

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 Saturday September 16th, and Sunday the 17th, 2017. The Foundation is in its thirteenth year of funding local and national organizations engaged in Parkinson's disease patient care and research so we can Stop Parkinson's in its Tracks.

Our exciting two-day program is host to four vehicle related events that sell out each year.

- **Tour d'Elegance:** participants make a donation to caravan in their vintage, classic, or modern collectible on quiet winding scenic roads of the greater Bay Area with other unique vehicles to a private catered lunch location.
- **Tour d'Elegance Thrill Ride:** participants donate for the opportunity to drive and experience new exotic and luxury vehicles on an extended test drive. Automobile manufacturers and local dealers provide representatives and accompany their vehicles being driven by potential clients. This is a very unique opportunity for manufacturers and dealers to showcase their vehicles.
- **Dinner d'Elegance:** donors, prominent community members, and invited guests experience an elegant dinner, lively auction consisting of wonderful travel and unique experiences followed by music and dancing.
- **Danville Concours d'Elegance:** the weekend's crown jewel showcases vintage, competition, exotic, classic, race cars, trucks, race cars, motorcycles and even vintage wooden boats all on the streets of picturesque Danville California. The free admission day long display attracts well over 8,000 people to view more than 250 world class vehicles. The day also features a beer and wine tasting garden, a silent auction, raffles, along with impromptu celebrity appearances and interviews. Due to the caliber of the cars on display this may be the only free admission event like it in the world.



2016 Event Program

All of the events are all produced by a team of volunteers to ensure the highest percentage of every dollar raised is spent in pursuit of Parkinson's. Each volunteer has been touched by Parkinson's disease and has raised almost four million dollars for Parkinson's research and patient care.

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 almost four million dollars for Parkinson's research and patient care, and is consistently a top fund raiser for The Parkinson's Institute in Sunnyvale California, America's only independent non-profit Parkinson's organization combining research and patient care under one roof.

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 & business founder/executive

Derek Hill - American race driver

John Mozart - Mozart Development founder

Woody Shakelton - Retired 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, racer, owner, and enthusiast

Richard Green - Retired, over 30 years as Jaguar, Land Rover corporate executive



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.

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!

2017 DATES

Tour d'Elegance

Saturday September 16, 2017

Depart Walnut Creek via beautiful back roads to an exclusive lunch location.



Thrill Ride

Saturday September 16, 2017

Depart Walnut Creek via beautiful back roads to an exclusive lunch location.

Danville d'Elegance Dinner and Auction

Saturday, September 16, 2017



Danville Concours d'Elegance

Sunday, September 17, 2017 in historic downtown Danville, California

Participants, Attendees and Demographics

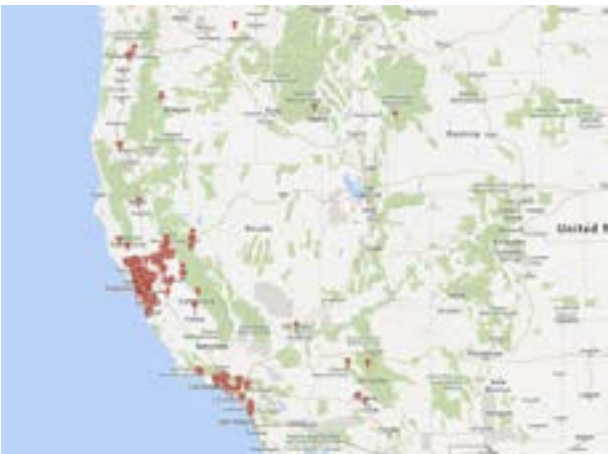
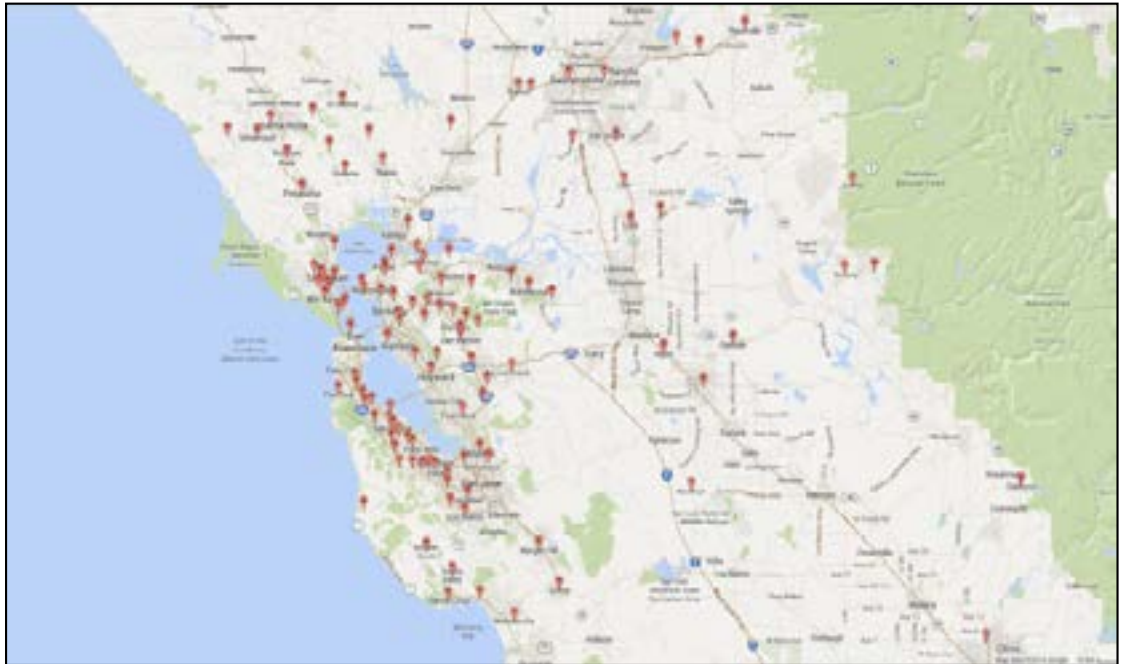
Danville d'Elegance attracts a diverse group of participants, vehicles, and guests.

- 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 *Concours* d'Elegance

Stop Parkinson's in its Tracks

SIGNIFICANT PAST 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
Aegis Senior Communities
Mt. Diablo Recycling Center
The Luxury Collection, Walnut Creek
Livermore Porsche
Adamas Pharmaceuticals, Inc.
Canary Marketing
San Francisco Sports Cars
Hooked On Driving
McLaren of San Francisco
Ferrari of San Francisco
John Muir Health
Abbvie
Bonhams
Community Bank of the Bay
Tesla
Grundy Insurance
Rally Race
ACADIA Pharmaceuticals
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



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
- 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 included with the Presenting Sponsorship:

- 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
- Company name and logo prominently included in all subsequent show mentions that appear in print and on-line.
- One table for 10 at Dinner d'Elegance.
- 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 Danville Concours d'Elegance.





Sponsorship 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.
- Eight tickets for Dinner d'Elegance.
- 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.
- Six tickets for Dinner d'Elegance.
- 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.
- Four tickets for Dinner d'Elegance.
- 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

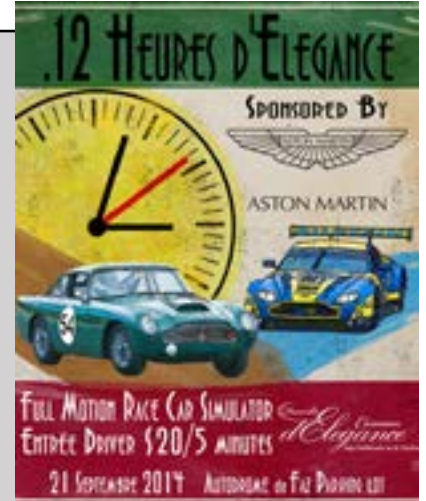
Stop Parkinson's in its Tracks

“Proudly Sponsored By”

“Proudly Sponsored By” is a new sponsorship opportunity. Danville d'Elegance is offering the opportunity to sponsor prominent areas and needs. This will help offset the costs required for to producing the event which will allow more money to reach Parkinson's research and patient care organizations. Each 'Proudly Sponsored By,' sponsor will be recognized in the Commemorative Program.

Racing Simulator Sponsorship

Host the high definition racing simulator in the wine area where guests can drive realistic race cars around exciting global race course on huge video monitors with surround sound, feedback race seat and force feedback steering wheel. It can also include the option to have Your Company name and logo integrated into a vintage style racing poster created specifically for the event and displayed to attract attention to the simulator throughout the event on Sunday.
\$5,000-\$7,000



Wine and Beer Garden Tent Sponsor

Your Company name and logo will be displayed on tent signage. Example: “This tent proudly sponsored by” your company name”
\$5,000

Signage

Danville d'Elegance has signs throughout the entire event listing the Presenting through Gold sponsors. Each sign would include “Signs proudly sponsored by Your Company”
\$3,000



Commemorative Hat

The Danville d'Elegance logo is embroidered on the front and Your Company Name or logo is embroidered on the back.
\$3,500

Volunteer T-Shirt

Your Company logo screen printed on the back of the volunteer T-Shirts
\$3,000



“Proudly Sponsored By” *continued*

Bottled Water

Your company name and logo at each of the water stations throughout the event. The cold water is sold by volunteer students who are earning school credit for their time and generate additional donations from guests during Concours d'Elegance. Example: “*Cold water proudly sponsored by your company name*”

\$2,000

Entrant Goodie Bag

Your logo imprinted on the goodie bag that each entrant and special guest receives. Limited to two non-competing sponsors.

\$1,500 each, or ‘own the bag,’ for \$3,000

Microfiber Polishing Cloth Your company name and logo printed along with the Danville d'Elegance logo on popular microfiber polishing cloths provided to each exhibitor and available as part of a commemorative package with hat, bag, and other sponsor items.

\$1,500



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 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.



Sponsor Response Form

- \$35,000 Presenting Sponsor
- \$20,000 Diamond Sponsor
- \$10,000 Platinum Sponsor
- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor
- "Proudly Sponsored By..." Please list the item and level of sponsorship:

COMPANY NAME: _____

CONTACT PERSON: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____ FAX NUMBER: _____

STREET ADDRESS: _____

CITY, STATE, ZIP: _____

If paying by credit card: (circle one) Visa MC AMEX

CREDIT CARD #: _____ EXPIRATION DATE: _____

NAME ON CARD: _____

SIGNATURE: _____

- My check is enclosed
- Please invoice me for the sponsorship

Please make checks payable to: Danville d'Elegance Foundation
 Send to: Danville d'Elegance Foundation
 P.O. Box 242
 Danville, CA 94526
 TEL: 925-548-3369 FAX: 925-373-1296 EMAIL: kerry.green@me.com



Sponsorship Advertising Specifications

Following is the information regarding the advertisement specifications for the Danville d'Elegance Commemorative Program.

All ads are *due by **August 29, 2017.***

Please email your marketing material for the program in the following format:

Ad Specs

All camera ready artwork to be prepared in the following dimensions (w x h):

Full Page: 8.5" x 11" with 1/8" bleed

Half Page Bleed: 8.5" x 5.5" with 1/8" bleed

Half page non-bleed : 7.75" x 5"

Quarter Page Bleed: 4.25" x 5.5" with 1/8" bleed

Quarter page non-bleed: 3.75" x 5"

Ad Color:

Black & White or 4-color, program will be printed 4-color.

Publication Format:

File Format –EPS or PDF (please, no PDF of a JPEG)

Website Logo:

We will be providing a web link from the Danville d'Elegance website sponsor web page to your site. Provide your logo in an appropriate web ready format along with the URL it should linked to.