

Iowa Automotive Heritage Foundation
Presents



**DES MOINES CONOURS
2022 SPONSORSHIP
OPPORTUNITIES**

September 10, 2022
Driving Tour, Des Moines Metro

September 11, 2022
Pappajohn Sculpture Park, Des Moines



By sponsoring the Des Moines Concours d'Elegance, you help us further Children's Cancer Connection's mission of supporting and connecting Iowa families affected by childhood cancer.



Benefitting Children's Cancer Connection

Join us and become a partner with the Des Moines Concours d'Elegance!

The Des Moines Concours is like several different car shows rolled into one. It gathers cars from every era, from the early 1900s to today, to highlight their historical, artistic, and technical achievements. This year's Featured Classes will be the 55th Anniversary of the Camaro and the 75th Anniversary of the Kaiser-Frazer, Austin 7 Centenary, Austin-Healey, and Austin Mini.

The show is filled with classic, collectible, antique, and exotic vehicles. The Preservation Class includes cars that are completely original and unrestored, while the Exotics Class showcases car names like Ferrari, Shelby, Porsche, Aston Martin, and Lamborghini. In addition, the Midway will include food and merchandise from local food trucks and vendors.

Awards are presented to the top three cars from each class of automobile, which are judged based on "French rules" (presentation and the story behind the car are more important than technical merit).



SATURDAY, SEPTEMBER 10

Heartland Driving Tour - \$35/person
Includes lunch at local automobile collection
and is open to the public.

SUNDAY, SEPTEMBER 11

10:00 a.m.-4:00 p.m. Free to the public at the
Papajohn Sculpture Park

4:00 p.m. Roar at Four - Watch and hear
fantastic cars as they startup and roll out

For the Community

The Des Moines Concours is a community event that gives back by helping Children's Cancer Connection.

CCC supports the entire family through the entire journey, regardless of treatment outcome. When you partner with the Des Moines Concours d'Elegance and Children's Cancer Connection, you help ensure a quality show and support CCC's many programs and services offered to families during their childhood cancer journey.

Now in its 21st year, the Des Moines Concours is a free event with 2021 attendance of approximately 10,000.



- info@desmoinesconcours.com
- desmoinesconcours.com
- PO BOX 13322, Des Moines, IA 50310
- childrenscancerconnection.org

2022 DES MOINES CONCOURS SPONSORSHIP LEVELS

OPPORTUNITIES LIMITED TO ONE SPONSOR

Presenting Sponsor – \$30,000

- Exclusive presenting rights for the Des Moines Concours
- Logo/recognition on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Speaking opportunity at Saturday banquet and Sunday awards ceremony
- Logo featured at tables at Saturday banquet
- Recognition in media coverage of the event (when possible)
- Full-page ad in the event program
- Six Tickets to the banquet event

Awards Sponsor – \$15,000

- Logo on awards (Must be signed 4 months prior due to plaque production schedule)
- Logo/recognition on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Logo included at tables at Saturday banquet
- Recognition in media coverage of the event (when possible)
- Full-page ad in the event program
- Four Tickets to the banquet event
- Opportunity to give participants promotional item (e.g.: koozie, pens, notepads)

Driving Tour Sponsor – \$5,000

- Exclusive presenting rights for the Heartland Driving Tour on Saturday
- Logo/recognition prominent on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Speaking opportunity at Driving Tour stops
- Logo featured at tables at Saturday banquet
- Recognition in media coverage of the event (when possible)
- Full-page ad in the event program
- Four Tickets to the banquet event

OPPORTUNITIES FOR MULTIPLE SPONSORS

Star Car Sponsor – \$5,000 (1-4)

- Logo included on signs dedicated to a Star Car
- Logo/recognition on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Half-page ad in the event program
- Four tickets to banquet event

Dealer Sponsor – \$2,500 (16)

- 15 x 60 designated dealer space for new vehicle display
- Logo/recognition on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Half-page ad in the event program
- Four tickets to banquet event

Vehicle Class Sponsor – \$2,500 (12)

- Logo/recognition on promotional materials including website, social media, program, banners, presentation and during day-of-show audio coverage
- Opportunity for members of Sponsor's organization to be present in front of the sponsored Vehicle Class to engage with attendees using information about the sponsored class vehicles
- Half-page ad in the event program
- Four tickets to banquet event

Show Sponsor – \$250-\$5,000 (Unlimited)

- Logo/recognition on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Quarter-page ad in the event program
- Two tickets to banquet event

2022 DES MOINES CONCOURS SPONSORSHIP FORM

Date: _____

Contact Name: _____

Organization: _____

Address: _____ City/State/Zip Code: _____

E-mail: _____ Phone: _____

Approved by (Print): _____ Title: _____

Signature: _____

SPONSORSHIP

Committed Amount: \$_____ Sponsorship Level: _____

Sponsor/Organization Name (as it should appear in all print/media):

PAYMENT INFORMATION

☐ Credit Card ☐ Check Enclosed *(Please make checks out to Iowa Automotive Heritage Foundation)*

Credit Card (if applicable): ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card Number: _____ Exp. Date: _____ CVV Code: _____

Signature: _____



**Benefitting Children's
Cancer Connection**

**Please complete and send this form to Iowa Automotive
Heritage Foundation, along with a high quality JPEG logo.**

Email to: info@desmoinesconcours.com

Mail to: PO Box 13322, Des Moines, IA 50310