



THE PRESIDIO OF SAN FRANCISCO CONCOURS D'ELEGANCE

HONORING THE MARQUE OF ROLLS-ROYCE MOTOR CARS

Since its inception, the Concours d'Elegance has provided an opportunity for its attendees to experience automotive history in the physical perspective. By placing a Concours against the backdrop of the fabled San Francisco Presidio, this Concours d'Elegance combines history of the motorcar with one of California's truly significant landmarks.

In the tradition of a true Concours d'Elegance, The Presidio of San Francisco Concours will bring motorcar enthusiasts together to enjoy a grand automobile show on the green at the Presidio MAIN POST. This truly spectacular venue is nestled in one of the most beautiful public spaces in the country, the Presidio of San Francisco. A national park characterized by many wooded areas, hills, and scenic vistas, the setting overlooks the famed Golden Gate Bridge and San Francisco Bay.

The Concours event will be held on Sunday, July 18, 2010 and will showcase not only one-hundred years of motorcars, but also offer a Cigar & Cognac Lounge, fashion show, gourmet food and wine tasting.

The Concours d'Elegance is a motorcar event like no other, so our belief is we need to put on a fete like no other. The Presidio lends itself to our vision of an automobile exhibit that will complete the California Concours experience.

A portion of the proceeds will benefit the Presidio Historical Association. This non-profit organization, founded in 1959, has a primary focus of interpreting and preserving the history of the Presidio of San Francisco.

The opportunity is before you; attendance for this event is expected to be in the thousands, each person given an event program. Imagine all of these people recognizing your company as a partner to this grand event. Placing a full-color advertisement in our beautiful souvenir program provides an excellent opportunity to showcase your company to a highly affluent consumer audience.

The Presidio of San Francisco Concours d'Elegance will prove that it is an event for the person who appreciates the finer things in life. Attracting the perfect high-end demographics, an attendee, a potential customer, who might need your product or service, will be there. This lifestyle event is waiting for you and your company to become a part of.

Advertisement Rates

Premium Positions:

Back Cover:	\$4,000
Inside Back Cover:	\$2,900
Inside Front Cover:	\$3,000
Page Three:	\$2,800
Inside Two-Page Spread:	\$5,200 (page 4 and 5)
Page Six:	\$2,700
Page Seven:	\$2,700
Inside Two-Page Spread:	\$4,700 (page 8 and 9)

ROP Positions:

Two-Page Spread:	\$4,100
Full Page:	\$2,300
Half Page:	\$1,400
Quarter Page:	\$1,000
Third Page:	\$1,200

To discuss advertising information or to place an advertisement, please contact:

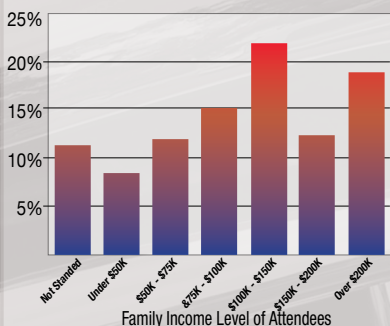
Michele Moore
916.635.2445

MMoore@TheConcours.net

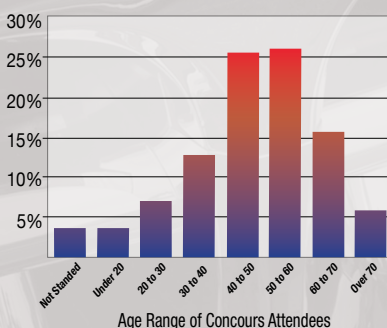
The Presidio of San Francisco Concours d'Elegance is a production of Premier Concours Promotions, Inc.

Attendee Statistics

Concours Attendees Income Profile



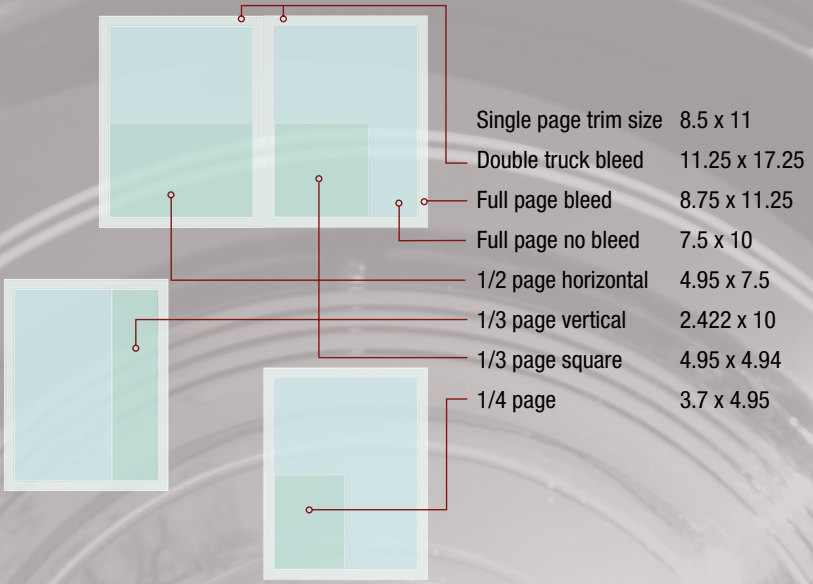
Concours Attendees Age Profile



These charts are meant to be a representation of concours events in general and are shown for reference of a typical concours event. The demographic information may not be representative of all concours events.

Specifications and Contract

Mechanical Specifications



We can accept your ad as a PDF file; please make sure that:

- All photos are CMYK, not RGB
- All photos and logos are at least 300 dpi
- All colors and scans must be CMYK
- No stylized fonts

We are still happy to accept:
InDesign, Illustrator, TIFF and EPS files if you prefer.

Production charges for building ads, file conversions or other prepress services will be billed at \$60 per hour.

Advertising Contract

Company / Client Name _____

Contact Name _____

Contact Agency (if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

E-mail (important) _____

Date of Order	Ad Size and Format	Placement Requested	Price per Insertion

Comments _____

Digital advertisements must be received by June 18, 2010.
Payment is due 50 percent with order, balance due by July 1, 2010.

Accepted by: Name(print) _____ Title _____ Date _____

Client Signature _____

Account Executive _____

Publisher Acceptance _____

Vendor Application

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

The Vendor ~ Event Program Advertiser Package Includes:

- Quarter Page* advertisement in The Presidio of San Francisco Concours d'Elegance Event Program
- 10' x 10' canopy
- Banner and two banner bars
- One 8' table & linen
- Two chairs
- Listing on Vendor page in The Presidio of San Francisco Concours d'Elegance program
- Company logo and link listed on Vendors page on The Presidio of San Francisco Concours d'Elegance website
- 6 General admission tickets to The Presidio of San Francisco Concours d'Elegance
- 2 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 2 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- Preferred parking (one vehicle)

Total Cost \$1700.00

* Quarter Page advertisement may be upgraded to larger size at additional cost

The Presidio of San Francisco Concours d'Elegance Vendor Application Terms & Conditions:

Space will be assigned on first come basis. Space is very limited. Set up hours are limited to 3 p.m. ~ 6 p.m. July 17, 2010 Take down may not begin until 5:00 p.m. July 18, 2010. Vendors must assume all responsibility and liability for the safety and loss of their staff & products. Certificates of insurance naming Premier Concours Promotions, Presidio Trust: their Officers, Directors and Employees, as additional insured must be on file by 7-01- 10. Protecting the Presidio property is important; vehicles must stay on paved roads and parking areas and stay off lawns, landscaping sidewalks, etc. No Pets allowed. No additional signage or distribution of literature beyond the vendor tent, unless previously agreed to in writing by Concours Chair. The undersigned, desiring to be a vendor at The Presidio of San Francisco Concours d'Elegance, does hereby tender this Vendor Application. In the event the Application is accepted, then the undersigned agrees as follows: (1) The undersigned warrants and represents that the undersigned has read and understands the Terms and Conditions included in the vendor packet and agrees to abide and be bound thereby; (2) The vendor is participating in the Concours at its own risk. The undersigned hereby releases, agrees to indemnify, defend and hold harmless from and against any and all liabilities, damages, causes of action, and expenses including attorney fees resulting from or relating to the undersigned's participation in the Concours the following companies; Premier Concours Promotions, Inc. and sanctioning organization, Sports Car Club of America.

Print Name _____

Signature _____ Date _____

Please email your logo, in a JPG, PDF, EPS or TIF format, and link information to Mmoore@TheConcours.net. Please send your payment made payable to Premier Concours Promotions, along with this completed form to:

Premier Concours Promotions, Inc.
2347 Gold River Road, Suite M
Gold River, CA 95670

Awards Presentation Sponsor



- Recognition as Awards Presentation Sponsor at The Presidio of San Francisco Concours d'Elegance Awards Ceremony
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- One page, four-color advertisement in The Presidio of San Francisco Concours d'Elegance program
- Company name and logo shown on Awards Information page in The Presidio of San Francisco Concours d'Elegance program
- Recognition as the Awards Presentation Sponsor at The Presidio of San Francisco Concours d'Elegance
- Company name and logo on banner placed at awards stage during awards presentation for backdrop in all award winner photos. These photos will be printed in following years program, used on website and in all media release photos of winning automobiles.
- 10 x 10 booth space and company banner at The Presidio of San Francisco Concours d'Elegance
- 8 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 8 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 20 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 4 VIP parking passes to The Presidio of San Francisco Concours d'Elegance
- Opportunity to participate as a member of the Honorary Judges Committee

Sponsor Investment: \$10,000

One Package Available

Presenting Sponsor



- Company name in title of the event as Presenting Sponsor
- Official Presenting Sponsor title in all media
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- Two-page spread, four-color advertisement in The Presidio of San Francisco Concours d'Elegance program
- 10 x 10 booth space and company banner at The Presidio of San Francisco Concours d'Elegance
- Company banner displayed at The Presidio of San Francisco Concours d'Elegance
- Recognition as the Presenting Sponsor at The Presidio of San Francisco Concours d'Elegance
- 15 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 15 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 100 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 8 VIP parking passes to The Presidio of San Francisco Concours d'Elegance
- Opportunity to participate as a member of the Honorary Judges Committee
- Recognition as Presenting Sponsor during The Presidio of San Francisco Concours d'Elegance Awards ceremony

Sponsor Investment: \$25,000

One Package Available

Major Sponsor



- Official Major Sponsor title in all media
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- One page, four-color advertisement in The Presidio of San Francisco Concours d'Elegance program
- 10 x 10 booth space and company banner at The Presidio of San Francisco Concours d'Elegance
- Recognition as a Major Sponsor at The Presidio of San Francisco Concours d'Elegance
- Company banner displayed at The Presidio of San Francisco Concours d'Elegance
- 10 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 10 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 50 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 5 VIP parking passes to The Presidio of San Francisco Concours d'Elegance
- Opportunity to participate as a member of the Honorary Judges Committee
- Recognition as a Major Sponsor during The Presidio of San Francisco Concours d'Elegance Awards ceremony

Sponsor Investment: \$15,000

Four Packages Available

Participating Sponsor



- Official Participating Sponsor title in all media
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- One page, four-color advertisement in The Presidio of San Francisco Concours d'Elegance program
- 10 x 10 booth space and company banner at The Presidio of San Francisco Concours d'Elegance
- Company banner displayed at The Presidio of San Francisco Concours d'Elegance
- Recognition as a Participating Sponsor at The Presidio of San Francisco Concours d'Elegance
- 8 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 8 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 40 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 4 VIP parking passes to The Presidio of San Francisco Concours d'Elegance
- Opportunity to participate as a member of the Honorary Judges Committee
- Recognition as a Participating Sponsor during The Presidio of San Francisco Concours d'Elegance Awards ceremony

Sponsor Investment: \$10,000

Several Packages Available

Specialty Awards Sponsor



- Logo identification and name mention on Specialty Award voting stub and ballot box
- Name mention with announcement and presentation of Specialty Award during The Presidio of San Francisco Concours d'Elegance
- One-half page, four-color advertisement in The Presidio of San Francisco Concours d'Elegance program
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- Recognition as a Specialty Award Sponsor in The Presidio of San Francisco Concours d'Elegance Program
- 6 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 6 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 20 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 3 VIP parking passes to The Presidio of San Francisco Concours d'Elegance

Sponsor Investment: \$5,000

Limited Number Available

Patron Sponsor



- One-fourth page, four-color advertisement in The Presidio of San Francisco Concours d'Elegance Program
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- Recognition as a Patron Sponsor in The Presidio of San Francisco Concours d'Elegance program
- 4 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 4 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 10 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 2 VIP parking passes to The Presidio of San Francisco Concours d'Elegance

Sponsor Investment: \$2,500

Several Available

Class Sponsor



- Name listed as a Class Sponsor on specified class sign at The Presidio of San Francisco Concours d'Elegance
- Name mention with announcement and presentation of sponsored Class Award during The Presidio of San Francisco Concours d'Elegance
- Company logo and link on The Presidio of San Francisco Concours d'Elegance webpage
- Name mention as Class Sponsor in The Presidio of San Francisco Concours d'Elegance program
- 2 VIP passes to The Presidio of San Francisco Concours d'Elegance
- 2 tickets to The Presidio of San Francisco Concours d'Elegance VIP Hospitality Tent
- 6 general admission tickets to The Presidio of San Francisco Concours d'Elegance
- 1 VIP parking pass to The Presidio of San Francisco Concours d'Elegance

Sponsor Investment: \$900

Several Available

Consider the Opportunities

The Presidio of San Francisco Concours d'Elegance

Where elegance, art, style and appreciation of the
motorcar is only the beginning...

