

# Iowa Automotive Heritage Foundation Presents The 2023 Des Moines Concours d'Elegance



## SPONSORSHIP OPPORTUNITIES

### 2023 Schedule of Events

Friday, September 8, 5:30-8:30 pm:  
Des Moines Concours Gala at the  
Stine Barn

Saturday, September 9, 7 to 11 am:  
Heartland Driving Tour

Saturday, September 9, 4-7 pm:  
Cars & Cocktails Reception

Sunday, September 10, 10 am-4 pm:  
Des Moines Concours d'Elegance



VISIT OUR WEBSITE  
FOR MORE DETAILS  
ABOUT THE EVENT  
[desmoinesconcours.com](http://desmoinesconcours.com)



Proceeds from Sponsorships  
benefit the Children's Cancer  
Connection. Your generosity  
is greatly appreciated.

# 2023 Des Moines Concours Sponsorship Opportunities

## FRIDAY & SATURDAY EVENT SPONSORSHIPS

### **GALA SPONSOR \$10,000**

The 2nd Annual Concours Charity Gala is held on Friday evening. It includes a banquet dinner, program and a showcase of rare, one-of-a-kind vehicles.

### **DRIVING TOUR SPONSOR \$5,000**

The Saturday morning driving tour is on a planned route through central Iowa with places of interest to stop along the way. Lunch is at the final destination.

### **CARS & COCKTAILS EVENT SPONSOR \$10,000**

The Saturday evening event is held downtown from 4 to 7 pm with heavy appetizers and a cash bar. Includes social time and a relaxed informative program.

## DAY OF SHOW (SUNDAY) SPONSORSHIPS

### **PRESENTING SPONSOR - \$15,000**

Print ad, exclusive branding, media coverage, and more.

### **CLASS - \$2,500**

Print ad, booth space.  
13 available.

### **SHOW - \$500-\$2,500**

Print ad, and more.  
Unlimited available.

### **STAR CAR - \$2,500**

Print ad, signage.  
4 available.

### **All Sponsorships Include:**

- Logo/recognition on promotional materials including website, social media, program, banners, and more
- An ad in the printed Day-of-Event Program
- Tickets to the Saturday evening Exhibitor Reception and Banquet
- Free admission to the Pappajohn Building on Sunday for coffee, donuts and restrooms
- Opportunity to share branded items with Exhibitors. Quantity: 175. Items need to be delivered to the committee by September 5th. They will be handed out when the Exhibitors check into the Wellmark Garage on Saturday, September 9th.

### **Program Ads Only**

#### **PRINTED DAY-OF-EVENT PROGRAM:**

A full-color print ad placed in the multi-page letter-sized program showcasing the classes, exhibitors, showfield map and event schedule. The program will feature stories about the Star Cars, past Concours events, interviews and memories shared by attendees and exhibitors.

The program will be available for free to attendees at the event as a commemorative publication. It will also be downloadable for free from the website.

**\$250 to \$1,000**

See Ad Rate Sheet for details.



Sponsor info: [desmoinesconcours.com/become-a-sponsor](https://desmoinesconcours.com/become-a-sponsor)  
Questions? Email us at [info@desmoinesconcours.com](mailto:info@desmoinesconcours.com)  
Mail to: PO Box 13322, Des Moines, IA 50310



# SPONSORSHIP DETAILS

## EVENT SPONSORSHIPS:

### Gala Sponsor - \$10,000 (1)

- Exclusive sponsorship for the Friday night Gala held at the Stine Barn
- Prominent full-page print ad in the event program
- Speaking opportunity at the Gala
- Recognition in the media coverage of the event (when possible)
- Six tickets to the Saturday evening Exhibitor events

### Driving Tour Sponsor - \$5,000 (1)

- Exclusive presenting rights for the Heartland Driving Tour on Saturday
- Speaking opportunity at the start of the tour

- Logo featured at the Saturday evening Exhibitor events
- Full-page print ad in the event program
- Four tickets to the Saturday evening Exhibitor events

### Exhibitor Event & Banquet Sponsor - \$10,000 (1)

- Exclusive presenting rights for the Des Moines Concours
- Full-page print ad in the event program
- Speaking opportunity at the Saturday night Exhibitor Reception & Banquet
- Recognition in the media coverage of the event (when possible)
- Six tickets to the Saturday evening Exhibitor events

## DAY OF SHOW (SUNDAY) SPONSORSHIPS:

### Presenting Sponsor - \$15,000 (1)

- 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 Exhibitor Reception & Banquet and Sunday awards ceremony
- Recognition in media coverage of the event (when possible)
- Prominent full-page ad in the event program
- Six tickets to the Saturday evening Exhibitor events

### Class Sponsor - \$2,500 (13)

- Opportunity to have a booth set up to the side of the sponsored class
- Half-page print ad in event program
- Four tickets to the Saturday evening Exhibitor events

### Show Sponsor - \$500 to \$2,500 (unlimited)

- Print ad in event program (see Print Ad section below for sizes)
- Two tickets to Saturday evening Exhibitor events

### Star Car Sponsor - \$2,500 (4)

- Logo included on signage dedicated to a Star Car
- Half-page print ad in event program
- Four tickets to Saturday evening Exhibitor events

## DAY-OF-EVENT PROGRAM:

Des Moines Concourse d'Elegance Program – A full-color print ad placed in the multi-page letter-sized program showcasing the classes, exhibitors, showfield map and event schedule. The program will feature stories about the Star Cars, past Concours events, interviews and memories shared by attendees and exhibitors. The printed program will be available for free to attendees at the event as a commemorative publication. Also downloadable for free from the website.

## Print Ads

All of the above sponsorships include an ad in the event program. Ad only purchases are available. See the 2023 Print Ad sheet for specifications. Ad art files due August 1st.

## Event Program – Ad Only

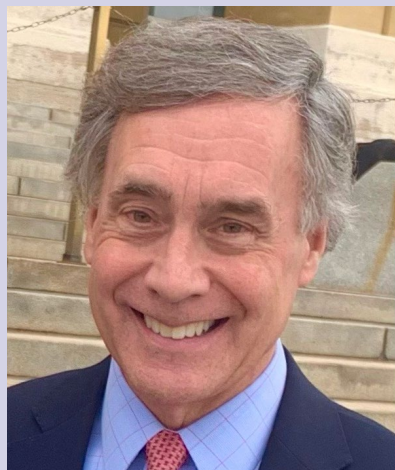
Estimated print run of 4,000.

- Full-page: \$1,000
- Half-page: \$500
- Quarter-page: \$250



[desmoinesconcours.com](http://desmoinesconcours.com)

## *What people are saying about the Des Moines Concours d'Elegance*



"At the beginning of every year, I circle the weekend following Labor Day to make sure I'm in town for the unique Des Moines Concours. Meteorological history confirms this is almost always a beautiful, warm Sunday with clear skies. Look it up! I've been plugged into the Concours for over 15 years as an exhibitor (my white 1976 Triumph TR-6 roadster), as a committee member, judge, announcer, and a relaxed spectator. As you experience the colorful array of historic, rare, and fun cars, you'll also enjoy the car loving people from all over Iowa who come. Please join us!"

**David Oman, Senior Advisor UNI Foundation and Car Guy**

"Close your eyes and imagine your heart skipping a beat as you see your fantasy car approaching. What left you breathless? A classic? An exotic? Maybe a motorcycle? Now, multiply that unparalleled beauty by 150. Concours d'Elegance turns Pappajohn Sculpture Park into your fairytale, with dozens of dream-cars in one place."

**Heather Lee, LAZER 103.3 Air Talent, 2022 Des Moines Concours d'Elegance Guest Judge**



"Since first partnering with the Des Moines Concours in 2014, they've raised over \$130,000 to support Children's Cancer Connection programs. The event also gives us a great platform to spread awareness about the childhood cancer community and gives our families another fun opportunity to connect with each other. Lots of families have enjoyed being a part of the youth judging and getting to see some of these cool cars up close!"

**Christina McCleary, Events Manager, Children's Cancer Connection**