



# Iowa Automotive Heritage Foundation Presents 2025 Des Moines Concours d'Elegance

## SPONSORSHIP OPPORTUNITIES

Saturday, September 6th - Charity Gala ■ Sunday, September 7th - Des Moines Concours



The Des Moines Concours is a premier exhibition of vintage, antique, classic and special interest vehicles that is held every year on closed streets in downtown Des Moines. Free and open to the public, this community event relies upon sponsors for financial support. Your involvement and support will help to ensure the continued success of the Des Moines Concours, now in its 25th year. Proceeds will benefit Children's Cancer Connection, an organization dedicated to supporting Iowa families affected by childhood cancer.

The Des Moines Concours is produced by the Iowa Automotive Heritage Foundation, whose mission is to promote our automotive heritage in Iowa and the Midwest through educational projects that celebrate the art and design of the automobile and highlight the economic benefits of our automotive heritage. The Foundation is a registered 501(c)(3) non-profit organization and contributions may be tax deductible.



# 2025 Des Moines Concours Sponsorship Opportunities

We invite and are open to specialized sponsorship packages.

## PRESENTING SPONSOR \$20,000

Exclusive presenting rights for the Des Moines Concours, a full-page color ad in the event program, showcased in a video on the jumbo screen, and speaking opportunities.

## CHARITY GALA SPONSOR \$15,000

Promotion rights for the Charity Gala, a banquet dinner, silent auction, program and a showcase of rare, one-of-a-kind vehicles, and a full-page color ad in the event program.

## VEHICLE CLASS, STAR CAR & DEALERSHIP SPONSORSHIP \$2,500

Space on the showfield (booth and/or vehicle display) and a full-page color ad in the event program.

## SHOW SPONSOR

### LEVEL 1 \$2,000

A full-page color ad in the event program along with the opportunities listed below.

## SHOW SPONSOR

### LEVEL 2 \$1,000

A half-page color ad in the event program along with the opportunities listed below.

## SHOW SPONSOR

### LEVEL 3 \$500

A quarter-page color ad in the event program along with the opportunities listed below.

**Service provider, food truck & product vendor opportunities are available. Please inquire.**

## All Sponsorships Include:

- Logo/recognition on promotional materials including website, social media, program, signage, and more.
- An full-color ad in the printed Day-of-Event Program
- Free admission to the Pappajohn Building on Sunday for coffee, donuts and restrooms.
- Opportunity to share branded items with Exhibitors. Quantity: 150. Items need to be delivered to the committee by September 2nd. They will be handed out when the Exhibitors check into the Wellmark Garage on Saturday, September 6th.
- Video or logo streaming on the 17'x 10' electronic jumbo screen the day of the event. Please inquire for specifications and additional information.

In order to promote your sponsorship in our communications, please send us a high-resolution color logo at your earliest convenience. 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 10th.* Email your files to [info@desmoinesconcours.com](mailto:info@desmoinesconcours.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.



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

Sponsor info: [desmoinesconcours.com/become-a-sponsor](http://desmoinesconcours.com/become-a-sponsor)

Questions? Email us at [info@desmoinesconcours.com](mailto:info@desmoinesconcours.com)

Address: PO Box 13322, Des Moines, IA 50310