



## FRIDAY RESTAURANT GUIDE

APRIL 25-27, 2025  
LA JOLLA, CALIFORNIA



19th ANNUAL  
LA JOLLA CONCOURS d'ELEGANCE

# FRIDAY VIP RECEPTION

APRIL 25, 2025 – 6 PM to 10 PM

## WHAT TO EXPECT

The La Jolla Concours d'Elegance is pleased to invite your restaurant to participate in the Friday VIP experience. This exclusive event allows you the unique opportunity to interact up-close and personal with an elite audience of 800+ car enthusiasts, event sponsors, and car lifestyle aficionados from around the globe.

## RESTAURANT PROMOTIONAL BENEFITS

During the reception you will be able to promote your business by displaying collateral and decor in your area. As a participant of this event, your restaurant will be featured in newsletters, on social media, and on the La Jolla Concours website. In addition, your restaurant name and logo will be featured prominently on all pertinent event signage and included in an ad for recognition in our commemorative keepsake program.

## THE BIG PICTURE

The funds raised at this event will benefit the La Jolla Historical Society, a 501c3 non-profit organization dedicated to preserving the history and culture of La Jolla, as well as benefitting the Navy Seal Foundation, La Jolla Village Merchants Association, La Jolla Parks and Recreation, Allen Airways, Women in Aviation San Diego, and the Commemorative Air Force-Air Group One. With your support, we are able to continue to give to these local organizations and many more.



# BENEFITS

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## FRIDAY EXCLUSIVE BENEFITS

- (2) 6 foot tables
- (2) linens
- Table tent signage with your company's logo
- ¼ page advertisement in the event program
- Staff assistance with load in (Load in starts at 2 pm)
- (2) tickets to the Friday Evening VIP Reception
- (4) VIP tickets to the Sunday La Jolla Concours d'Elegance
- Restaurant name listed on website
- Logo inclusion on official invitations sent to over 1,000 sponsors and exhibitors
- Limited to the first 20 restaurants (first come, first served)

## RESTAURANT TO PROVIDE

- Food for 800 guests
- Staff member(s) to operate your area
- Serving utensils and any necessary equipment to serve your food
- Cups/Plates/Silverware/Napkins and anything else necessary to provide guests with a sample of your cuisine
- Collateral materials to hand out
- Camera ready artwork for a ¼ page advertisement in the event program **due February 1, 2025** (Specs: 4C - CMYK - 3.75" X 4.875"), Print Quality PDF.
- Description of bite to be served by **February 1, 2025**

## SUBMISSIONS

**Please send your form by February 1, 2025**

**Beth Block-Weiss**

beth@mcfarlanepromotions.com

(818) 429-4454

656 Fifth Ave. Ste. B

San Diego, CA 92101

# REGISTRATION FORM

FRIDAY VIP RECEPTION – APRIL 25, 2025 – 6 PM to 10 PM

NAME OF ESTABLISHMENT:

PRIMARY CONTACT:

MAILING ADDRESS FOR LOAD-IN PACKET:

TELEPHONE:

EMAIL:

ON-SITE CONTACT:

ON-SITE CONTACT PHONE:

YES, I WILL PROVIDE SAMPLES FOR 800 GUESTS.

DESCRIPTION OF DISH TO BE SERVED:

DO YOU NEED ELECTRICITY?  YES  NO IF YES, HOW MUCH POWER IN AMPS?

DO YOU NEED ICE?  YES  NO IF YES, HOW MANY POUNDS?

## HOLD HARMLESS AGREEMENT

The following Hold Harmless agreement is an essential part of this participation form.

The undersigned hereby agrees to hold harmless and indemnify the La Jolla Concours d'Elegance, La Jolla Historical Society, McFarlane Promotions Inc. and the City of San Diego and any/all event committee members from any costs, losses, damages, injuries, litigation and liability arising out of or related to the activities and use of public or private property by the undersigned, and the agents and employees of the undersigned, at the above described event.

## COVID-19 RELEASE

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) accept all responsibility for at all times properly using a face covering, maintaining 6 feet of distance from staff and patrons while I am on premises; (d) 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. 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 McFarlane Promotions, Inc., the La Jolla Concours d'Elegance, and the City of La Jolla 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.

NAME OF ESTABLISHMENT:

AUTHORIZED SIGNATURE:

DATE:

## SUBMISSIONS

Please send your form by February 1, 2025

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

Proceeds support the La Jolla Historical Society.

