



## SPONSORSHIP OPPORTUNITIES

APRIL 25-27, 2025  
LA JOLLA, CALIFORNIA



19th ANNUAL  
LA JOLLA CONCOURS d'ELEGANCE



# The Jewel

## AND THE CONOURS

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

\$14.3 BILLION

TOTAL VISITOR SPENDING

31.8 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

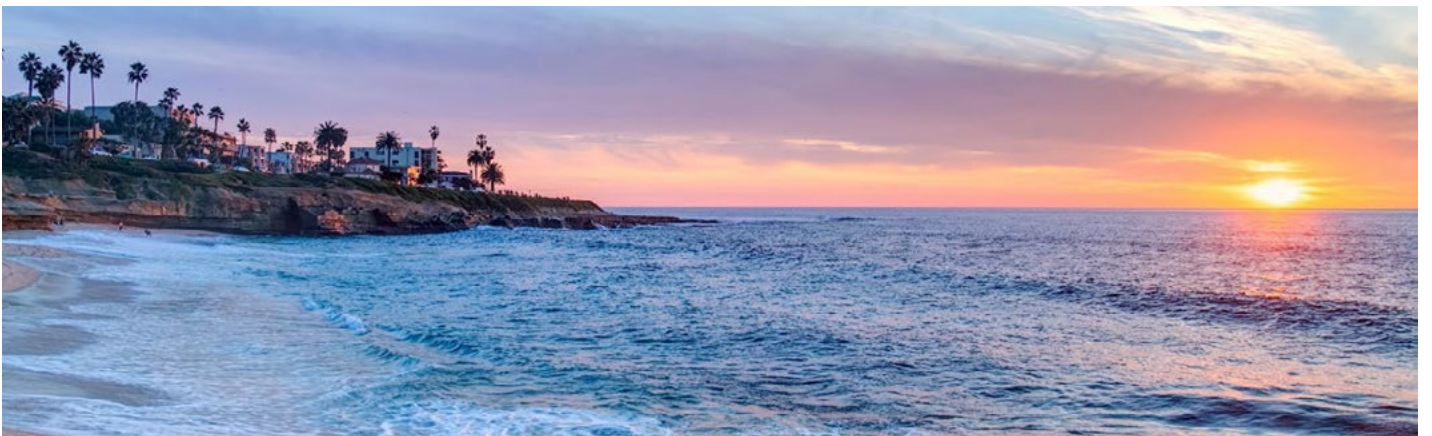
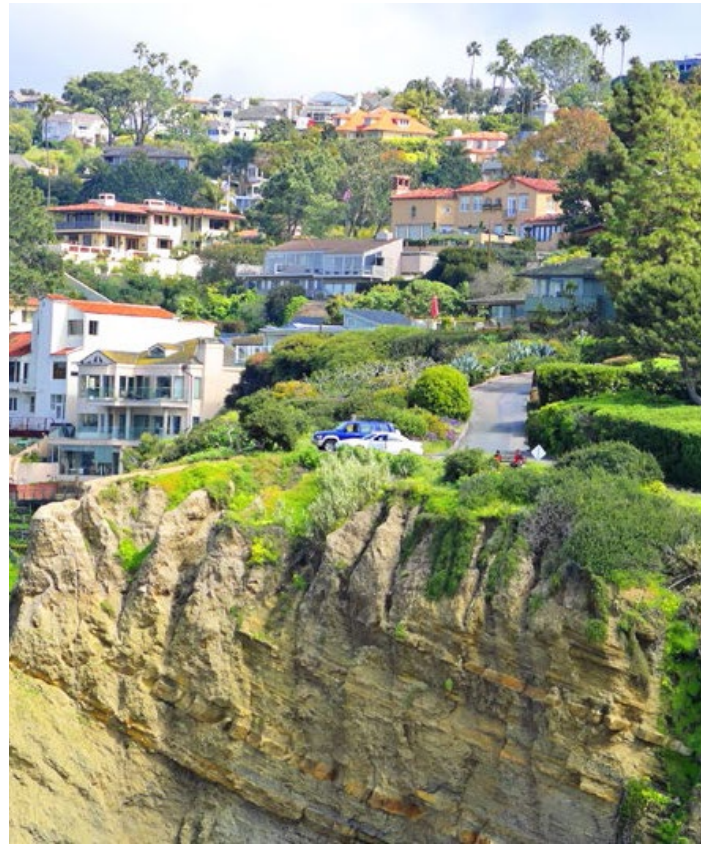
Number of Vehicles Per Household

41%

2 Vehicles

13%

3 Vehicles







## LA JOLLA CONCOURS D'ELEGANCE SPONSORSHIP OVERVIEW

We are delighted to extend an exclusive invitation for you to join us as a sponsor for the prestigious La Jolla Concours d'Elegance. The La Jolla Concours is not just an event; it's a celebration of timeless elegance, automotive heritage, and unparalleled luxury. Your esteemed brand embodies the very essence of sophistication and refinement that defines our gathering.

At the La Jolla Concours, we curate an experience that transcends the ordinary, showcasing the most exquisite examples of automotive artistry from across the globe. But beyond the Concours itself, our event is the centerpiece of a series of luxury experiences that define the weekend in La Jolla. From exclusive soirées to intimate gatherings, the Concours is surrounded by a tapestry of luxury events that attract a discerning audience seeking the epitome of refinement and sophistication. It's within this exquisite ambiance that your brand can shine brightest, engaging with an audience that appreciates the finer things in life and connects through a dedication to excellence.

By partnering with us, you'll have a unique opportunity to engage with a cultivated audience with exquisite pleasures who share a dedication to excellence. Our collaboration offers a platform to amplify your brand's message to a highly influential audience. Together, we can create an unforgettable experience that epitomizes the pinnacle of luxury and leaves an indelible mark on the world of automotive culture.

We invite you to join us in shaping the legacy of the La Jolla Concours and showcasing the seamless synergy between our brands. Your participation will not only elevate our event to new heights but also reinforce your brand's position as a leader in the world of luxury. We eagerly anticipate the opportunity to collaborate and create an extraordinary experience that captivates hearts and minds alike.

# ABOUT US

THE LA JOLLA CONCOURS d'ELEGANCE EXECUTIVE COMMITTEE



## CO-CHAIRMEN OF THE CONCOURS

RIGHT

**G. MICHAEL DORVILLIER**

**Symbio Financial Partners**

LEFT

**ROBERT F. KERNER, JR.**

**MarshMcLennan Agency**

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## 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.

## SCOTT JACOBS

**Poster Artist**

With a career spanning three decades, artist Scott Jacobs first gained recognition from Harley-Davidson, leading to a long-term contract. He has since expanded into various genres, including Marilyn Monroe, Elvis Presley, and exotic cars, all characterized by his hyper-photorealism. His work is celebrated worldwide, hanging in over 90 countries and 30 museums. Scott also opened Jacobs Gallery in Deadwood, SD, showcasing his originals, vintage motorcycles, limited edition prints, and apparel line, with a studio where he paints when not traveling.

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## EXECUTIVE COMMITTEE

LAUREL MCFARLANE

**Mcfarlane Promotions / Shift Studios Inc.**

LAUREN LOCKHART

**La Jolla Historical Society**

NIGEL MATTHEWS

**Hagerty**

AMBER ANDERSON

**Pacific Sotheby's International Realty**

JULIAN PSAILA

VAHID MORADI

**CJ Charles**

WILLIAM A. BERWIN

**Coastal Development Company**

CLAUDETTE BERWIN

**Coldwell Banker Realty**



# WINNERS CIRCLE

THE LA JOLLA CONCOURS d'ELEGANCE 2024 SPECIALTY WINNERS



BEST IN SHOW AWARD

**1934 PACKARD TWELVE**

William Lyon Family



MOST OUTSTANDING PRE-WAR AWARD

**1941 MERCEDES-BENZ  
MODEL 770K**

William Lyon Family



MOST OUTSTANDING POST-WAR AWARD

**1956 MASERATI A6G**

Jonathan Segal

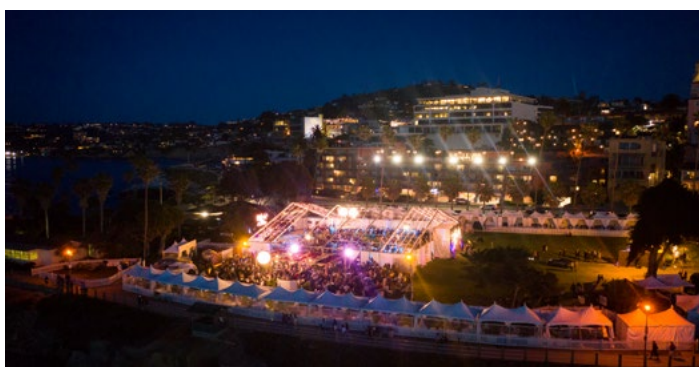


CHUCK SPIELMAN PRESERVATION AWARD

**1983 LAMBORGHINI  
COUNTACH**

Doug DeMuro







THE LA JOLLA CONCOURS d'ELEGANCE

# LA JOLLA TOUR d'ELEGANCE



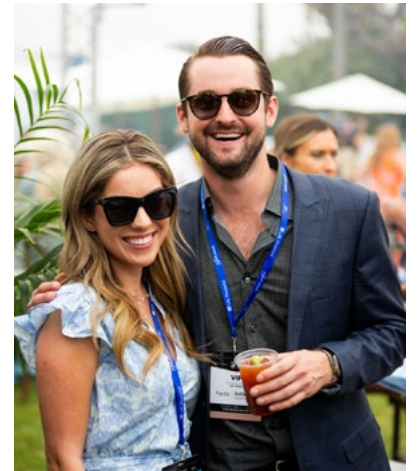


# LA JOLLA CONCOURS D'ELEGANCE RECAP





# 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** | \$11,900 | 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

## 1ST TIER NAMING RIGHTS

(2) Available | \$125,000

Exclusive Title Sponsor Available | \$200,000

## BENEFITS

### PRESENTING NAMING RIGHTS

- The event will be officially titled the La Jolla Concours d'Elegance presented by [Your Brand], with top-tier logo placement on all items.

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and two email blasts with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, event tickets, flyers, posters, credentials, car placards, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- Present "Specialty" award
- 10' x 20' exhibit booth at premier location
- Full page ad in the event programs reaching an affluent audience

### NETWORKING & RELATIONSHIP BUILDING

- Access to high-net-worth individuals, luxury car enthusiasts, and industry influencers
- Opportunity to build relationships with other luxury brands and sponsors at the event
- Invitations to exclusive pre and post-event parties and gatherings

### MEDIA & PUBLIC RELATIONS

- Coverage in local, national, and international media outlets, including luxury lifestyle publications
- Features in event recap videos and professional photography, shared across multiple platforms
- Social media shout-outs and live mentions during the event, leveraging La Jolla Concours' wide reach
- 4 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 4 Stories on Instagram

### CHARITABLE INVOLVEMENT

- Align your brand with a prestigious event that supports local charities and community initiatives
- Recognition for contributions in event communications, during the awards ceremony, and in post-event thank you messages

### EXCLUSIVE PERKS

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 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



# PRESENTING SPONSOR

## 2ND TIER NAMING RIGHTS

(2) Available | \$100,000

## BENEFITS

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and one email blast with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, flyers, posters, credentials, car placards, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- Present "Specialty" award
- 10' x 10' exhibit space at premier location
- Full page ad in the event programs reaching an affluent audience

### NETWORKING & RELATIONSHIP BUILDING

- Access to high-net-worth individuals, luxury car enthusiasts, and industry influencers
- Opportunity to build relationships with other luxury brands and sponsors at the event
- Invitations to exclusive pre and post-event parties and gatherings

### MEDIA & PUBLIC RELATIONS

- Coverage in local, national, and international media outlets, including luxury lifestyle publications
- Features in event recap videos and professional photography, shared across multiple platforms
- Social media shout-outs and live mentions during the event, leveraging La Jolla Concours' wide reach
- 3 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 3 Stories on Instagram

### CHARITABLE INVOLVEMENT

- Align your brand with a prestigious event that supports local charities and community initiatives
- Recognition for contributions in event communications, during the awards ceremony, and in post-event thank you messages

### EXCLUSIVE PERKS

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 16 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
  - 10' x 20' Hospitality Lounge
    - 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



# PREMIER PLUS SPONSOR

(3) Available | \$30,000

## BENEFITS

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and one email blast with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, flyers, posters, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- 10' x 20' exhibit space at premier location with a courtyard and space to display 4 vehicles
- Full page ad in the event programs reaching an affluent audience

### NETWORKING & RELATIONSHIP BUILDING

- Access to high-net-worth individuals, luxury car enthusiasts, and industry influencers
- Opportunity to build relationships with other luxury brands and sponsors at the event
- Invitations to exclusive pre and post-event parties and gatherings

### MEDIA & PUBLIC RELATIONS

- Coverage in local, national, and international media outlets, including luxury lifestyle publications
- Features in event recap videos and professional photography, shared across multiple platforms
- Social media shout-outs and live mentions during the event, leveraging La Jolla Concours' wide reach
- 2 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 2 Stories on Instagram

### CHARITABLE INVOLVEMENT

- Align your brand with a prestigious event that supports local charities and community initiatives
- Recognition for contributions in event communications, during the awards ceremony, and in post-event thank you messages

### EXCLUSIVE PERKS

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 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



## BENEFITS

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and one email blast with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, flyers, posters, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- 10' x 10' exhibit space at premier location with a courtyard and space to display 2 vehicles
- Full page ad in the event programs reaching an affluent audience

### NETWORKING & RELATIONSHIP BUILDING

- Access to high-net-worth individuals, luxury car enthusiasts, and industry influencers
- Opportunity to build relationships with other luxury brands and sponsors at the event
- Invitations to exclusive pre and post-event parties and gatherings

### MEDIA & PUBLIC RELATIONS

- Coverage in local, national, and international media outlets, including luxury lifestyle publications
- Features in event recap videos and professional photography, shared across multiple platforms
- Social media shout-outs and live mentions during the event, leveraging La Jolla Concours' wide reach
- 1 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 1 Stories on Instagram

### CHARITABLE INVOLVEMENT

- Align your brand with a prestigious event that supports local charities and community initiatives
- Recognition for contributions in event communications, during the awards ceremony, and in post-event thank you messages

### EXCLUSIVE PERKS

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 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 Sponsorship



# HOSPITALITY SUITE SPONSOR

\$11,900 | 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 2024

Welcomed 8,800 to the La Jolla Concours d'Elegance Field & 15,000 to the Show Overall  
April 19-21, 2024

## 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 2024

## 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 2024

## 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 2024

## 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 2024

## 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

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- Share Link to Article on Social Media

### Socal Car Culture

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- Press Release Shared on Blog



# MEDIA REPORT 2024

## 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



Best in Show- 1931 Duesenberg Model J, Weymann "TaperTail" Speedster photo Matthew Fink

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

written by David M. Brown

A 1931 Duesenberg Model J Weymann "TaperTail" Speedster was selected Best in Show at the 17th La Jolla Concours d'Elegance, presented by LPL Financial, Pacific Sotheby's International Realty and Paneral, 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 four tourists 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 Paneral 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 Collé, 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 Mar

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.



# MEDIA REPORT 2024

## 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

## 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

## 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



# CONTRIBUTING BRANDS



San Diego



Bonhams

AUCTIONEERS SINCE 1793

BROAD  
ARROW

Auctions



— ESTD 1846 —  
Dewar's®

ELIJAH  
CRAIG  
BOURBON

ELYSIAN  
BREWING



OFFICIAL  
FERRARI DEALER  
FERRARI OF SAN DIEGO

FRASER  
YACHTS



HAGERTY®



IWC  
SCHAFFHAUSEN



LEXUS



LPL Financial

LUCID

Maker's  
Mark®



McFarlane  
PROMOTIONS, INC.



O'GARA  
SAN DIEGO

Pacific | Sotheby's  
INTERNATIONAL REALTY



PANERAI



TEQUILA  
PATRÓN



sd|tmd  
SAN DIEGO TOURISM  
MARKETING DISTRICT

SILVER SEAS YACHTS

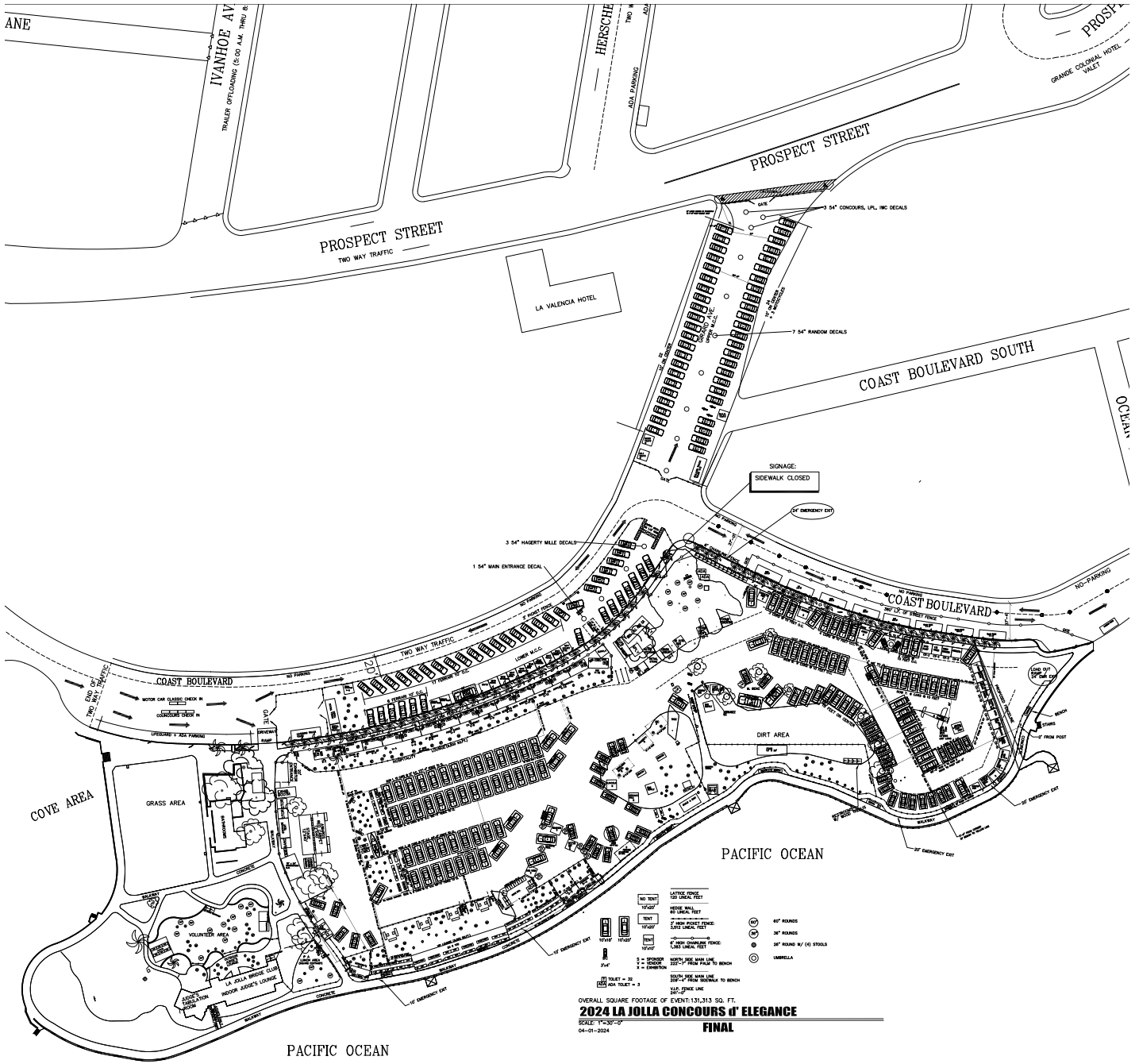
STELLA ARTOIS®



The Coit Collection



# 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

## 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

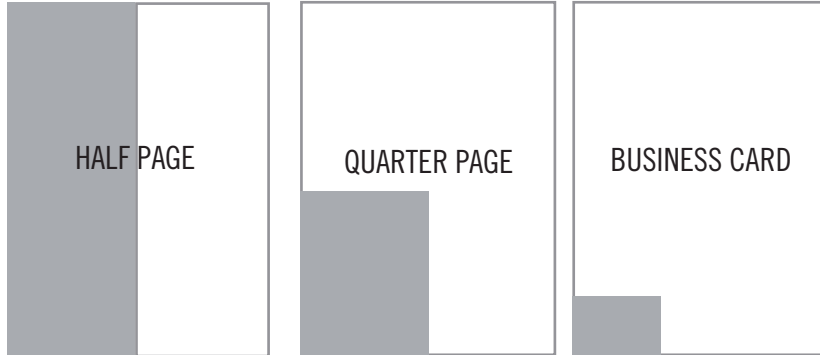
**HALF PAGE (HORIZONTAL OR VERTICAL)** \$700

**QUARTER PAGE** \$500

**BUSINESS CARD SIZE** \$200

**BUSINESS LISTING** \$100

(Includes eight words of description + address / phone / web address.)







# AD REGISTRATION FORM

YES, I WANT TO PROMOTE MY BUSINESS TO THE DISCERNING AUDIENCE.

COMPANY NAME:

PRIMARY CONTACT:

MAILING ADDRESS FOR LOAD-IN PACKET:

OFFICE PHONE NUMBER:

EMAIL:

CELL NUMBER:

ON-SITE CONTACT PHONE:

CREDIT CARD NUMBER:

TYPE:

CVC:

EXPIRATION DATE:

SPONSOR SIGNATURE:

DATE:

## AD RATES AND SIZING

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

**CHECK THE AD SIZE YOU PREFER:**

- |   |  |
|---|--|
| <input type="checkbox"/> <b>BACK COVER</b> 9" x 11" + 1/4" bleed ..... \$3,000          | <input type="checkbox"/> <b>HALF PAGE (HORIZONTAL)</b> 8" x 4.875" ..... \$700   |
| <input type="checkbox"/> <b>INSIDE FRONT COVER</b> 18" x 11" + 1/4" bleed ..... \$3,000 | <input type="checkbox"/> <b>HALF PAGE (VERTICAL)</b> 3.875" x 9.875" ..... \$700   |
| <input type="checkbox"/> <b>INSIDE BACK COVER</b> 9" x 11" + 1/4" bleed ..... \$2,000   | <input type="checkbox"/> <b>QUARTER PAGE</b> 3.875" x 4.875" ..... \$500   |
| <input type="checkbox"/> <b>TWO PAGE SPREAD</b> 18" x 11" + 1/4" bleed ..... \$2,500    | <input type="checkbox"/> <b>BUSINESS CARD SIZE</b> 3.5" x 2" ..... \$200   |
| <input type="checkbox"/> <b>FULL PAGE</b> 9" x 11" + 1/4" bleed ..... \$1,250           | <input type="checkbox"/> <b>BUSINESS LISTING</b> ..... \$100<br>(Includes eight words of description + address / phone / web address.) |

**Credit cards will be charged a 4% 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 Concours d'Elegance" 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 Concours d'Elegance Thanks You For Your Support!

SPONSOR NAME:

REPRESENTATIVE NAME & TITLE:

ADDRESS:

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 \$

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