



FRIDAY RESTAURANT GUIDE

APRIL 24-26, 2026
LA JOLLA, CALIFORNIA



20th ANNUAL
LA JOLLA CONOURS d'ELEGANCE

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FRIDAY VIP RECEPTION

APRIL 24, 2026 – 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, 2026** (Specs: 4C - CMYK - 3.75" X 4.875"), Print Quality PDF.
- Description of bite to be served by **February 1, 2026**

SUBMISSIONS

Please send your form by February 1, 2026

Beth Block-Weiss

beth@mcfarlanepromotions.com

(818) 429-4454

656 Fifth Ave. Ste. B

San Diego, CA 92101

REGISTRATION FORM

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SCAN THIS QR CODE TO SUBMIT YOUR APPLICATION



SUBMISSIONS & QUESTIONS

Please submit your form by February 1, 2026

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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 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: 619.233.5008 | LaJollaConcours.com

Proceeds support the La Jolla Historical Society.

