



SPONSORSHIP OPPORTUNITIES

APRIL 24-26, 2026
LA JOLLA, CALIFORNIA



20th ANNUAL
LA JOLLA CONCOURS d'ELEGANCE

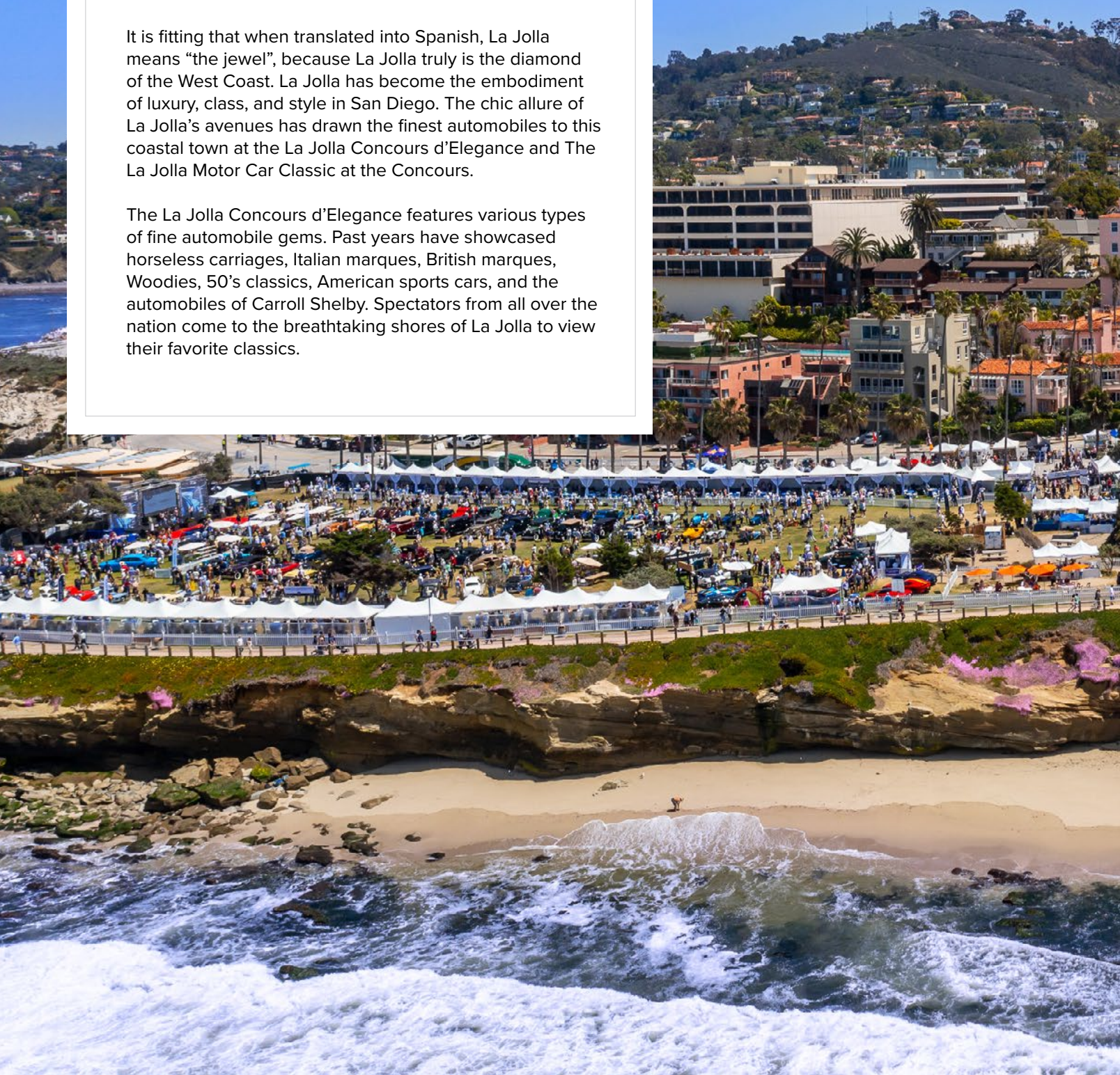
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The Jewel

AND THE CONCOURS

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.







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.

KNOW YOUR AUDIENCE

LA JOLLA DEMOGRAPHIC & REACH INFORMATION

SDTMD REPORT San Diego Tourism Marketing District

TOURISM ECONOMIC IMPACT

\$14.8 BILLION | 32.5 MILLION

TOTAL VISITOR SPENDING

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% 13%

2 Vehicles

3 Vehicles

DEMOGRAPHIC

For the La Jolla Concours d'Elegance

65% 35%

Male

Female

MEDIA IMPACT

The **2025 La Jolla Concours d'Elegance** achieved extensive media exposure and engagement across every major channel — digital, print, broadcast, and social — generating millions of impressions and strong growth in audience reach, especially through Instagram, paid advertising, and influencer collaborations.

SOCIAL MEDIA

~5 MILLION IMPRESSIONS

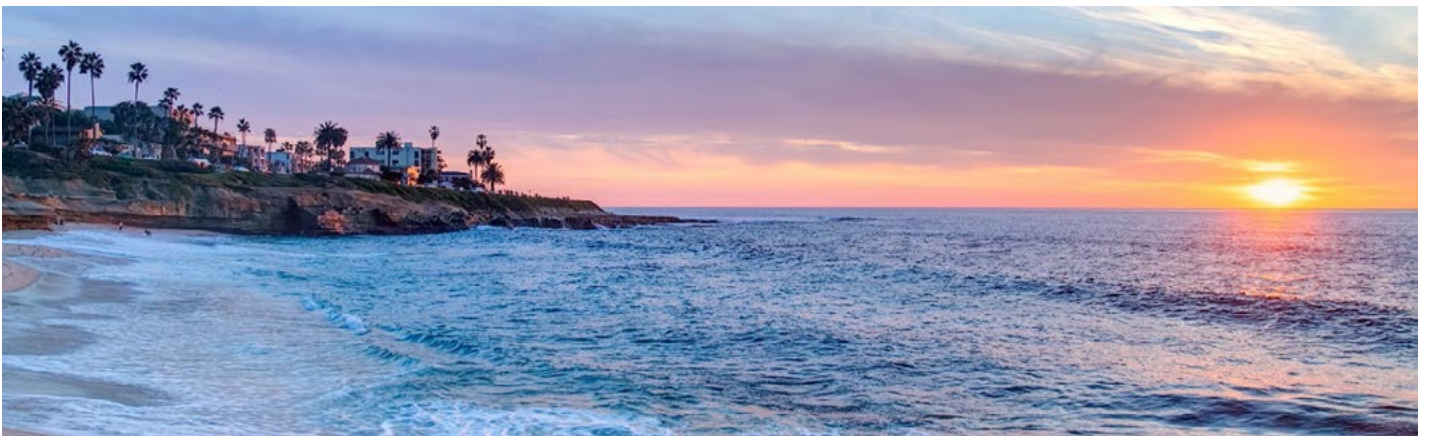
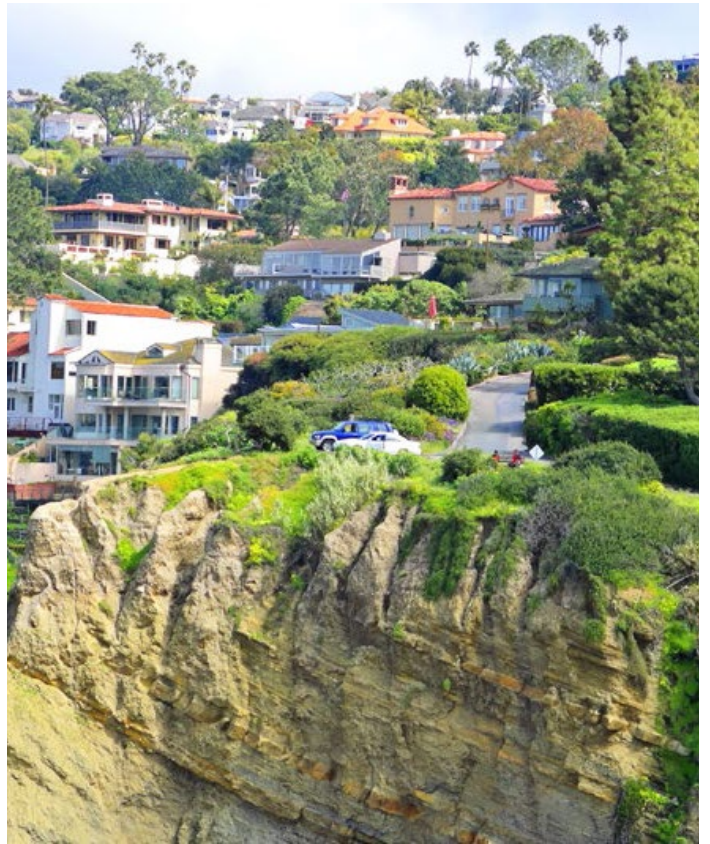
ORGANIC + PAID SOCIAL MEDIA REACH

50 Active Influencers with a combined reach of **2.5 million**

17+ Total TV segments spanning five major networks, providing high local broadcast reach.

70+ Features or mentions in
digital and print outlets

30+ Targeted newsletters (via DoSD, Patch, Ranch & Coast, THERE
San Diego, etc.) averaging 40–49% open rates, with peak
performance at 90%+ for ticket holder and entrant emails.



WINNERS CIRCLE

THE LA JOLLA CONCOURS d'ELEGANCE 2025 SPECIALTY WINNERS



BEST IN SHOW AWARD

**1955 MERCEDES BENZ 300
SL GULLWING**

John and Kimberly Word



MOST OUTSTANDING PRE-WAR AWARD

**1937 ROLLS-ROYCE PHANTOM
III DISAPPEARING TOP COUPE**

Valerie & Aaron Weiss



MOST OUTSTANDING POST-WAR AWARD

**1964 ASTON MARTIN DB5
COUPE**

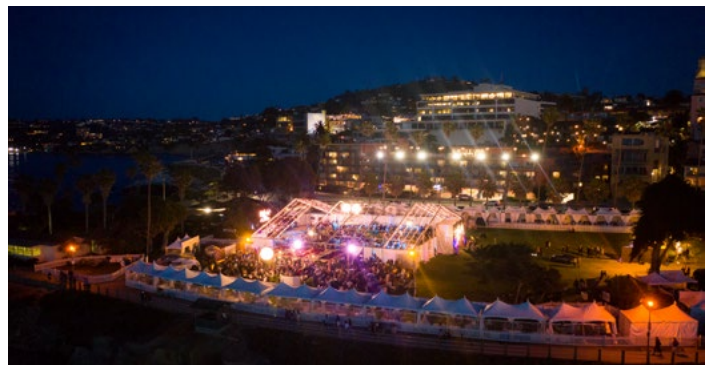
Neville Ray



CHUCK SPIELMAN PRESERVATION AWARD

**1988 PORSCHE 928 S4
COUPE**

Julian White



THE LA JOLLA CONCOURS d'ELEGANCE



LA JOLLA TOUR d'ELEGANCE

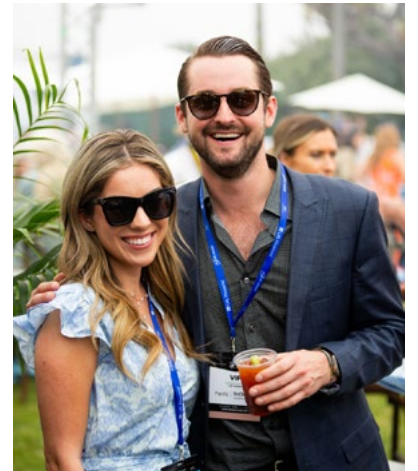


LA JOLLA CONCOURS D'ELEGANCE RECAP



THE LA JOLLA CONCOURS d'ELEGANCE

LA JOLLA CONCOURS D'ELEGANCE RECAP





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 20th annual La Jolla Concours d'Elegance and The La Jolla Motor Car Classic at the Concours from Friday, April 24 through Sunday, April 26, 2026. 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: sponsorship@events.com

