



**BEER
SPONSORSHIP**

APRIL 25-27, 2025
LA JOLLA, CALIFORNIA



19th ANNUAL
LA JOLLA CONCOURS d'ELEGANCE

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

BEER SPONSORSHIP | IN-KIND PRODUCT

LA JOLLA CONCOURS d'ELEGANCE - APRIL 25-27, 2025

BENEFITS

RECOGNITION & BRANDING

- Fourth-tier logo recognition on all VIP items.
- Logo recognition on all invitations issued to sponsors, media, and car entrants.
- Logo on the LED screen on the Main Stage.
- Signage identifying your organization as a sponsor at the Friday VIP Party, Sunday VIP Reception, and Hospitality Suites.
- Featured position on all signage listing multiple sponsors.

MARKETING & COLLATERAL OPPORTUNITIES

- Opportunity to provide collateral materials, goody bags, and additional promotional materials to attendees.
- Opportunity to feature promotional products or materials in entrant goody bags.
- Full-page advertisement in the event program (Deadline: February 10, 2025).

EXPERIENTIAL OPPORTUNITIES

- Opportunity to have a 10' x 10' exhibit space at the La Jolla Concours and in the VIP and Hospitality suites.
- May also set up a tasting table to showcase wine at the Sunday VIP and Concours.

PRODUCT SPONSORSHIP

- Beer sponsor will provide 100 cases of complimentary beer for the Friday VIP Party, Sunday VIP Reception, and Hospitality Suites.

TICKETS & ACCESS

- 20 tickets to the Concours, including access to the VIP area with complimentary food and beverage.
- 10 tickets to the Exclusive Friday Evening VIP Reception.
- Additional tickets available at pre-event pricing as part of the overall sponsorship package.

For further information:

Tel: 619.233.5008

lajolla@mcfarlanepromotions.com

lajollaconcours.com

Mailing Address:

La Jolla Concours d'Elegance

656 Fifth Avenue Suite B

San Diego, CA 92101



COMMITMENT FORM

La Jolla Historical Society Thanks You For Your Support!

REPRESENTATIVE NAME:

COMPANY:

ADDRESS:

TELEPHONE:

CELL:

EMAIL ADDRESS:

ON-SITE CONTACT:

ON-SITE CONTACT CELL:

_____ YES, I AGREE TO PROVIDE 100 CASES OF COMPLIMENTARY BEER FOR THE FRIDAY VIP PARTY, THE SUNDAY VIP RECEPTION AND, HOSPITALITY SUITES.

LA JOLLA CONCOURS d'ELEGANCE TO PROVIDE:

- 20 tickets to the Concours to include access to our VIP area with complimentary food and beverage
- 10 tickets to the Exclusive Friday Night Soirée
- Complimentary full page advertisement in the event program.
- Additional marketing benefits as listed.

BEER SPONSOR TO PROVIDE:

- 100 cases of beer
- Collateral materials to hand out
- High resolution company logo (vector file: EPS, PDF or TIFF, CMYK)
- Camera ready artwork for a full page advertisement in the event program due February 10, 2025 (Specs: 4C - cmyk - 7.75" x 4.875")

SPONSOR (PRINTED NAME):

SIGNATURE:

DATE:

RELEASE AND WAIVER OF LIABILITY: I, the Sponsor, hereby agree to indemnify, defend and hold the La Jolla Historical Society, The La Jolla Concours d'Elegance Committee, McFarlane Promotions, Inc., their officers and agents (all hereinafter referred to as the "La Jolla Historical Society") harmless from any loss, liability, costs, attorneys' fees, or damages arising from actual or threatened claims or causes of action resulting from the negligence or intentional actions of the La Jolla Historical Society as it relates to the Sponsor, or each's respective officers, contractors, members, guests, volunteers, or participants, including any indirect, consequential, or punitive damages. Any controversy, claim, or dispute arising from or relating to this Release and/or the La Jolla Historical Society shall, at the option of the La Jolla Historical Society, be settled through non-binding mediation or binding arbitration conducted in accordance with the rules of the American Arbitration Association or through an action brought in any court of competent jurisdiction. In connection with any such mediation, arbitration, or court action, the prevailing party shall be entitled to recover reasonable attorneys' fees and costs. THE SPONSOR EXPRESSLY WAIVES THE RIGHT TO A TRIAL BY JURY. The Sponsor gives permission to the La Jolla Historical Society and McFarlane Promotions, Inc for the use of any photographs and information supplied by the Sponsor, and to take any photographs of the Sponsor, the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's name. I authorize the La Jolla Historical Society and McFarlane Promotions, Inc, and its assigns and agents to copyright, use and publish the same in print and/or electronically. I understand that this is a RAIN or SHINE event, my sponsorship is in no way affected by inclement weather. I understand that the Governor of the State of California and the County of San Diego have placed restrictions on businesses and are requiring them to take certain precautions to prevent further transmission of COVID-19 infections. I: (a) represent, warrant, and certify that at no time during the 14 days preceding did I have any of the following symptoms: fever or chills; cough; shortness of breath or difficulty breathing; fatigue; muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; or diarrhea; (b) represent, warrant, and certify that at no time during the 14 days preceding have I been around anyone who has tested positive for COVID-19; (c) agree to do whatever is required by applicable federal, state, and local regulations, including without limitation complying with all applicable travel restrictions and quarantine requirements; and (e) agree to strictly adhere to all signage posted anywhere on-premises regarding COVID-19 infection prevention. COVID-19 Release: I, for myself, my heirs, and assigns, hereby waive any and any claims, demands, causes of action, or any claims for relief whatsoever against and release La Jolla Historical Society, The La Jolla Concours d'Elegance Committee, and McFarlane Promotions, Inc. organizers from all liability, claims, causes of action, demands, losses, and damages, now or in the future, related to my having or contracting COVID-19 or other illness arising out of or in connection with my attendance. I have read the above and accept the terms and conditions.

COMPANY NAME:

AUTHORIZED SIGNATURE:

DATE:



REACH SOUTHERN CALIFORNIA'S
Crème de la crème

We make it easy to reach the best prospects for luxury goods and services such as exotic cars, real estate and financial services, as well as luxury travel and entertainment. Target the crème de la crème, up close, in-person, at the 19th annual La Jolla Concours d'Elegance and The La Jolla Motor Car Classic at the Concours from Friday, April 25 through Sunday, April 27, 2025. This event attracts a sophisticated audience from Southern California, as well as national and international guests.

Support this premier lifestyle event in one of the world's most prestigious communities, build brand recognition and earn goodwill. Best of all, by getting involved now, you'll be guaranteed a place in the event for future years as it has become one of the leading attractions of its kind.

For further information: 619.233.5008 | [LaJollaConcours.com](https://www.lajollaconcours.com)

Proceeds support the La Jolla Historical Society.

