



LIQUOR  
SPONSORSHIP  
OPPORTUNITIES



19th ANNUAL  
LA JOLLA CONCOURS d'ELEGANCE

APRIL 25-27, 2025. LA JOLLA, CALIFORNIA

# 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

\$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

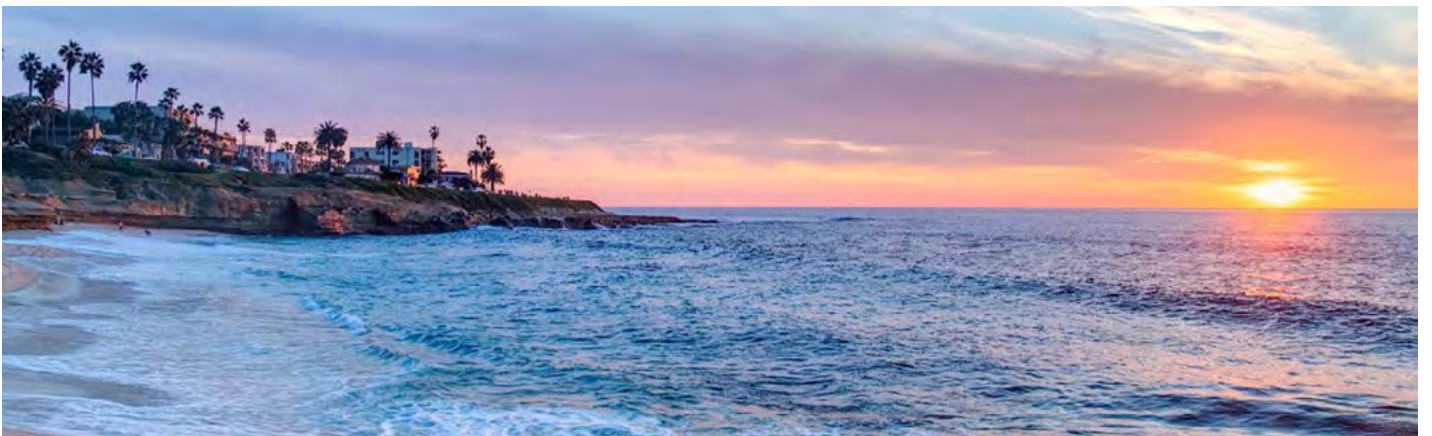
Number of Vehicles Per Household

41%

2 Vehicles

13%

3 Vehicles





## LA JOLLA CONCOURS D'ELEGANCE SPONSORSHIP

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 discerning audience with exquisite pleasures and share a dedication to excellence. Our collaboration offers a platform to amplify your brand's message of creativity, innovation, and sustainability 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 with your brand and create an extraordinary experience that captivates hearts and minds alike.



THE LA JOLLA CONCOURS d'ELEGANCE

# LA JOLLA TOUR d'ELEGANCE





# LA JOLLA CONCOURS D'ELEGANCE RECAP



# LA JOLLA CONCOURS D'ELEGANCE RECAP



# LIQUOR SPONSORSHIP

Being the premier liquor sponsor at the La Jolla Concours d'Elegance means that your esteemed liquor brand(s) will be the exclusive choice at all the event's bars from Friday through Sunday. Whether you opt to have one or more of your brands, this sponsorship ensures that your brand(s) will be prominently featured at every exclusive gathering, from VIP receptions to elegant soirées to the main event, enhancing the luxurious experience for all attendees. Your participation not only aligns your brand(s) with the sophistication and prestige of the Concours but also offers unparalleled exposure to a discerning audience, solidifying your reputation as the epitome of excellence and luxury in the spirits industry.

## BENEFITS

### EXCLUSIVE LIQUOR SPONSOR

- Donation of 20 to 30 cases of liquor
- Prominent logo placement on all event materials, including tickets, brochures, and banners
- VIP access for all esteemed guests

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a direct link to your brand's site
- Inclusion in press releases, promotional emails, and advertising campaigns
- On-site branding opportunities, including banners, signage, and event displays

### PRODUCT INTEGRATION

- Exclusive liquor brand served at all VIP and media events, including the exclusive Friday night VIP party and Saturday evening Chairman's Party and Porsches & Power on Prospect VIP Party
- Branded liquor bars and tasting stations throughout the La Jolla Concours venue, including the VIP Lounge, entrant lounge, hospitality suites, judges lounge
- Opportunity to provide branded merchandise or promotional items in attendee gift bags

### LIQUOR AND TASTING GARDEN

- Exclusive sponsorship in each vertical liquor category
- Branded signage and promotional materials on all bars
- Opportunity to host guided tastings at the different VIP events
- Showcase your liquor portfolio alongside curated pairings

### ENGAGEMENT OPPORTUNITIES

- Host a VIP liquor reception or exclusive tasting event for high-profile guests and media
- Full page ad in 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

### 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

- Customized experiences for VIP guests, such as private tastings or exclusive tours
- Complimentary tickets and VIP passes for your top clients or executives
  - 4 Friday VIP Reception Tickets
  - 2 Saturday Chairman Reception Tickets
  - 2 Porsches & Power on Prospect Soiree
  - 4 Sunday VIP La Jolla Concours d'Elegance Tickets
  - 2 Staff Credentials

# SPONSORSHIP COMMITMENT FORM



La Jolla Historical Society 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 \$

FOR THE HOSPITALITY SUITE SPONSORSHIP.

**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.

SPONSOR (PRINTED NAME):

SIGNATURE:

DATE:

I AGREE TO THE ABOVE SPONSORSHIP AGREEMENT, THE RELEASE AND WAIVER OF LIABILITY, I AM THE AUTHORIZED REPRESENTATIVE FOR THE ABOVE SPONSOR.

**Credit cards will be charged a 3% processing fee.** I agree to the above sponsorship agreement and I am the authorized representative to pay any sponsorship dollars to the La Jolla Concours d'Elegance by February 1.

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



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](https://www.lajollaconcours.com)**

Proceeds support the La Jolla Historical Society.

