





19th ANNUAL LA JOLLA CONCOURS d'ELEGANCE



# **KNOW YOUR AUDIENCE**

LA IOLLA DEMOGRAPHIC INFORMATION

#### SDTMD REPORT

San Diego Tourism Marketing District

# TOURISM ECONOMIC IMPACT

\$11.1 BILLION

TOTAL VISITOR SPENDING

35 MILLION

## 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

Travel +21 days/yr for pleasure

Purchase +21 days/yr of hotel accommodations

# **SPENDING**

Number of Vehicles Per Household

Travel +21 days/yr on business

41% 13%

2 Vehicles

3 Vehicles

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## 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





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## La Jolla Historical Society Thanks You For Your Support!

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:  2 Di Lickest to the Concours to include access to our VIP area with complimentary food and beverage  3 Di Lickest to the Concours to include access to our VIP area with complimentary food and beverage  4 Di Lickest to the Concours to include access to our VIP area with complimentary food and beverage  5 Di Lickest to the Concours to include access to our VIP area with complimentary food and beverage  6 Di Cickest to the Concours to include access to our VIP area with complimentary food and beverage  7 Di Lickest to the Econours to include access to our VIP area with complimentary food and beverage  8 Concours to the Concours to include access to our VIP area with complimentary food and beverage  9 Di Cickest to the Econours to include access to our VIP area with complimentary food and beverage  1 Di Cickest to the Econours to include access to our VIP area with complimentary food and beverage  1 Di Cickest to the Econours to include access to our VIP area with complimentary food and beverage  2 Di Cickest to the Econours to the Concours to	REPRESENTATIVE NAME:	
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AUTHORIZED SIGNATURE: DATE:	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, 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, so officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information supp	
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## 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 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

Proceeds support the La Jolla Historical Society.





