



## SPONSORSHIP OPPORTUNITIES

APRIL 24-26, 2026  
LA JOLLA, CALIFORNIA



20th ANNUAL  
LA JOLLA CONCOURS d'ELEGANCE

Powered by [events.com](https://www.events.com)

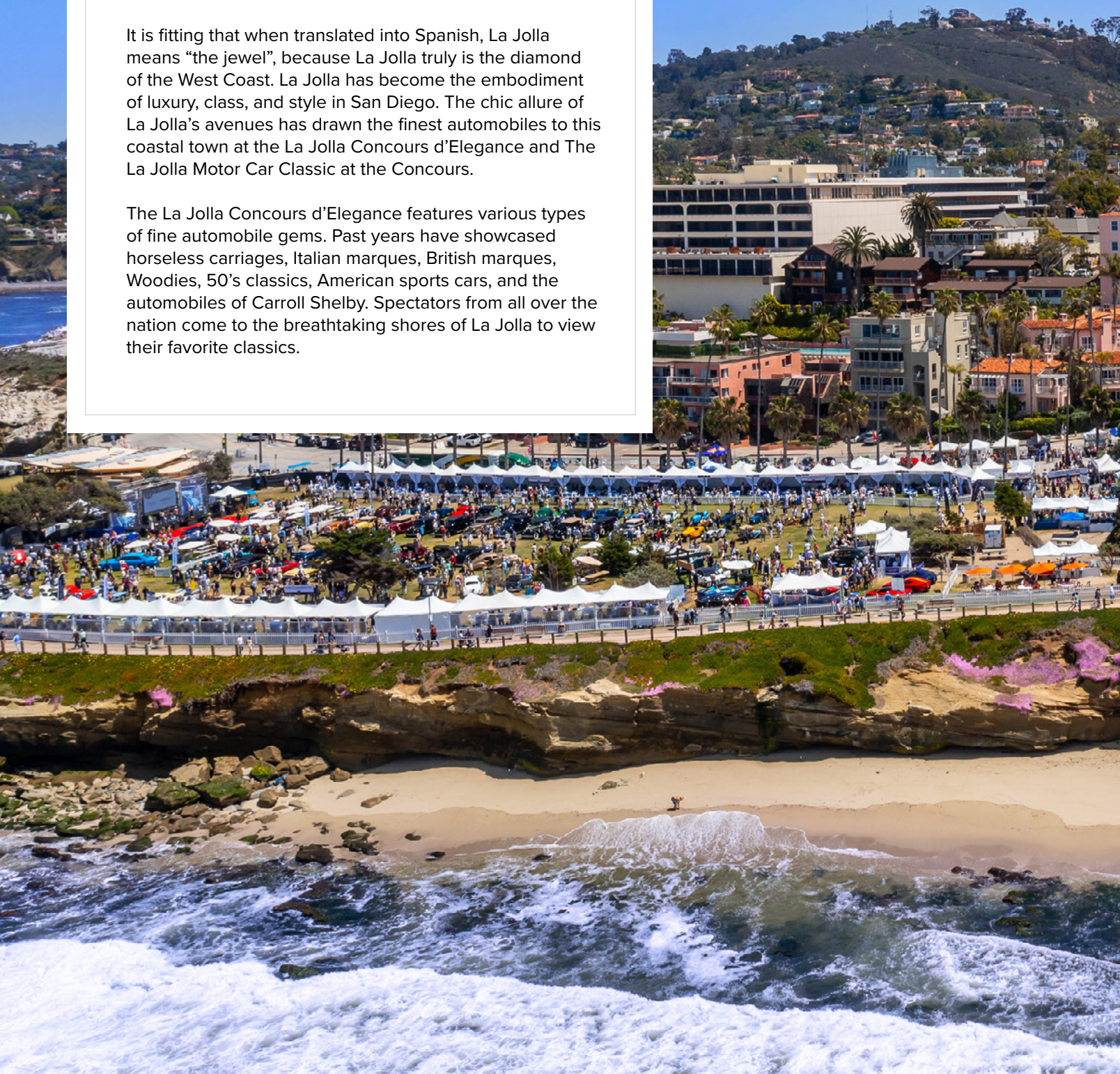


# The Jewel

## 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

TOTAL VISITOR SPENDING

32.5 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% 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

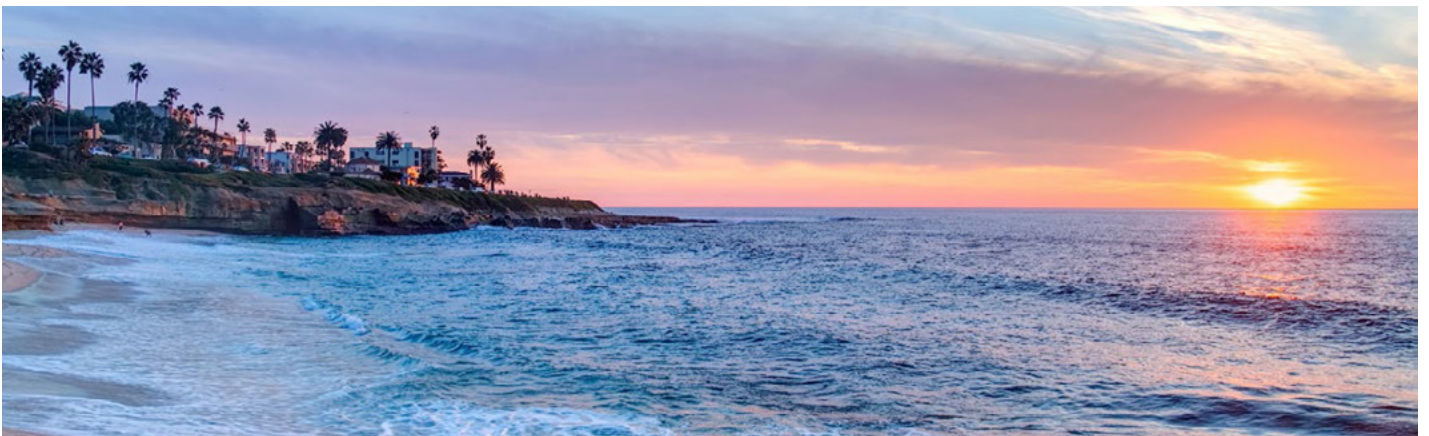
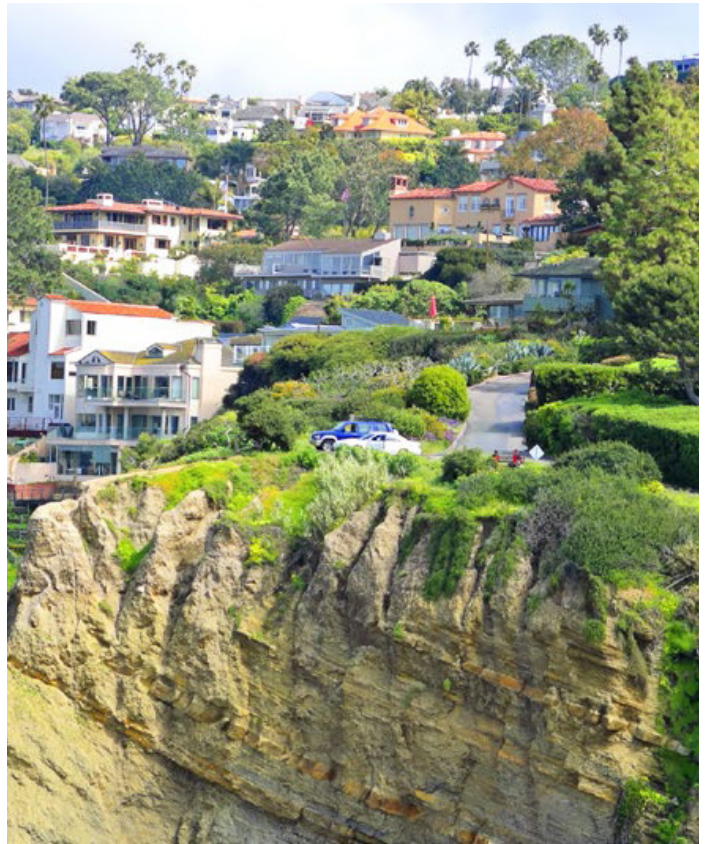
**50** Active Influencers with a combined reach of **2.5 million**

**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

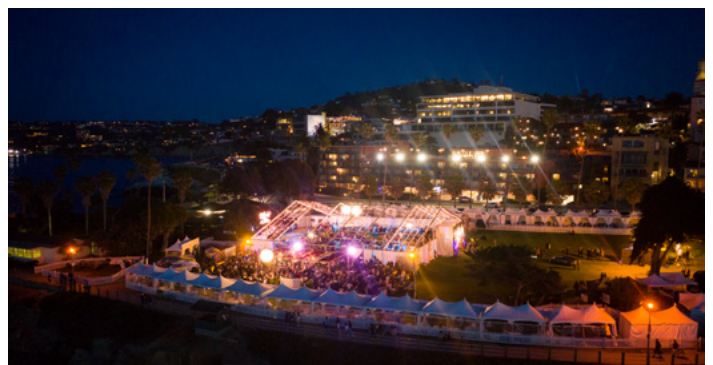


CHUCK SPIELMAN PRESERVATION AWARD

**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







THE LA JOLLA CONCOURS d'ELEGANCE

# SPONSORSHIP MENU

**TITLE SPONSORSHIP** (2) Available | \$125,000  
Exclusive Title Sponsor Available | \$200,000

**PRESENTING SPONSORSHIP** (2) Available | \$100,000

**PREMIER PLUS SPONSORSHIP** (3) Available | \$30,000  
LIMITED TO CAR DEALERSHIPS ONLY

**PREMIER SPONSORSHIP** (5) Available | \$20,000  
LIMITED TO CAR DEALERSHIPS ONLY

See additional pages for the following sponsorships:

**FRIDAY EVENING VIP RECEPTION SPONSORSHIP** | \$40,000

**SATURDAY EVENING CHAIRMAN'S PARTY** | \$25,000

**MOTOR CAR CLASSIC SPONSORSHIP** | \$25,000

**ENTRANT LOUNGE SPONSORSHIP** | \$20,000

**FRIDAY EVENING VIP PRESENTING SPONSOR** | \$20,000

**HOSPITALITY AREA SPONSORSHIP** | \$20,000

**TOUR D'ELEGANCE SPONSORSHIP** | \$20,000

**DRIVE & RIDE SPONSORSHIP** | \$20,000

**AWARDS SPONSORSHIP SPONSORSHIP** | \$20,000

**SUNDAY VIP LOUNGE TITLE SPONSORSHIP** | \$20,000

**MAIN STAGE SPONSORSHIP** | \$20,000

**CHAMPAGNE GARDEN TITLE SPONSORSHIP** | \$20,000

**LIFETIME ACHIEVEMENT AWARD SPONSORSHIP** | \$15,000

**JUDGES SPONSORSHIP** | \$15,000

**TOUR D'ELEGANCE LUNCH SPONSORSHIP** | \$15,000

**SUNDAY VIP LOUNGE PRESENTING SPONSORSHIP** | \$15,000

**CHAIR SPONSOR** | \$15,000

**APPRENTICE JUDGE SPONSORSHIP** | \$12,000

**HOSPITALITY SUITE SPONSORSHIP** | \$16,000 | 15 Available

**CHAMPAGNE GARDEN PRESENTING SPONSORSHIP** | \$10,000

**EMCEE SPONSORSHIP** | \$7,500

**MOTORCYCLE CLASS SPONSORSHIP** | \$5,000

**VALET SPONSORSHIP** | \$5,000

**ON-LINE TICKET SPONSORSHIP** | \$5,000

**TECHNOLOGY SPONSORSHIP** | \$5,000

**CHAMPAGNE GARGEN SPONSORSHIP** | \$5,000

**PLATINUM EVENT SPONSORSHIP** | \$5,000 | 6 Available

**LIVE AUCTION SPONSORSHIP** | \$5,000

**VINTAGE AIR PARADE/FLY BY SPONSOR** | \$5,000

**ENTRANT PLACARD SPONSOR** | \$3,500

**TOUR D'ELEGANCE BREAKFAST SPONSORSHIP** | \$3,000

**PHOTOGRAPHY SPONSORSHIP** | \$2,500

**TOUR D'ELEGANCE GIFT SPONSORSHIP** | \$2,500

**CAR GIVE-AWAY SPONSORSHIP** | In-Kind

**HOTEL PARTNERS** | In-Kind



# TITLE SPONSOR

## 1ST TIER NAMING RIGHTS

(2) Available | \$125,000

Exclusive Title Sponsor Available | \$200,000

## BENEFITS

### PRESENTING NAMING RIGHTS

- The event will be officially titled the La Jolla Concours d'Elegance presented by [Your Brand], with top-tier logo placement on all items.

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and two email blasts with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, event tickets, flyers, posters, credentials, car placards, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- Present "Specialty" award
- 10' x 20' exhibit booth at premier location
- Full page ad in the 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
- 4 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 4 Stories on Instagram

### 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

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 20 tickets to the exclusive Friday Evening VIP Reception
    - Additional tickets may be purchased at pre-event pricing of \$150 each
  - 20 General Admission tickets to Sunday, La Jolla Concours d'Elegance
    - Additional tickets may be purchased at pre-event pricing of \$60 each
  - Opportunity to address the crowd at the reception and Tour d'Elegance lunch
  - Company logo incorporated on the window decals for each tour entrant
  - 2 car entries in the Tour d'Elegance which includes 1 passenger per car entry (Must receive confirmation by March 1st to secure entries in Tour)
  - Feature promotional products or materials in goodie bags
  - 10' x 20' Hospitality Lounge
    - 100 Hospitality Suite passes - includes entrance to the Concours
    - Bottle service to include vodka, wine, beer and champagne in the hospitality lounge
    - Catering lunch package for 100
  - 4 staff credentials
  - First right of refusal for future La Jolla Concours d'Elegance Title Sponsorship



# PRESENTING SPONSOR

## 2ND TIER NAMING RIGHTS

(2) Available | \$100,000

## BENEFITS

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and one email blast with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, flyers, posters, credentials, car placards, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- Present "Specialty" award
- 10' x 10' exhibit space at premier location
- Full page ad in the 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
- 3 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 3 Stories on Instagram

### 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

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 16 tickets to the exclusive Friday Evening VIP Reception
    - Additional tickets may be purchased at pre-event pricing of \$150 each
  - 10 General Admission tickets to Sunday, La Jolla Concours d'Elegance
    - Additional tickets may be purchased at pre-event pricing of \$60 each
  - Feature promotional products or materials in goodie bags
  - 10' x 20' Hospitality Lounge
    - 46 Hospitality Suite passes - includes entrance to the Concours
    - Bottle service to include vodka, wine, beer and champagne in the hospitality lounge
    - Catering lunch package for 46
  - 4 staff credentials
  - First right of refusal for future La Jolla Concours d'Elegance Presenting Sponsorship



## BENEFITS

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and one email blast with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, flyers, posters, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- 10' x 20' exhibit space at premier location with a courtyard and space to display 4 vehicles
- Full page ad in the 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
- 2 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 2 Stories on Instagram

### 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

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 4 tickets to the exclusive Friday Evening VIP Reception
    - Additional tickets may be purchased at pre-event pricing of \$150 each
  - 10 General Admission tickets to Sunday, La Jolla Concours d'Elegance
    - Additional tickets may be purchased at pre-event pricing of \$60 each
  - Feature promotional products or materials in goodie bags
  - 20 VIP passes to Sunday, La Jolla Concours d'Elegance, to include complimentary food and beverage
    - Additional tickets may be purchased at pre-event pricing of \$150 each
  - 6 staff credentials
  - First right of refusal for future La Jolla Concours d'Elegance Premier Plus Sponsorship



## BENEFITS

### BRAND EXPOSURE

- Logo featured prominently on the event website, with a banner ad linking directly to your brand's site
- Inclusion in press releases, promotional emails, advertising campaigns, and one email blast with your ad and message of choice
- On-site branding opportunities, including Main Stage and Main Entrance banners, signage, and event displays.
- Logo recognition on LED main stage, flyers, posters, and exhibitor emails.

### ENGAGEMENT OPPORTUNITIES

- Speaking opportunity at the La Jolla Concours d'Elegance award ceremony
- 10' x 10' exhibit space at premier location with a courtyard and space to display 2 vehicles
- Full page ad in the 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
- 1 pre-event Social Media Posts (Facebook, Twitter, and Instagram) & 1 Stories on Instagram

### 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

- Opportunity to showcase a luxury vehicle from your portfolio in a prime location at the event
- Complimentary tickets and VIP passes for your top clients or executives
  - 4 tickets to the exclusive Friday Evening VIP Reception
    - Additional tickets may be purchased at pre-event pricing of \$150 each
  - 6 General Admission tickets to Sunday, La Jolla Concours d'Elegance
    - Additional tickets may be purchased at pre-event pricing of \$60 each
  - Feature promotional products or materials in goodie bags
  - 14 VIP passes to Sunday, La Jolla Concours d'Elegance, to include complimentary food and beverage
    - Additional tickets may be purchased at pre-event pricing of \$150 each
  - 4 staff credentials
  - First right of refusal for future La Jolla Concours d'Elegance Premier Sponsorship



# HOSPITALITY SUITE SPONSOR

\$16,000 | Limited availability: only 15 exclusive suites

## BENEFITS

- 10' x 20' Hospitality Suite
- 46 Hospitality Suite passes - includes entrance to the Concours (additional tickets at pre-event pricing may be added)
- Bottle service package which includes personal bar and bartender
- Catered lunch
- Branded bar with your company's logo

Opportunity to feature promotional products or materials in goody bags





# CONTRIBUTING BRANDS



San Diego



Bonhams

AUCTIONEERS SINCE 1793

BROAD  
ARROW

Auctions



— ESTD 1846 —  
Dewar's®

ELIJAH  
CRAIG  
BOURBON

ELYSIAN  
BREWING



OFFICIAL  
FERRARI DEALER  
FERRARI OF SAN DIEGO

FRASER  
YACHTS



HAGERTY®



IWC  
SCHAFFHAUSEN



LPL Financial

LUCID

Maker's  
Mark®



O'GARA  
SAN DIEGO

Pacific | Sotheby's  
INTERNATIONAL REALTY



PANERAI



SILVER SEAS YACHTS

STELLA ARTOIS®

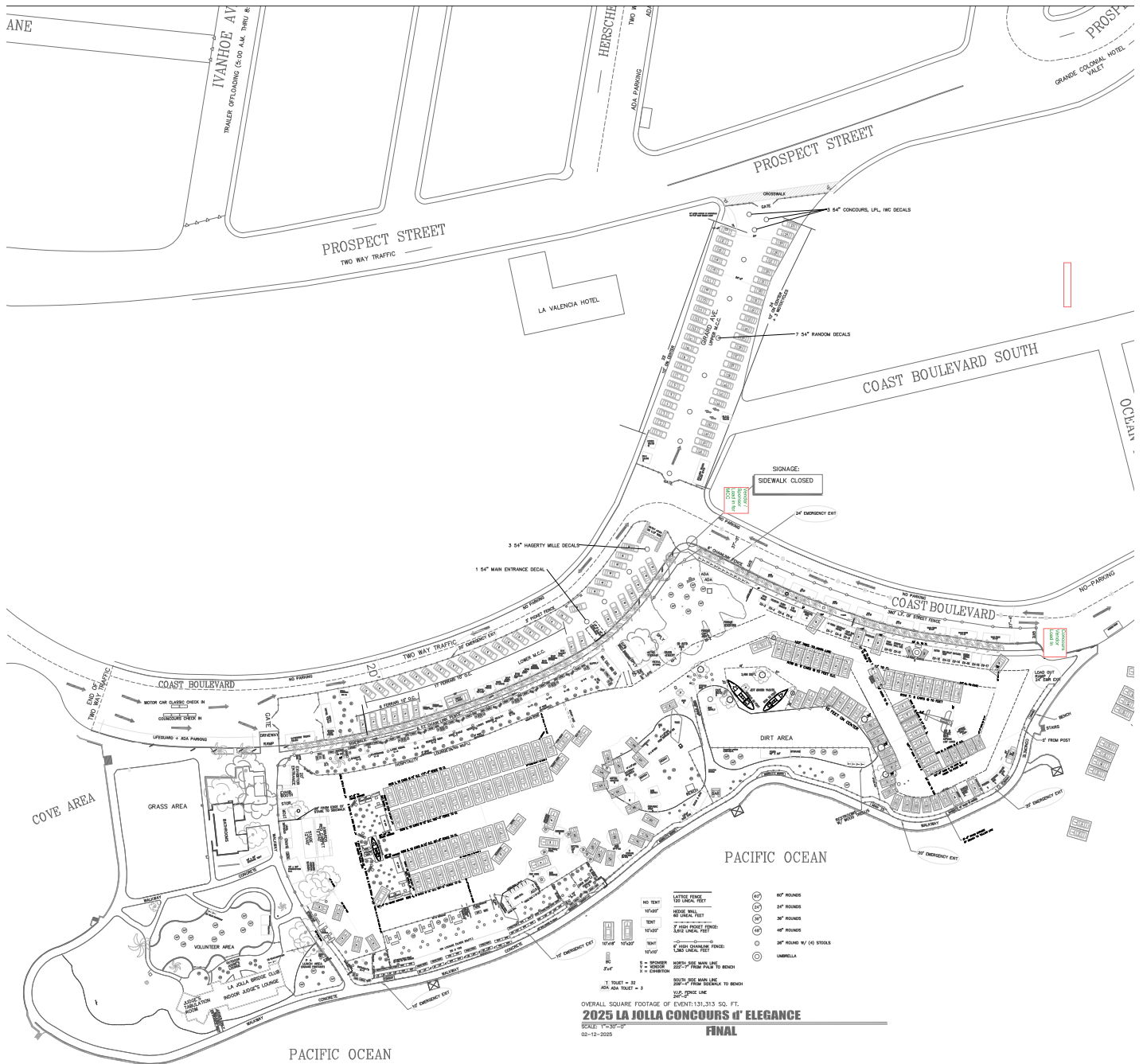


The Coit Collection





# EVENT MAP







# Benefiting

LA JOLLA HISTORICAL SOCIETY

The mission of the La Jolla Historical Society is to inspire and empower the community to make La Jolla's diverse past a relevant part of contemporary life. The Society serves as a thriving community resource and gathering place where residents and visitors explore history, art, ideas and culture.

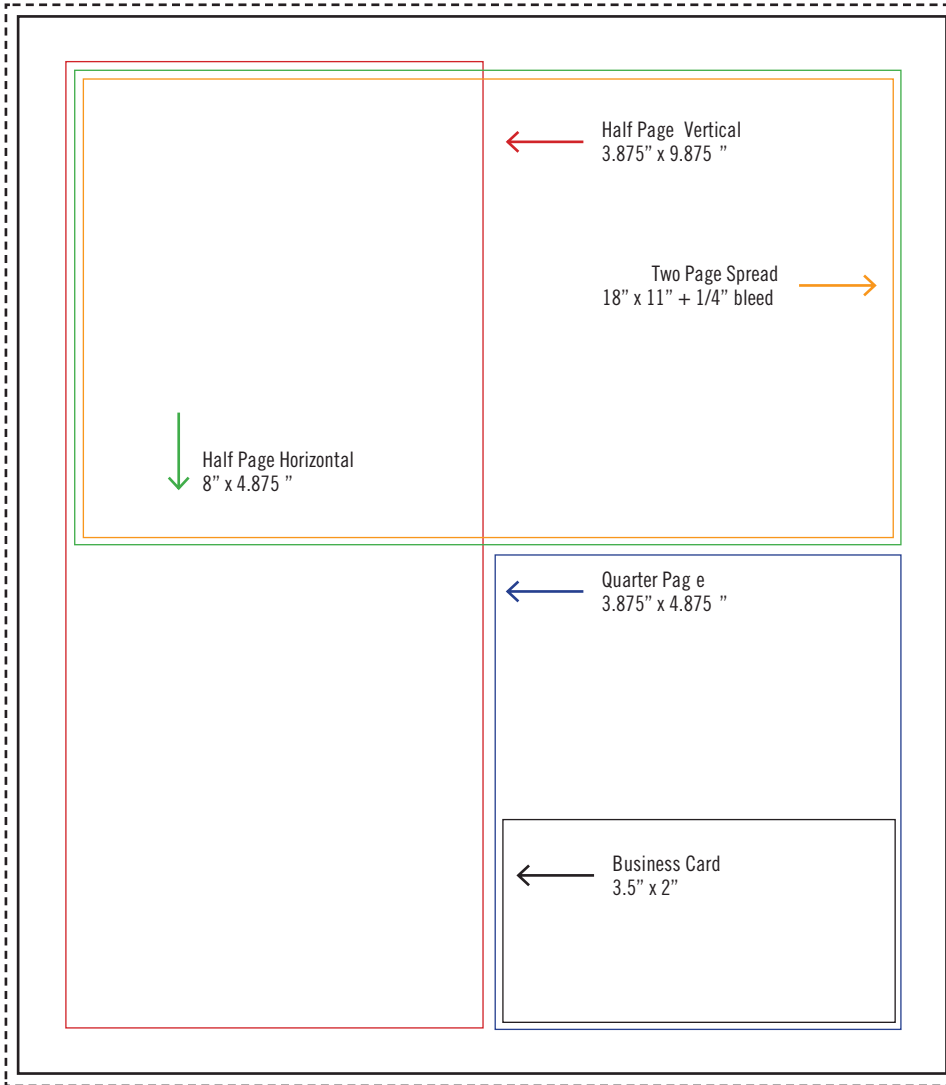
The Society proudly presents the La Jolla Concours d'Elegance & Motor Car Classic. The Concours is an important community event open for all to participate in, an important source of economic activity for La Jolla's small businesses before the traditional summer tourist season, and an important source of funding that allows the Society to present year-round rotating exhibitions and educational programs at no cost to the public. The Concours is also a juried exhibition and has an inherent dimension of history, both of which add aspects of educational value that align with the Society's mission.

The La Jolla Historical Society is a 501c3 nonprofit, public benefit corporation with seven hundred household and business members. Wisteria Cottage Galleries are open Thursday through Sunday, from noon to 4:00 pm or by appointment. Admission is free. The Public Research Center is open Monday through Friday 10:00 am to 4:00 pm or by appointment. Research access to the Society's archives is free. For more information, please visit us at [lajollahistory.org](http://lajollahistory.org) or at [facebook.com/lajollahistory](https://facebook.com/lajollahistory).



# ADVERTISING

## SPECIFICATIONS AND PLACEMENT



● **HALF PAGE VERTICAL**  
3.875" x 9.875 "

● **HALF PAGE HORIZON TALL**  
8" x 4.875 "

● **QUARTER PAGE**  
3.875" x 4.875 "

● **BUSINESS CARD**  
3.5" x 2 "

● **TWO PAGE SPREAD**  
18" x 11" + 1/4" bleed

← **COVER OR FULL PAGE**  
9" x 11 + 1/4" bleed

## DISPLAY ARTWORK REQUIREMENTS

- All ads are four color (CMYK).
- PDF (distilled at high resolution) or EPS files (preferred with all fonts outlined)
- High resolution bitmap files (TIFF, JPEG) are acceptable, but be advised that bitmap text may print blurry.

## DISPLAY ARTWORK DEADLINE: FEBRUARY 9, 2026

- Advertising artwork must be received by February 9, 2026  
Format PDF (high resolution) or EPS files preferred with all fonts outlined
- Please email ads to:  
**Ciara@mcfarlanepromotions.com**





# AD RATES

## EXCLUSIVE MARKETING OPPORTUNITY

This event draws thousands of the most sophisticated audience from San Diego and surrounding areas, as well as across the nation. Join this premiere event in La Jolla: align your brand with luxury, reach your target consumer with our commemorative program!

### AD RATES

Program will be printed in 9" x 11" perfect bound format.

**BACK COVER** \$3,000

**INSIDE FRONT COVER** \$3,000

**INSIDE BACK COVER** \$2,000

**TWO PAGE SPREAD** \$2,500

**FULL PAGE** \$1,250

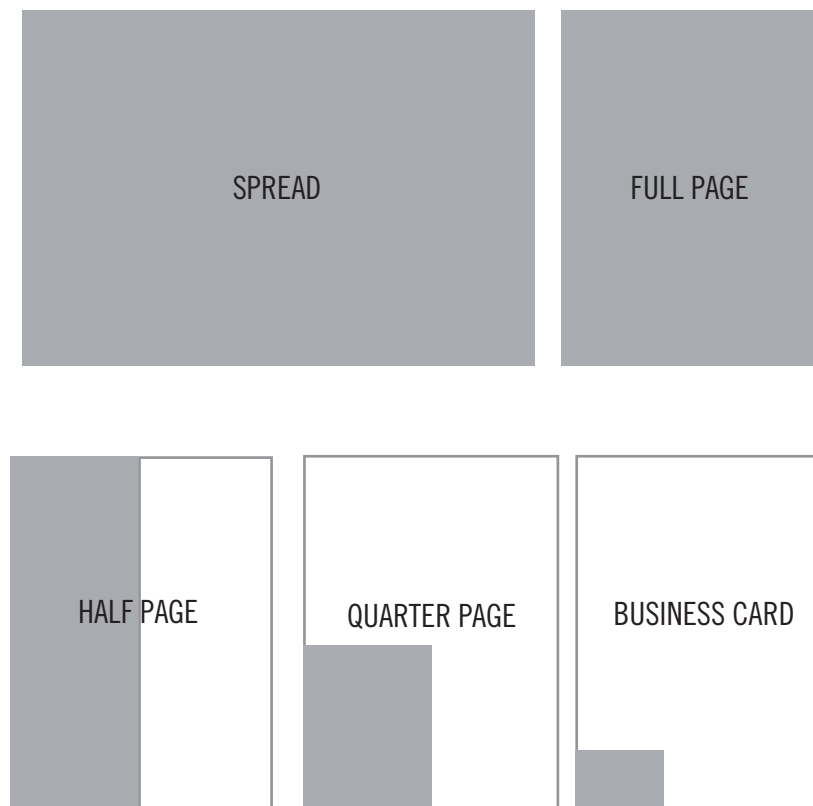
**HALF PAGE (HORIZONTAL OR VERTICAL)** \$700

**QUARTER PAGE** \$500

**BUSINESS CARD SIZE** \$200

**BUSINESS LISTING** \$100

(Includes eight words of description + address / phone / web address.)







# AD REGISTRATION FORM

YES, I WANT TO PROMOTE MY BUSINESS TO THE DISCERNING AUDIENCE.

COMPANY NAME:

PRIMARY CONTACT:

MAILING ADDRESS FOR LOAD-IN PACKET:

OFFICE PHONE NUMBER:

EMAIL:

CELL NUMBER:

ON-SITE CONTACT PHONE:

CREDIT CARD NUMBER:

TYPE:

CVC:

EXPIRATION DATE:

SPONSOR SIGNATURE:

DATE:



FORM COMPLETED BY DECEMBER 15TH FOR 10% DISCOUNT

## AD RATES AND SIZING

Program will be printed in 9" x 11" perfect bound format.

**CHECK THE AD SIZE YOU PREFER:**

- |   |  |
|---|--|
| <input type="checkbox"/> <b>BACK COVER</b> 9" x 11" + 1/4" bleed ..... \$3,000          | <input type="checkbox"/> <b>HALF PAGE (HORIZONTAL)</b> 8" x 4.875" ..... \$700   |
| <input type="checkbox"/> <b>INSIDE FRONT COVER</b> 18" x 11" + 1/4" bleed ..... \$3,000 | <input type="checkbox"/> <b>HALF PAGE (VERTICAL)</b> 3.875" x 9.875" ..... \$700   |
| <input type="checkbox"/> <b>INSIDE BACK COVER</b> 9" x 11" + 1/4" bleed ..... \$2,000   | <input type="checkbox"/> <b>QUARTER PAGE</b> 3.875" x 4.875" ..... \$500   |
| <input type="checkbox"/> <b>TWO PAGE SPREAD</b> 18" x 11" + 1/4" bleed ..... \$2,500    | <input type="checkbox"/> <b>BUSINESS CARD SIZE</b> 3.5" x 2" ..... \$200   |
| <input type="checkbox"/> <b>FULL PAGE</b> 9" x 11" + 1/4" bleed ..... \$1,250           | <input type="checkbox"/> <b>BUSINESS LISTING</b> ..... \$100<br>(Includes eight words of description + address / phone / web address.) |

**Credit cards will be charged a 4% processing fee.**

**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



# SPONSORSHIP COMMITMENT FORM

La Jolla Concours d'Elegance 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 \$

**RELEASE AND WAIVER OF LIABILITY:** I, the Sponsor, hereby agree to indemnify, defend and hold The La Jolla Concours d'Elegance Committee, McFarlane Promotions, Inc., their officers and agents (all hereinafter referred to as the "The La Jolla Concours d'Elegance") 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 The La Jolla Concours d'Elegance 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 The La Jolla Concours d'Elegance, 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 The La Jolla Concours d'Elegance 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 The La Jolla Concours d'Elegance 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 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 4% processing fee.**

**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 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: [LaJolla@McFarlanePromotions.com](mailto:LaJolla@McFarlanePromotions.com)**

