



d'Elegance
DANVILLE

2019

WHAT IS DANVILLE D'ELEGANCE?

Danville d'Elegance is celebrating our 15th anniversary and is a weekend long series of events that takes place September 21st & 22nd in Danville, CA to raise money for Parkinson's Disease research and patient care. The event is put together by the Danville d'Elegance Foundation and proudly supports both the Parkinson's Institute and Clinical Center and the Michael J. Fox Foundation.



WHAT WE DO:



TOUR

TAKE A RIDE.

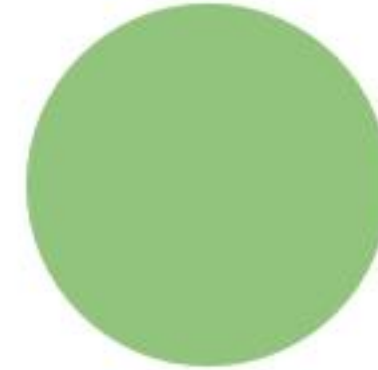
Join in the motorcade of cool cars on Saturday morning and enjoy an exciting round-trip rally style tour starting in the Walnut Creek area for a day of driving up to the Napa area, dining at a local winery, and car gazing.



GALA DINNER

WINE & DINE.

Saturday evening, delight in drinks, dinner, and auctions, all while enjoying live entertainment and learning about Parkinson's. This is the apex of our annual fundraising event and is not a night to be missed!



CONCOURS

ENJOY THE SHOW.

Join us Sunday in picturesque downtown Danville for the weekend's crown jewel event! A full day of exotic, classic, and luxury vehicle displays, a race car parade, vintage wooden boats, wine tasting, and more in a relaxed environment all to support the fight against Parkinson's Disease.



WHERE ARE WE?

Danville d'Elegance 2019 Event Locations

Tour d'Elegance Finish



Tour d'Elegance Start



Concours d'Elegance



Gala Dinner d'Elegance



On Saturday morning, September 21, Tour participants will meet in the Walnut Creek area to begin their ride.



The Tour will conclude at Shadybrook Estate, where participants will be treated to wine and a nice lunch.



Saturday evening, the Gala Dinner is held at the Blackhawk Auto Museum. Come and enjoy the entertainment!



On Sunday, September 22, the Concours d'Elegance will be held on Hartz Ave. in historic downtown Danville. Bring the whole family for a fantastic time!

STOP PARKINSON'S IN ITS TRACKS.

10,000,000

The approximate number of people affected by Parkinson's Disease worldwide.

Over
\$6,000,000

Amount donated by Danville d'Elegance Foundation!

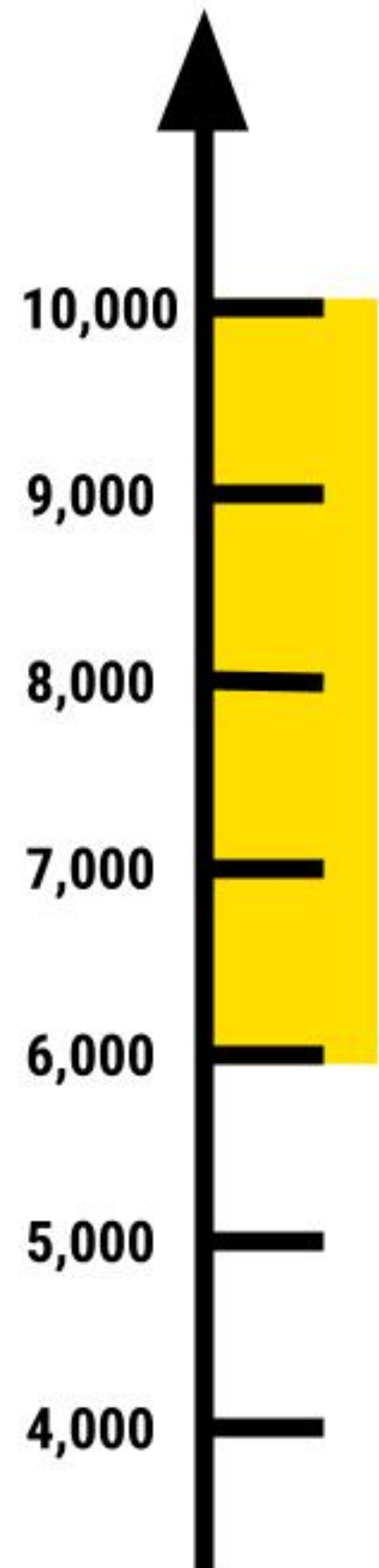
15

The number of years we have been at it. 2019 marks our fifteenth annual event!

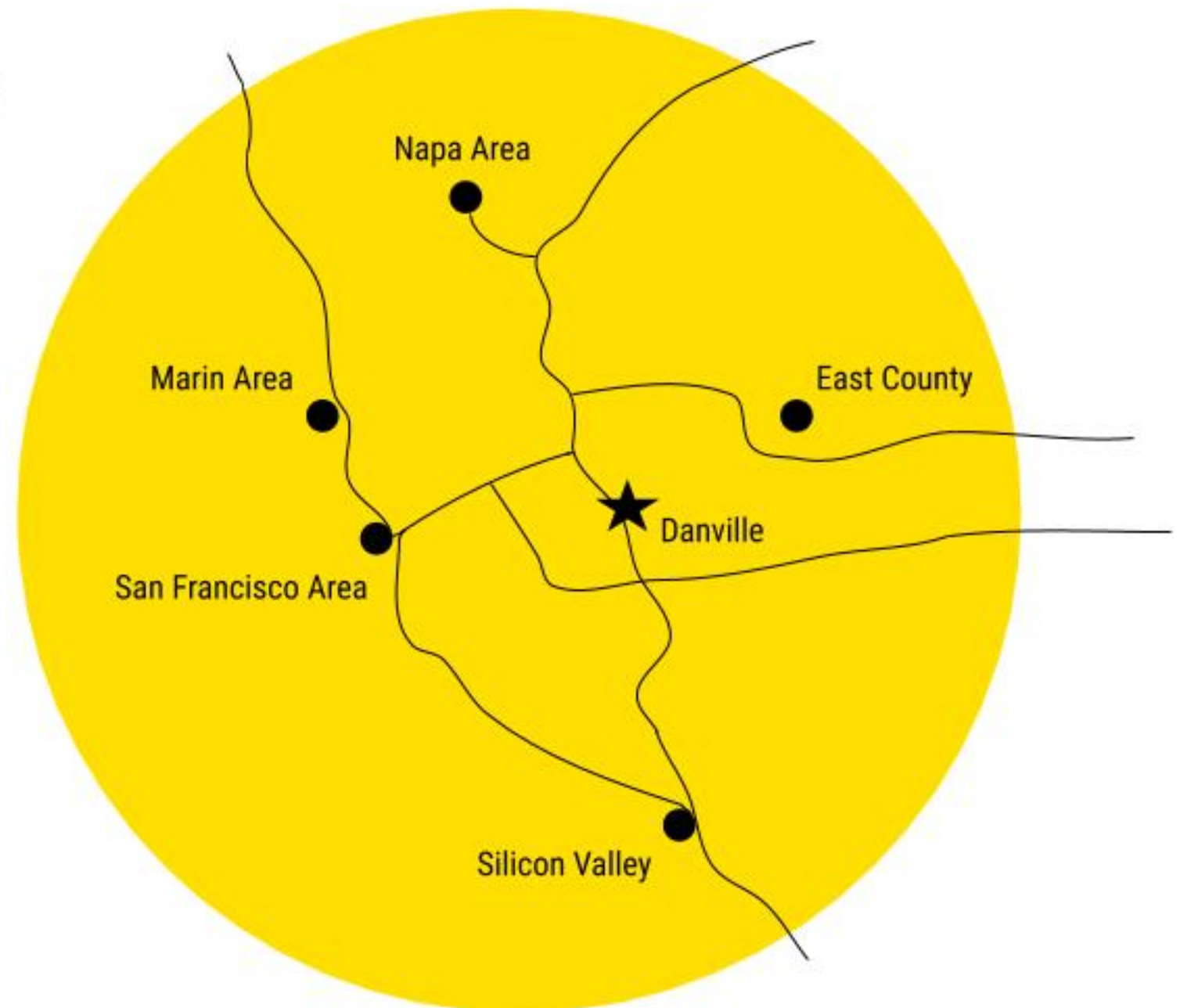


WHO SHOWS UP:

Danville d'Elegance attracts a diverse group of visitors from all across the Bay Area. Our most highly concentrated demographic is from along the 680 corridor and the East Bay; however, we host guests from Silicon Valley up to Napa and from many other states.



Our series of events consistently attracts between 6,000 and 10,000 attendees at the concours. We often have more than 200 volunteers working the events.





WHAT THEY SAY:

"Here is a cause worth rallying for..."

- East Bay Times

"Danville Concours d'Elegance transforms the picturesque, historic streets of downtown Danville into a virtual fantasyland..."

- The Mercury News

"The annual event has earned national recognition as one of Team Fox's Top 3 Fundraisers..."

- The Michael J. Fox Foundation

"The Danville d'Elegance Foundation, through its annual Danville Concours d'Elegance weekend of fundraising events, has already proven itself as the little Concours that could..."

- Biospace



SPONSORSHIP OPPORTUNITIES

We are looking for partners. Our event makes a huge splash in the Bay as well as in the fight against Parkinson's Disease worldwide, and we know that powerful partnerships make a powerful difference.

Danville d'Elegance provides a meaningful opportunity to gain exposure and promote your business, build community relationships, and be elegantly associated with our event all while fighting to *Stop Parkinson's in its Tracks*.



**Presenting
Sponsor**
\$35,000



**Diamond
Sponsor**
\$20,000



**Platinum
Sponsor**
\$10,000



**Gold
Sponsor**
\$5,000



**Silver
Sponsor**
\$2,500



**"Proudly
Sponsored By"**
\$1,500-\$7,000



Presenting Sponsor



Danville Concours d'Elegance Presented By YOU.

\$35,000 Sponsorship

What's included:

- ★ Your company will be the sole presenter of Danville d'Elegance.
 - ★ Press release announcing your company's participation.
 - ★ Mentions in all subsequent related press releases.
 - ★ Company name and logo appear on the top banner on www.danville-delegance.org.
 - ★ Company name and logo prominently included in all subsequent show mentions that appear in print and online.
 - ★ One table for ten at the Gala Dinner d'Elegance.
 - ★ Prime vehicle placement for up to six vehicles at the Concours d'Elegance (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 events.
 - ★ "Presenting Sponsor Award" given to a participating vehicle selected by a representative of the presenting sponsor at the Concours d'Elegance.
-
- Company name and logo on printed materials.
 - Company name and logo on sponsor banners.
 - Company name and logo on day of the event phone app.
 - Company name and logo on www.danville-delegance.org and our social media.
 - Advertising space in the commemorative event program.
 - Sponsorship recognition at the Concours by live presenters over the public address system.
 - Helping to **Stop Parkinson's in its Tracks**.
-
- ★ **Exclusive to the Presenting Sponsor**

Diamond Sponsor

Shine like a diamond with Danville d'Elegance this year.

\$20,000 Sponsorship

What's included:

- ★ Company name and logo below Presenting Sponsor on sponsorship banners throughout the event.
- ★ Eight tickets for the Gala Dinner d'Elegance.
- ★ Full page, right side advertisement in the program.
- ★ Featured sponsorship recognition at the Dinner Saturday and the Concours on Sunday.
- Company name and logo on printed materials.
- Company name and logo on sponsor banners.
- Company name and logo on day of the event phone app.
- Company name and logo on www.danville-delegance.org.
- Company name and logo on social media.
- Advertising space in the commemorative event program.
- Sponsorship recognition at the Concours by live presenters over the public address system.
- Helping to ***Stop Parkinson's in its Tracks***.

★ Exclusive to Diamond Sponsors



Let's take Danville d'Elegance to the maximum.

\$10,000 Sponsorship

Platinum
Sponsor

What's included:

- ★ Company name and logo below Diamond Sponsors on sponsorship banners throughout the event.
 - ★ Logo listed in select marketing materials.
 - ★ Six tickets for the Gala Dinner d'Elegance.
 - ★ Full page advertisement in the program.
 - ★ Sponsorship recognition at the Concours Sunday from the stage.
- Company name and logo on printed materials.
 - Company name and logo on sponsor banners.
 - Company name and logo on day of the event phone app.
 - Company name and logo on www.danville-delegance.org.
 - Company name and logo on social media.
 - Advertising space in the commemorative event program.
 - Sponsorship recognition at the Concours by live presenters over the public address system.
 - Helping to **Stop Parkinson's in its Tracks**.

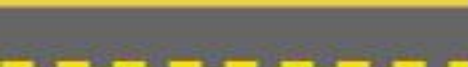
★ Exclusive to Platinum Sponsors



Go for gold with Danville d'Elegance.

\$5,000 Sponsorship

Gold
Sponsor



What's included:

- ★ Company name and logo listed below Platinum Sponsors on sponsorship banners throughout the event.
- ★ Logo listed in select marketing materials.
- ★ Four tickets for the Gala Dinner d'Elegance.
- ★ Full page advertisement in the program.
- ★ Sponsorship recognition at the Concours on Sunday from the stage.
- Company name and logo on printed materials.
- Company name and logo on sponsor banners.
- Company name and logo on day of the event phone app.
- Company name and logo on www.danville-delegance.org and our social media.
- Advertising space in the commemorative event program.
- Sponsorship recognition at the Concours by live presenters over the public address system.
- Helping to ***Stop Parkinson's in its Tracks***.

★ Exclusive to Gold Sponsors

Be the silver lining at the event this year.

\$2,500 Sponsorship

Silver
Sponsor

What's included:

- ★ Company logo listed in select marketing materials.
- ★ Half page advertisement in the commemorative program.
- Company name and logo on printed materials.
- Company name and logo on sponsor banners.
- Company name and logo on day of the event phone app.
- Company name and logo on www.danville-delegance.org and our social media.
- Advertising space in the commemorative event program.
- Sponsorship recognition at the Concours by live presenters over the public address system.
- Helping to ***Stop Parkinson's in its Tracks.***

★ Exclusive to Silver Sponsors



"Proudly Sponsored By"



You can sponsor whatever you want!

\$1,500-7,000 Sponsorship

This year's selection:

"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 to produce 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 - \$5,000-\$7,000**
Host the high definition racing simulator in the wine area where guests can drive realistic race cars. It can also include the option to have Your Company name and logo integrated into a vintage style racing poster created specifically for you and displayed to attract attention to the simulator throughout the event.
- ★ **Wine and Beer Garden Tent - \$5,000**
Your Company name and logo will be displayed on tent signage. Example: "This tent proudly sponsored by ____"
- ★ **Signage - \$3,000**
Danville d'Elegance has signs throughout the entire event. Each sign would include: "Signs proudly sponsored by ____"
- ★ **Commemorative Hat - \$3,500**
The Danville d'Elegance logo is embroidered on the front and Your Company name or logo is embroidered on the back.
- ★ **Volunteer T-Shirt - \$3,000**
Your Company logo screen printed on the back of the volunteer T-Shirts.
- ★ **Bottled Water - \$2,000**
Your Company name and logo at each of the water stations throughout the event. The cold water is sold by volunteers. Example: "Cold water proudly sponsored by Your Company name"
- ★ **Entrant Goodie Bag - \$1,500-\$3,000**
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 - \$1,500**
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.
- ★ **Exclusive to the "Proudly Sponsored By" opportunities**



OUR SIGNIFICANT PAST SPONSORS

Jaguar - Land Rover North America
Cole European
Jaguar - Land Rover of Livermore
Impax
Christe James Fine Jewelry
Blackhawk Automotive Museum
Scott's Seafood Grill & Bar
UCB
Wente Vineyards
Intelliga
Adamas Pharmaceuticals, Inc.
Mt. Diablo Recycling Center

AXR Winery
Fenestra Winery
ACADIA Pharmaceuticals
S&J Advertising
Los Gatos Luxury Cars
Silver Oak Cellars
Frank Family Vineyards
JaM Cellars
Grundy Insurance

Livermore Porsche
Canary Marketing
San Francisco Sports Cars
Hooked On Driving
McLaren of San Francisco
The Luxury Collection, Walnut Creek
Volvo Cars Walnut Creek
Abbvie
Bonhams
Allergan
Heritage Bank of Commerce

LET'S CONNECT TO STOP PARKINSON'S IN ITS TRACKS.

How can we make this happen? Let's talk about it.

Contact us to take advantage of the opportunity to increase brand awareness and drive local clients to your business before, during and after the event!

All Danville d'Elegance marketing and promotional opportunities are built to meet your marketing objectives and we'll work with you to create a flexible marketing program that benefits you and the fight against Parkinson's Disease. Let us know if you have any good ideas!

Kerry Green

*Treasurer, Danville d'Elegance
Foundation*

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Thank you for your support!



d'Elegance

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