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EVENT SPONSORS (Past and Current)

General Motors Corp.
Chevrolet Div., \$25,000.

Mothers Polishes & Waxes
\$8,000. (last 25 years)

Porsche Cars North America
& Newport Auto Center
\$7,500.

Applied Computer Solutions
\$5,000.

Toyota Motor Sales, USA
\$5,000. (3 times)

Rolls-Royce Motor Cars, Inc.
\$2,500.

Fletcher Jones Motorcars
\$2,500.

Lexus
\$5,000

Newport Auto Center
\$2,500. (last 18 years)

Triumph Motorcycles
of America
\$2,500.

Ronal Wheels
\$2,500.

Aston Martin
\$2500

Long Beach BMW
\$2500

Velocity
\$2000

Maserati of Orange County
Ferrari North America, Inc.
Ferrari of Newport Beach
Ferrari of Beverly Hills
in-kind sponsorship
(27 prior events)

THE CHILDREN'S RESOURCE CENTER

The Children's Resource Center at the Huntington Beach Central Library has received numerous awards for quality and service including the American Library Assoc. "Best of Show" and has been voted the **"No.1 Library in Orange County" by the readers of the Orange County Register**

Twenty-Eighth Annual Huntington Beach Concours d'Elegance Saturday & Sunday, June 1 - June 2, 2013

Dear Prospective Sponsor:

The Huntington Beach Concours d'Elegance, Inc. is a non-profit organization whose primary function is to raise funds in support of the Huntington Beach Central Library's Children's Resource Center. The Children's Resource Center is a state-of-the-art learning center for children of all capacities, including gifted or physically challenged children, within the Huntington Beach and Orange County area. The Children's Resource Center at the Huntington Beach Library is among the largest children's libraries in the nation, and rated No 2 nation-wide, and No. 1 in the State of California. The Resource Center has received numerous awards for quality and service including the American Library Association "Best of Show" award, and has been voted the "Number One Library in Orange County" by the readers of the Orange County Register.

Yet with all these accomplishments the Library is facing continuing serious budget reductions, which threaten its performance. With this current trend, it is now more important than ever that the business community step up. We are hoping you can help.

With this letter, we cordially invite you to participate as a sponsor in the twenty-eighth annual Huntington Beach Concours d'Elegance held Saturday and Sunday, June 1 – June 2, 2013; at Huntington Beach Central Park. The event is two days: Saturday: Rod and Custom Show and Sunday the Concours will present a salute the American marque of Corvette's "Diamond Jubilee" and the import marque of Toyota/Lexus automobiles. Our motorcycle marques will be Yamaha and CAN-AM. The following is a list of sponsorship levels (see page two for commercial benefits). We made the levels broad enough to accommodate most budgets. These levels are for **BOTH** days.

Event Sponsor:	\$25,000.
Founder Sponsor:	\$10,000.
Patron Sponsor:	\$ 5,000.
Sustaining Sponsor:	\$ 2,500.
Supporting:	\$ 1,500

Our Sunday field of entrants also includes the best domestic, British, European and Asian vintage to current automobiles and motorcycles. The Huntington Beach Concours draws participants and spectators from all over Southern California and out of state. Our demographics, built upon twenty-seven prior events, are excellent. Participants are sophisticated, affluent people that have achieved a high level of success in their respective businesses or fields of endeavor. Mother's Waxes, Polishes & Cleaners and Newport Auto Center are continuing major sponsors.

To ensure a substantial spectator gate for this event, we advertise in the Orange County Register, Los Angeles Times and various magazines like Drive, Hemmings, Automotive Calendar of Events, Ferrari Owners Club, Ferrari Club of America, Old Cars and Cycle News. We also provide press releases to press, auto talk shows, community service and city organizations, numerous car magazines, clubs and events, and we are on Facebook. We also insert flyer in the city utility bills, going out to upwards of 55,000!

Additionally, we have incorporated several children-oriented activities into the event, as well as other areas of interest that encourage family participation. Based on these efforts we average 4,000-5,000 people in total attendance each year.

Proceeds from our event help to support the Children's Resource Center at the Huntington Beach Public Library. Our goal is to supplement literacy programs and learning services provided to all children of Huntington Beach and the surrounding Orange County area. Funds raised from the event (after operating expenses) go into a fund specifically directed to that purpose

BENEFITS GAINED THROUGH SPONSORSHIP

Benefits offered to our sponsors are: **(sponsor level dependent)**

- Premium booth location on event day for display and advertising of your company, products, and/or services.
- Inclusion in event advertising prior to and during the show. This includes print, radio, and media advertising. Note: the sooner you commit, the more advertising exposure you receive. Mailing to over 55,000 residence of Huntington Beach
- Banner: Placement of your company's logo and/or name on Banner Advertising at Main Street and Pacific Coast Highway in Huntington Beach, two weeks prior to the event. Over 175,000 people per day drive or walk by this intersection in late May and early June.
- Trophy sponsorship with your company logo and/or name engraved on concours trophies.
- Poster Advertising: your company's logo and/or name in a prominent position on our event poster.
- Recognition by the Huntington Beach Library.
- Spectator passes and VIP lunches
- New this year we are now on Facebook

Our past shows have drawn a significant public spectator audience due to support from such companies as:

- | | |
|---|--|
| ➤ Ferrari North America, Inc. | ➤ Porsche Cars USA, Inc. |
| ➤ Toyota Motor Sales, USA | ➤ Chevrolet Division of General Motors Corporation |
| ➤ Jaguar Cars, Inc. | ➤ Rolls-Royce Motor Cars, Inc. |
| ➤ Mothers Polishes, Waxes & Cleaners | ➤ Newport Auto Center |
| ➤ Triumph Motorcycles of America, Inc. | ➤ Applied Computer Solutions |
| ➤ Aston Martin of North America, Inc./Bauer | ➤ Ferrari & Maserati of Beverly Hills |
| ➤ Maserati of Orange County | ➤ Ronal Wheels USA, Inc. |
| ➤ Ferrari of Newport Beach | ➤ Aston Martin of Newport Beach |
| ➤ Long Beach BMW | ➤ Velocity Magazine |
| ➤ Saleen Owners & Enthusiasts | ➤ Irv Seaver Motorcycles |
| | ➤ Lexus |

Should you consent to donate to the Children's Resource Center through the Huntington Beach Concours, please make your tax-deductible donation payable to: The Huntington Beach Concours d'Elegance, a 501(c)(3) corporation.

Huntington Beach Concours d'Elegance, Inc.
P.O. Box 5578
Huntington Beach, CA 99615-5578

Should you have any questions regarding our 28th Annual Huntington Beach Concours d'Elegance, please feel free to contact us.

We very much appreciate your time in reviewing this proposal, and look forward to a favorable response regarding your cooperation and support.

Sincerely,

HUNTINGTON BEACH CONCOURS d'ELEGANCE

Bart P. McGrath
Sponsorship Committee
(714) 960-2100