

# Danville d'Elegance Concours

*Stop Parkinson's in its Tracks*

## Event Overview

The Danville d'Elegance Foundation would like your support for our charitable program in September 2016. We are in our twelfth year of providing financial support to local and national organizations pursuing Parkinson's disease research and patient care through our events so we can **Stop Parkinson's in its Tracks**.

The two-day program is host to four vehicle related events. Saturday, September 17th starts with the *Tour d'Elegance, Thrill Ride*, and is followed by an exclusive dinner and auction. Sunday, September 18th is the finale, *Danville Concours d'Elegance*.

The *Tour d'Elegance* and *Thrill Ride* each include a day of driving and camaraderie, each participant makes a donation to experience a scenic drive to an exclusive and unique location for a catered lunch.

Participants in the *Tour d'Elegance*, participants drive their own vintage, classic, or modern collectible vehicle through exhilarating winding roads and beautiful scenery of the greater Bay Area as part of a caravan of other unique vehicles.

*Thrill Ride* participants make a substantial donation for the opportunity to drive and experience new exotic and luxury vehicles for an extended test drive. Automobile manufacturers and local dealers provide representatives and their vehicles to be driven in real conditions. This is a very unique opportunity for dealers to allow dynamic and realistic test drives to showcase their vehicles.

The Saturday driving experiences are followed by an exclusive dinner and auction. The dinner event has sold out each year and attracts prominent community members and their guests. The auction consists of amazing travel and unique experiences.

Sunday is our crown jewel, the *Danville Concours d'Elegance*, which showcases vintage, competition, exotic, classic, and rare vehicles on the streets of picturesque Danville California. The free, day long event attracts well over 8,000 people each year, and displays more than 250 vehicles including vintage wooden boats, classic motorcycles, vintage bicycles. We also have a beer and wine tasting garden, a silent auction, raffles, and impromptu celebrity appearances and interviews. This is one of the very few free admission events in the world where vehicles of the stature we attract can be seen.

The events are produced by a team of volunteers to ensure the largest amount of money is donated to find a cure. Each volunteer has been touched by Parkinson's disease and has raised more than three million dollars for Parkinson's research and patient care.



2015 Event Program

# Danville *Concours* d'Elegance

Stop Parkinson's in its Tracks

## About Parkinson's Disease

It is estimated that over six million people have Parkinson's disease worldwide, affecting all races and cultures. It is our goal to *Stop Parkinson's in its Tracks*. The Danville d'Elegance Foundation has raised over three million dollars for Parkinson's research and patient care, and was the top donor to The Michael J. Fox foundation in 2013 and is consistently a top fund raiser for Parkinson's disease.

## Honored Guests

The Danville d'Elegance Foundation has been privileged to host honored guests, many who have been personally impacted by Parkinson's disease.



Phil Hill (r) and David Love

**Phil Hill** - Legendary American world champion race driver  
**Sam Posey** - Race driver and sportscast journalist  
**Danny Sullivan** - American race driver  
**Sonny Whelen** - Race team owner and business founder/executive  
**Derek Hill** - American race driver  
**John Motzart** - Mozart Development founder  
**Woody Shakelton** - Retired Sales Executive from Silicon Valley and current Chairman of the Board at Michael J. Fox Foundation  
**David Olson** - Owner, Olson Steel and active auto enthusiast  
**Don Williams** - President, Blackhawk Collection, Inc.  
**David Love** - Classic Sports Racing Group (CSRG) co-founder, Ferrari, Porsche, Morgan racer, owner, and enthusiast  
**Richard Green** - Retired, over 30 years as Jaguar, Land Rover corporate executive



# Danville Concours d'Elegance

Stop Parkinson's in its Tracks

## Sponsorship Opportunities

A company presence during *Danville d'Elegance* weekend can provide sponsors an opportunity to raise product and brand awareness. This has proven advantageous not only to vehicle related companies, but also to nationally owned service and retail businesses as well as locally owned and operated businesses, and for national companies desiring local event participation and recognition *Danville d'Elegance* has great demographics. Show your support with a commitment to the local community and causes important to the community.

Our volunteer organizing team are committed to working closely with our sponsors to grow *Danville d'Elegance* into something beneficial and enjoyable for our sponsors as well as the entire community while supporting Parkinson's disease research and patient care.

Beyond the two days of *Danville d'Elegance*, your sponsorship will work for your company before and after the event, and sponsorship participation distinguishes your business from the competition, demonstrating your company's passion and leadership within the local community.

### Example Opportunities

- Singular Presenting Sponsor status - '*Danville Concours d'Elegance Presented by YOUR COMPANY*'
- Vehicle participation in the *Thrill Ride*.
- A bold presence in the official show commemorative program, as well as the *Danville d'Elegance* on-line, and social media campaigns.
- Logo placement on banners and signage at each entrance and along the street.
- Marque area sponsorship on the street the day of the *Concours*.
- Create an exclusive guest and client lounge area within the Wine and Beer Garden.
- Your logo on volunteer T-shirts, hats, entrant 'goodie bags,' beer and wine glasses, bottled water stations, and many other opportunities are available.

We can help you gain attention and recognize your company's commitment to **Stop Parkinson's in its Tracks** as a *Danville d'Elegance* supporter!

### 2016 DATES

*Tour d'Elegance*  
Saturday September 17, 2016  
Danville/Lafayette via beautiful back roads to an exclusive lunch location



*Thrill Ride*  
Saturday September 17, 2016  
Danville/Lafayette via beautiful back roads to an exclusive lunch location



*Danville d'Elegance Dinner and Auction*  
Saturday, September 17, 2016  
Invitation only location.

*Danville Concours d'Elegance*  
Sunday, September 18, 2016  
Historic downtown Danville California

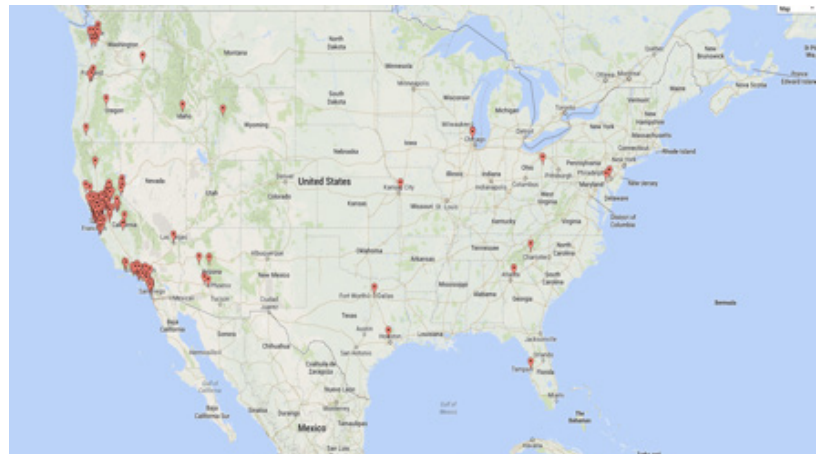
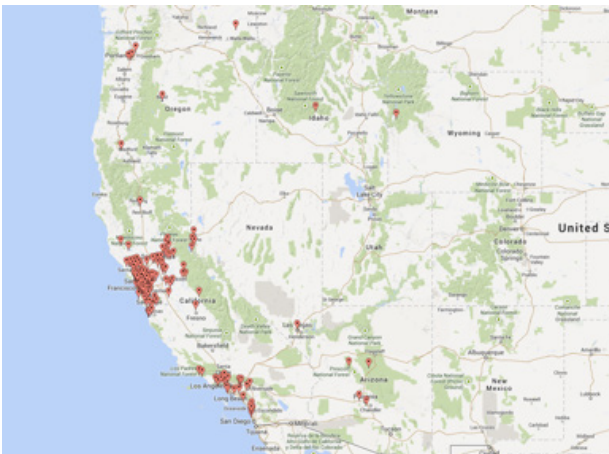
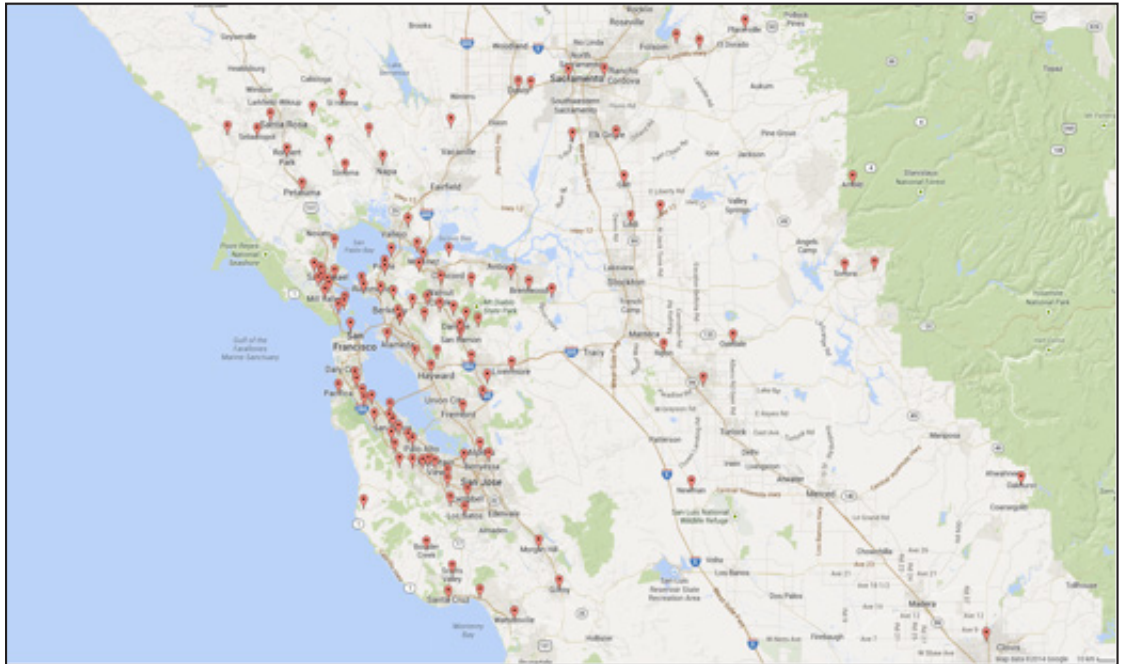
# Danville d'Elegance Concours

Stop Parkinson's in its Tracks

## Participants, Attendees and Demographics

Danville d'Elegance attracts a diverse group of participants, vehicles, and guests

- Our events attract a broad demographic. The predominance are from the 3.3 million people living within 25 miles of the event.
- Entrants attend from north of Marin County to Silicon Valley in the South Bay, in addition to returning enthusiasts from across the United States.
- Danville d'Elegance is also a destination event attracting regional clubs who make the event part of their own yearly schedule for points and awards.
- Vintage race car clubs, including SCCA, NASA, CSRG, NARRA participating cars from Jaguar, Ferrari, Morgan, Jaguar, Porsche, Aston Martin, as well as vintage Baja 1000, Carrera Panamericana and NASCAR racers



# Danville d'Elegance Concours

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## Previous Sponsors

Jaguar - Land Rover North America  
Cole European  
Jaguar Land Rover of Livermore  
Union Bank  
Fremont Bank  
Blackhawk Automotive Museum  
Scott's Seafood Grill & Bar  
Christe James Fine Jewelry  
Wente Vineyards  
Intelliga  
Mandarin Oriental  
The Luxury Collection, Walnut Creek  
Livermore Porsche  
Adamas Pharmaceuticals, Inc.  
Canary Marketing  
San Francisco Sports Cars  
Hooked On Driving  
Mandarin Oriental  
Ferrari of San Francisco  
John Muir Health  
PR Newswire  
Automobiliart.com  
Community Bank of the Bay  
Tesla  
Grundy Insurance  
Mt. Diablo Recycling Center  
Rally Race  
Aston Martin the Americas  
S&J Advertising  
Los Gatos Luxury Cars  
Silver Oak Cellars  
Frank Family Vineyards  
JaM Cellars  
Jamison Ranch  
Schubros Brewery  
Working Man Brewing Company  
Prestige Wine  
Fenestra Winery



# Danville Concours d'Elegance

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## Sponsorship Opportunities Levels and Options

### **Presenting through Silver Sponsorships Levels Include:**

- Name and logo on *Danville Concours d'Elegance* printed materials, sponsor banners, and online social media and [www.danville-delegance.org](http://www.danville-delegance.org)
- Advertising space in the commemorative event program.
- Sponsorship recognition at the *Concours* on Sunday by the live presenters over the public address system.

**Presenting Sponsor \$35,000**  
 'Danville Concours d'Elegance Presented by Company Name'  
**One Available**

**In addition to the base sponsorship level items the following are also part of the Presenting Sponsor:**

- Press release announcing your company's support and participation, and mentions in all subsequent related press releases.
- Company name and logo will appear in the top banner on [www.danville-delegance.org](http://www.danville-delegance.org)
- Company name and logo prominently included in all subsequent show mentions that appear in print and on-line.
- Invitations to the exclusive *Danville d'Elegance Dinner*.
- Prime vehicle placement for up to six vehicles at the Concours d'Elegance on Sunday, *if applicable*.
- Two full pages, center spread, plus the back cover advertising space in the commemorative program.
- Top placement on Sponsor Banners throughout the event.
- Sponsorship recognition from the podium throughout the Saturday and Sunday events.
- "Presenting Sponsor Award" given to a participating vehicle selected by a representative of the presenting sponsor at the Concours d'Elegance.



## Opportunity Levels and Options *continued*

***Diamond Sponsor***      **\$20,000**

*'Danville Concours d'Elegance Diamond Sponsor Company Name'*

**In addition to the base sponsorship level items**

- Company name and logo below *Presenting Sponsor* on sponsorship banners throughout the event.
- Dinner invitation for four to the exclusive *Danville d'Elegance Dinner*.
- Full page, right hand page advertisement in the program.
- Featured sponsorship recognition at the *Dinner Saturday* and the *Concours* on Sunday.

***Platinum Sponsor***      **\$10,000**

*'Danville Concours d'Elegance Platinum Sponsor Company Name'*

**In addition to the base sponsorship level items**

- Company name and logo below *Diamond Sponsors* on sponsorship banners throughout the event.
- Logo listed in select marketing materials.
- Dinner invitation for two to the exclusive *Danville d'Elegance Dinner*.
- Full page advertisement in the program.
- Sponsorship recognition at the *Concours* Sunday from the stage.

***Gold Sponsor***      **\$5,000**

*'Danville Concours d'Elegance Gold Sponsor Company Name'*

**In addition to the base sponsorship level items**

- Company name and logo listed below *Platinum Sponsors* on sponsorship banners throughout the event.
- Full page advertisement in the program.
- Sponsorship recognition at the *Concours* on Sunday from the stage.

***Silver Sponsor***      **\$2,500**

*'Danville Concours d'Elegance Silver Sponsor Company Name'*

**In addition to the base sponsorship level items**

- Company logo listed in select marketing materials.
- Half page advertisement in the commemorative program.

*Danville*  
*d'Elegance* *Concours*  
*Stop Parkinson's in its Tracks*

Contact us to take advantage of these sponsorships and event marketing opportunities to help your company increase brand awareness, drive local clients to your business before, during and after the event! All Danville d'Elegance marketing and promotional opportunities are 100% customizable to meet your marketing objectives and we'll work with you to create a marketing program that benefits you *and* Parkinson's disease research and patient care so we can **Stop Parkinson's in its Tracks**.

Email us at [danville.delegance@gmail.com](mailto:danville.delegance@gmail.com) and you'll be contacted by one of our volunteers

Danville d'Elegance Foundation  
P.O. Box 242  
Danville, CA 94526

Any of the sponsorship levels may be combined with other support and merchandising opportunities.

Tents, furniture, setup labor, electricity, A/V support, and other services at the Concours are available exclusively through our partners for additional fees.