

# 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*

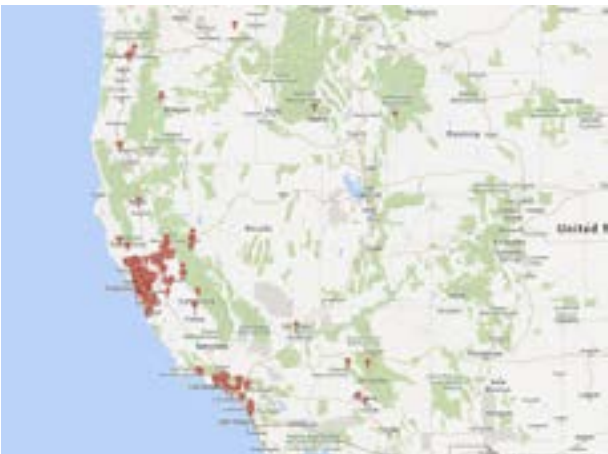
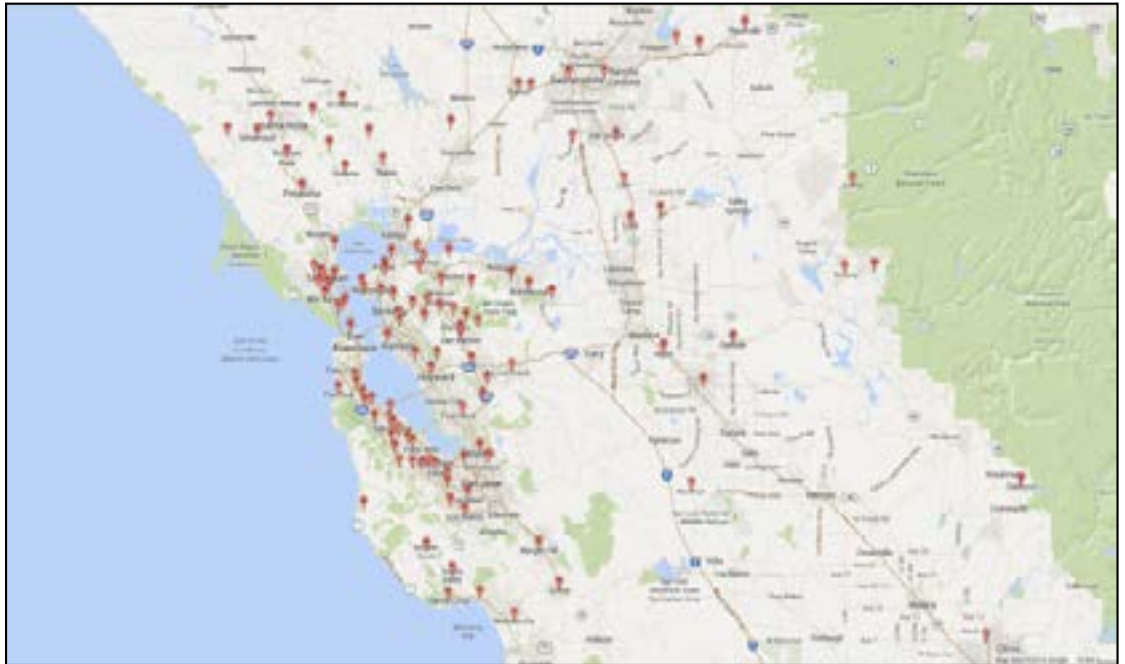
Sunday, September 17, 2017 in historic downtown Danville, California



## 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](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 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](http://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

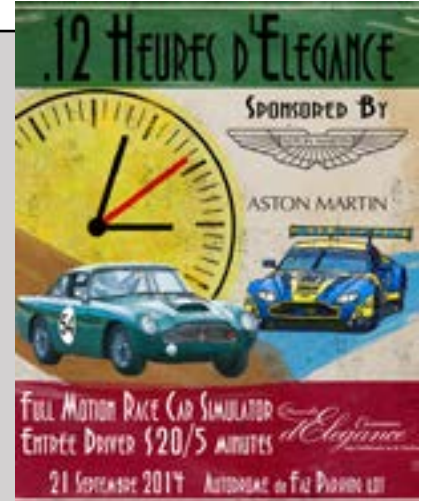
Stop Parkinson's in its Tracks

## “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](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.**



## **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.