

# Iowa Automotive Heritage Foundation Presents 2024 Des Moines Concours d'Elegance



## SPONSORSHIP OPPORTUNITIES

### 2024 Schedule of Events

Friday, September 6, 5:30-8:30 PM:  
Des Moines Concours Gala at the  
Stine Barn

Saturday, September 7, 7-11 AM:  
Heartland Driving Tour

Saturday, September 7, 4-7 PM:  
Cars & Cocktails Event

Sunday, September 8, 10 AM-4 PM:  
Des Moines Concours d'Elegance



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



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

# 2024 Des Moines Concours Sponsorship Opportunities

## PRESENTING SPONSOR - \$20,000

Print ad, exclusive branding, media coverage, video spot on jumbo screen and more.

## FRIDAY & SATURDAY EVENT SPONSORSHIPS

### GALA SPONSOR \$15,000

The 3rd Annual Concours Charity Gala is held on Friday evening. It includes a banquet dinner, silent auction, 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 SPONSOR \$10,000

The Saturday event is held downtown from 4-7 PM with appetizers and a cash bar. The format includes social time and an entertaining & informative program.

## DAY OF SHOW (SUNDAY) SPONSORSHIPS

### CLASS SPONSOR \$2,500

### STAR CAR SPONSOR \$2,500

### 1ST TIER SHOW SPONSOR \$2,000

### 2ND TIER SHOW SPONSOR \$1,000

### All Sponsorships Include:

- Logo/recognition on promotional materials including website, social media, program, banners, and more
- An full-color ad in the printed Day-of-Event Program
- Admission to the Saturday evening Cars & Cocktails
- 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 7th.



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

### 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 be available for free to attendees at the event as a commemorative publication. It will also be downloadable for free from the website. Ad art files due August 1st.

**Full-page: \$2,000**

**Half-page: \$1,000**

**Quarter-page: \$500**

# SPONSORSHIP DETAILS

## PRESENTING SPONSOR

- Exclusive presenting rights for the Des Moines Concours
- Logo/recognition on promotional materials including website, social media, program, banners, presentations, video spot on the jumbo screen and during day-of-show audio coverage
- Speaking opportunity at Saturday Cars & Cocktails Event and Sunday awards ceremony
- Recognition in media coverage of the event (when possible)
- Prominent full-page ad in the event program
- Admission to the Saturday evening Cars & Cocktails

## EVENT SPONSORSHIPS:

### **Gala Sponsor**

- 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)
- Admission to the Saturday Cars & Cocktails
- Video spot on jumbo screen on Sunday

### **Driving Tour Sponsor**

- Exclusive presenting rights for the Heartland Driving Tour on Saturday
- Speaking opportunity at a stop during the tour
- Signage on the tour
- Logo featured & admission to the Saturday Cars & Cocktails
- Half-page print ad in the event program
- Video spot on jumbo screen on Sunday

### **Cars & Cocktails Event Sponsor**

- Exclusive presenting rights for the Des Moines Concours
- Full-page print ad in the event program
- Speaking opportunity at the Cars & Cocktails event
- Recognition in the media coverage of the event (when possible)
- Video spot on jumbo screen on Sunday

## DAY OF SHOW (SUNDAY) SPONSORSHIPS:

### **Class Sponsor**

- Opportunity to have a booth set up near the sponsored class
- Half-page print ad in event program
- Admission to the Saturday Cars & Cocktails

### **Star Car Sponsor**

- Logo included on signage dedicated to a Star Car
- Half-page print ad in event program
- Admission to Saturday Cars & Cocktails

### **1st Tier Show Sponsor**

- Half-page print ad in event program
- Admission to Saturday Cars & Cocktails

### **2nd Tier Show Sponsor**

- Quarter-page print ad in event program
- Admission to Saturday Cars & Cocktails





## Thank you for considering a sponsorship. Here are the details.

Your involvement and support will help to ensure the success of this year's Des Moines Concours, now in its 24th year. Proceeds after covering expenses benefit the Children's Cancer Connection (CCC), a nonprofit organization dedicated to supporting Iowa families affected by childhood cancer.

In order to promote your sponsorship in our communications, please send us a high-resolution color logo at your earliest convenience. Included in your sponsorship is an ad placement in our program which will be handed out to Concours attendees and available for download from our website. Ad sizes are determined by the sponsorship level. Below are the ad specifications and file requirements. *In order to meet printing deadlines, we need to receive ad files by August 1st.* Email your files to [julie@4westworks.com](mailto:julie@4westworks.com).

### Ad specifications

Full page (no full bleeds): 7.75" W x 9.25" H

Half page, horizontal: 7.75" W x 4.5" H

Half page, vertical: 3.75" W x 9.25" H

Quarter page: 3.75" W x 4.5" H

Ad file submissions need to be a high-resolution jpg, pdf or vector art with all fonts outlined.

### Other opportunities included in your Sponsorship:

- Share branded items with Exhibitors as they check in at the Wellmark Garage on Saturday, September 7th. Quantity: 175. **Items need to be received by September 3rd.** Please let us know if you will be providing items and we will coordinate delivery.
- Video or logo streaming on the 17' x 10' electronic jumbo screen the day of the event. Please inquire for specifications and additional information.

Thank you for your commitment to the Iowa Automotive Heritage Foundation. The Foundation's purpose and mission is to enhance and promote the automotive heritage of Iowa and the Midwest through educational projects and public awareness programs that celebrate automotive art and design and highlight the social and economic benefits of our automotive heritage.

## 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**



"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**