



**BECOME A KEENELAND CONCOORS 2011 SPONSOR!**



**PLEASE JOIN US THE WEEKEND OF JULY 14-17, 2011  
WHEN WE CELEBRATE ITALY'S LEGENDARY-ALFA ROMEO**

Keeneland Concoors d'Elegance, P.O. Box 910370, Lexington, Kentucky  
859.422.3329

[www.keenelandconcoors.com](http://www.keenelandconcoors.com)

## 2010 EVENT OVERVIEW

*Keeneland Concours d'Elegance has established itself as a premier event drawing automotive exhibitors and spectators from across the nation. Now in its 8<sup>th</sup> year, the Keeneland Concours continues to celebrate the history, art, and culture of automotive manufacturing. Each year, hundreds of rare and exotic automobiles are showcased on the historic grounds of Keeneland Race Course in Lexington, Kentucky, bringing horsepower of a different nature to the Bluegrass state. From its inception, Keeneland Concours has donated its proceeds to Kentucky Children's Hospital at the University of Kentucky to ensure that Kentucky's children have access to quality healthcare.*

### Attendee Overview

- **3,500-5,000 at the Saturday, Concours d'Elegance**
- **45+ Sponsors and Contributors**
- **1000 Concours and Car Club Automobiles**
- **2,000+ Special Event Attendees**
  - **Concours d'Elegance Kick-Off Presentation**
  - **VIP Sponsor Party**
  - **Bourbon Tour**
  - **Venetian Masquerade Gala**
  - **VIP Concours d'Elegance Luncheon**
  - **Hangar Bash**
  - **Tour d'Elegance**
- **100+ Website Visits Per Day**
- **100+ Keeneland Concours Facebook Fans**
- **Media Coverage:** *Car Collector, Auto Events, Classic Car Club of America, Hemmings, Vintage Motorsports, Southern Living, Lexington Herald-Leader, Louisville Courier-Journal, WKYT-TV Lexington, Bowling Green/Hazard, Huntington/Charleston, WV, and Knoxville, TN, Cumulus Radio Stations, 92.9 The Bear and WVLK-59, WEKU-NPR, Sophisticated Living, Tops in Lexington, Car Club Newsletters, and many more.*

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# 2011 LEVELS OF SPONSORSHIP

## *CONCOURS d'ELEGANCE*

**Saturday, July 16, 2011  
Keeneland Race Course  
Lexington, Kentucky**

### **Title Sponsor of Saturday, Keeneland Concours d'Elegance:**

As primary sponsor of the Saturday, Keeneland Concours d'Elegance, we will work with you to customize your package to fit your company's business needs. Every effort will be made to accommodate your product displays and brand messaging as well as afford you the opportunity to entertain customers and build customer relationships in a professional, unique, and fun atmosphere. *(Please refer to contact information listed below for complete details.)*

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### **Supporting Sponsors (Shared Sponsorship Available):**

**\$1,500 - \$10,000**

Packages may include: Sponsor credentials, Show Day Tickets, Programs, Program Ad or Mention, Logo on Concours Marketing Materials, VIP Luncheon, Logo on Website and Facebook, Tickets to Special Events, and Signage/Display Opportunities.

### **Areas of Supporting Sponsorship include:**

- VIP Luncheon
- Car Club Paddock
- Silent Auction
- Automobile Exhibitors
- Automobile Exhibitor Stands
- Lexington City Bus Backs (17)
- Artists
- Volunteers
- Judge's Breakfast
- Event Lanyards
- Golf Carts

### **PLEASE CONTACT:**

**Connie Jones**

859.229.0043

[connie.jones@keenelandconcours.com](mailto:connie.jones@keenelandconcours.com)

**Hal Hofman**

859-576-6692

[hal.hofman@keenelandconcours.com](mailto:hal.hofman@keenelandconcours.com)

# 2011 LEVELS OF SPONSORSHIP

***BOURBON TOUR***  
**Thursday, July 14, 2010**  
**Lexington, Kentucky**

## **Title Sponsor of Keeneland Concours Bourbon Tour:**

As primary sponsor of the Keeneland Concours Bourbon Tour, we will work with you to customize your package to fit your company's business needs. Every effort will be made to accommodate your product display and brand messaging as well as afford you the opportunity to entertain customers and build customer relationships in a professional, unique, and fun atmosphere. *(Please refer to contact information listed below for complete details.)*

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## **Supporting Sponsors (Shared Sponsorship Available):** **\$1,000 - \$10,000**

Packages may include: Sponsor Credentials, Name/Logo/Ad on Bourbon Tour Invitations and Marketing Materials, Concours Program Ad or Mention, Logo on Concours Marketing Materials, Show Day Tickets and VIP Luncheon, Logo on Website and Facebook, Tickets to Special Events, and Signage/Display Opportunities.

### **Areas of Supporting Sponsorship include:**

- Bourbon Tour Breakfast
- Bourbon Tour Luncheon
- Gift Bags

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connie.jones@keenelandconcours.com

**Hal Hofman**  
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# 2011 LEVELS OF SPONSORSHIP

## *“EVENING IN TUSCANY” Gala*

**Friday, July 15, 2011  
Lexington, Kentucky**

### **Title Sponsor of the *“EVENING IN TUSCANY GALA”:***

As primary sponsor of the Keeneland Concours “Evening in Tuscany”, we will work with you to customize your package to fit your company’s business needs. Every effort will be made to accommodate your product display and brand messaging as well as afford you the opportunity to entertain customers and build customer relationships in a professional, unique, and fun atmosphere. *(Please refer to contact information listed below for complete details.)*

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### **Supporting Sponsors (Shared Sponsorship Available):**

**\$1,500 - \$10,000**

Packages *may* include: Sponsor Credentials, Gala Tickets, Name/Logo on Gala Invitations and Program Mention, Concours Program Ad or Mention, Logo on Concours Marketing Materials, Show Day Tickets and VIP Luncheon, Logo on Website and Facebook, Tickets to Special Events, and Signage/Display Opportunities.

### **Areas of Supporting Sponsorship include:**

- Entertainment (Music, Actors, Models)
- Caterer
- Beverage Sponsor
- Décor and Flowers
- Gift Bags
- Valet Parking

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# 2011 LEVELS OF SPONSORSHIP

**HANGAR BASH**  
**Saturday, July 16, 2010**  
**Lexington, Kentucky**

## **Title Sponsor of Keeneland Concours Hangar Bash:**

As primary sponsor of the Keeneland Concours Hangar Bash, we will work with you to customize your package to fit your company's business needs. Every effort will be made to accommodate your product display and brand messaging as well as afford you the opportunity to entertain customers and build customer relationships in a professional, unique, and fun atmosphere. *(Please refer to contact information listed below for complete details.)*

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## **Supporting Sponsors (Shared Sponsorship Available):** **\$1,000 - \$10,000**

Packages may include: Sponsor Credentials, Hangar Bash Tickets, Name/Logo on Hangar Bash Marketing Materials, Concours Program Ad or Mention, Logo on Concours Marketing Materials, Show Day Tickets and VIP Luncheon, Logo on Website and Facebook, Tickets to Special Events, and Signage/Display Opportunities.

### **Areas of Supporting Sponsorship include:**

- Entertainment (Music, Models, Dancers)
- Caterer
- Beverage Sponsor
- Décor and Flowers
- Valet Parking

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# 2011 LEVELS OF SPONSORSHIP

## *TOUR d'ELEGANCE*

**Sunday, July 17, 2011**

**Lexington, Kentucky**

### **Title Sponsor of Tour d'Elegance:**

As primary sponsor of the Keeneland Concours Tour d'Elegance, we will work with you to customize your package to fit your company's business needs. Every effort will be made to accommodate your product display and brand messaging as well as afford you the opportunity to entertain customers and build customer relationships in a professional, unique, and fun atmosphere. *(Please refer to contact information listed below for complete details.)*

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### **Supporting Sponsors (Shared Sponsorship Available):**

**\$1,000 - \$10,000**

Packages may include: Sponsor Credentials, Participation in Tour d'Elegance, Name/Logo/Ad in Tour d'Elegance Program and Tour d'Elegance Marketing Materials, Concours Program Ad or Mention, Logo on Concours Marketing Materials, Show Day Tickets and VIP Luncheon, Logo on Website and Facebook, Tickets to Special Events, and Signage/Display Opportunities.

### **Areas of Supporting Sponsorship include:**

- Tour d'Elegance Breakfast
- Tour d'Elegance Luncheon
- Musical Entertainment
- Gift Bags
- Tour d'Elegance Signage

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# 2011 PRODUCT TRADE OPPORTUNITIES

## Product Trade Benefits Include:

Corporate and Product Branding

Networking opportunities to diverse audience who appreciate art, history, and culture

Exposure to automobile enthusiasts of all kinds

Recognition for your contribution to the quality of healthcare for Kentucky's children.

## Trade Packages May Include:

Packages may include: Sponsor Credentials, Concours Program Ad or Mention, Logo on Concours Marketing Materials, Show Day Tickets and VIP Luncheon, Logo on Website and Facebook, Tickets to Special Events, and Signage/Display Opportunities.

## Descriptions:

- Advertising
- Catering
- Music
- Printing
- Product/Service Donation
- Silent Auction Items
- Significant Gift Bag Items
- Landscaping

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