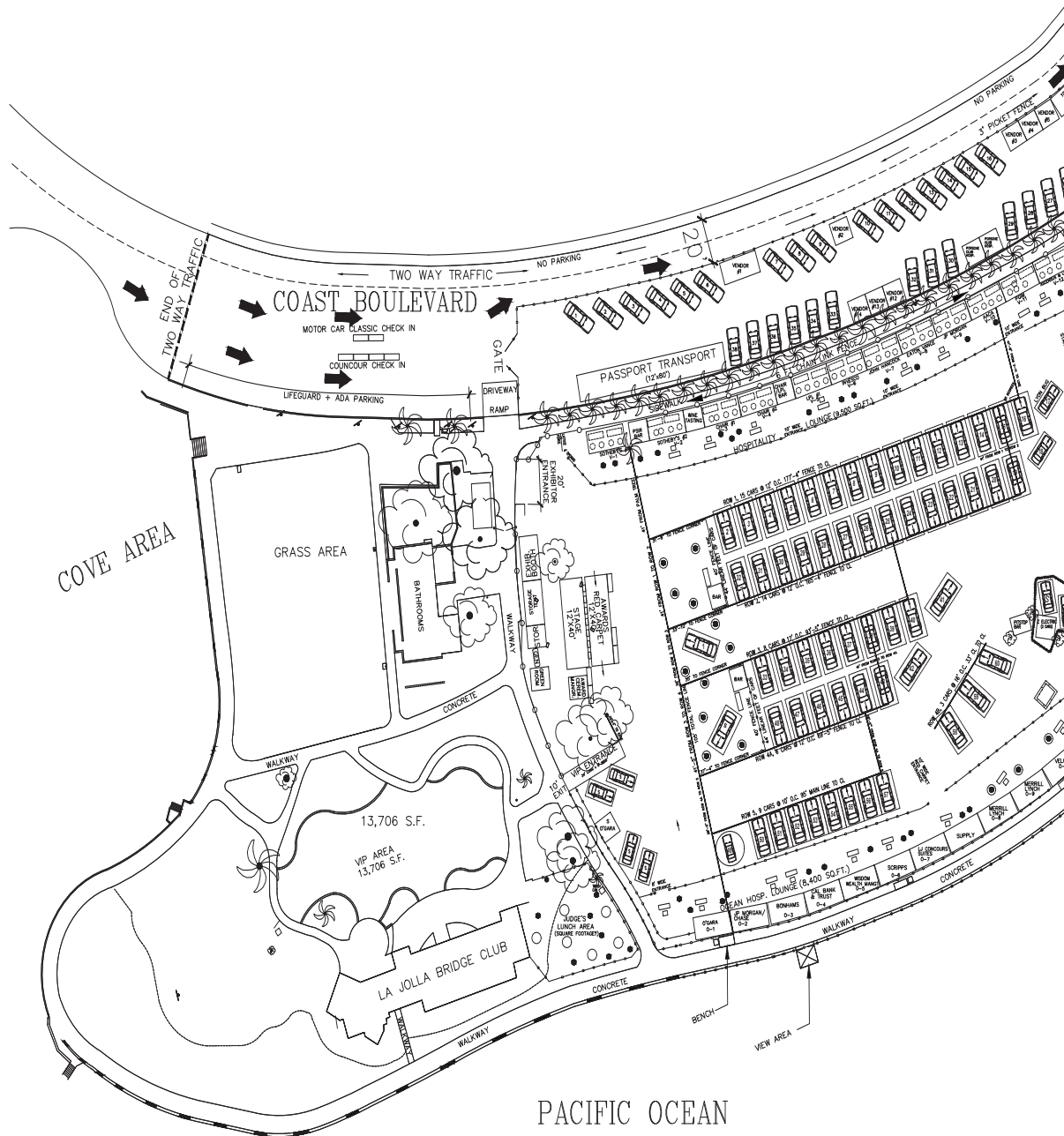
**THE LOT**

**UBS**

**XTRA 1360 SAN DIEGO SPORTS**

**YELP**

# EVENT MAP









# 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).





# AD RATES

SUNDAY VIP RECEPTION – 11 AM to 4 PM

## EXCLUSIVE MARKETING OPPORTUNITY

This event draws thousands of the most sophisticated audience from San Diego and surrounding areas, as well as across the nation. Join this premiere event in La Jolla: align your brand with luxury, reach your target consumer with our commemorative program! Funds raised support the La Jolla Historical Society.



### AD RATES

Program will be printed in 9" x 11" perfect bound format.

**BACK COVER** \$3,000

**INSIDE FRONT COVER** \$3,000

**INSIDE BACK COVER** \$2,000

**TWO PAGE SPREAD** \$2,500

**FULL PAGE** \$1,250

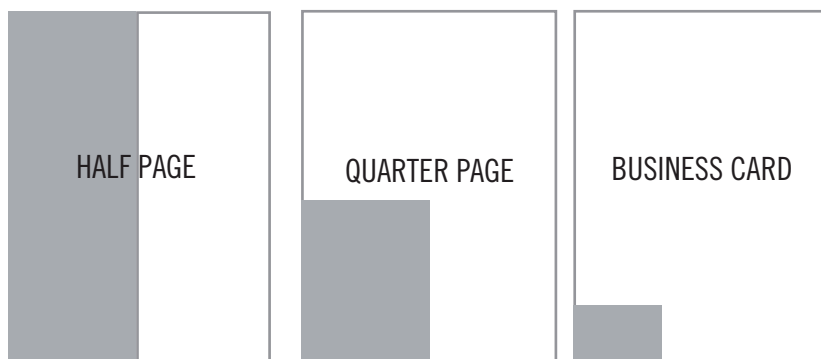
**HALF PAGE (HORIZONTAL OR VERTICAL)** \$700

**QUARTER PAGE** \$500

**BUSINESS CARD SIZE** \$200

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**Credit cards will be charged a 3% processing fee.** 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 February 1 of the year the La Jolla Concours d'Elegance takes place.

## SUBMISSIONS

**Please make all checks payable to "La Jolla Historical Society" and mail to:**

La Jolla Concours d'Elegance c/o McFarlane Promotions  
656 Fifth Avenue Suite B  
San Diego, CA 92101





# SPONSORSHIP COMMITMENT FORM

La Jolla Historical Society Thanks You For Your Support!

SPONSOR NAME:

REPRESENTATIVE NAME & TITLE:

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OFFICE NUMBER:

CELL:

EMAIL ADDRESS:

SPONSORSHIP LEVEL:

SPONSORSHIP AMOUNT: \$

ADDITIONAL CONTRACT ADDITIONS OR DELETIONS AGREED UPON:

CREDIT CARD NUMBER:

EXPIRATION DATE:

CVC:

I

AGREE TO PAY THE FOLLOWING AMOUNT \$

FOR THE HOSPITALITY SUITE SPONSORSHIP.

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Please make all checks payable to "La Jolla Concours d'Elegance" and mail to:  
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Proceeds support the La Jolla Historical Society.

