

— NICOLE MEGUIAR'S —

# *Benedict Castle*

**CONCOURS**

CAR SHOW

May 21, 2023 - Riverside, CA

## SPONSORSHIP PACKAGE



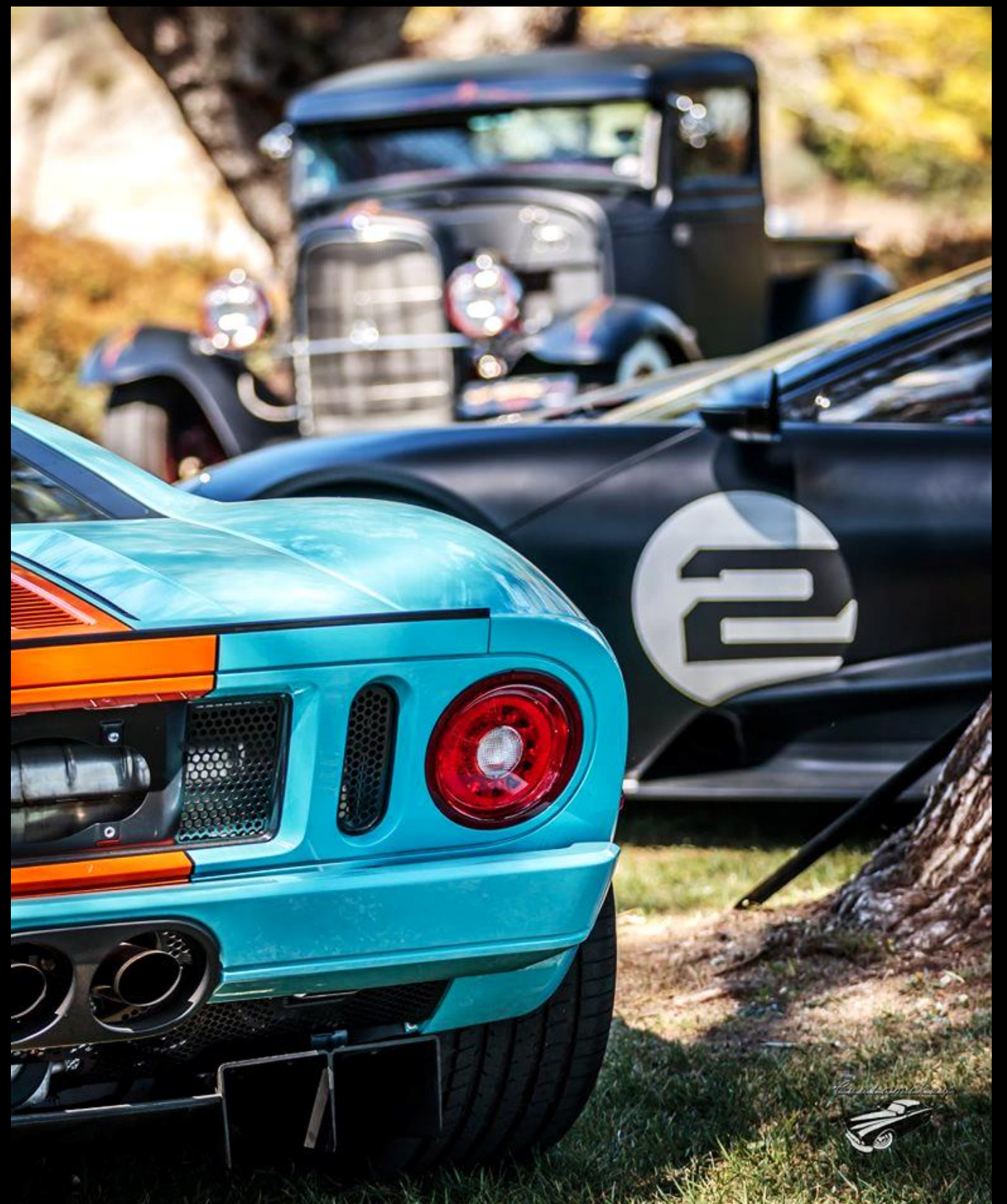


# Partner With Us!

Known as “The Car Guy’s Car Show”, the Benedict Castle Concours Car Show is unique in bringing together all elements of the car hobby. Now in its seventh year, it celebrates the breadth of the car hobby with the common theme being PASSION! **We have it all—stunning Concours Winners, Rocking Hot Rods, Powerful Muscle Cars, Wild Exotics, Killer Customs, Rumbling Race Cars, Tricked Out Trucks, Blazing Motorcycles and so much more.** Treasured Awards will be given to the top cars in every category. Celebrities and some of the biggest Car Guys in the industry will be on hand to sign autographs and be a part of special presentations. **Thousands of spectators from the greater Southern California area will attend with great anticipation of seeing some of the best cars ever built.** With hundreds of unique vehicles on display on the beautiful Benedict Castle grounds, there’s something for everyone at our show!

The Benedict Castle Concours Car Show will expose your company and its products to millions of automotive enthusiasts through face-to-face interactions the day of the show, social media posts and articles with brilliant photography, and a high quality Event Program. Our show covers the automotive spectrum, including extraordinary “Concours” type vehicles as well as most every type of early and late-model show car on the planet!

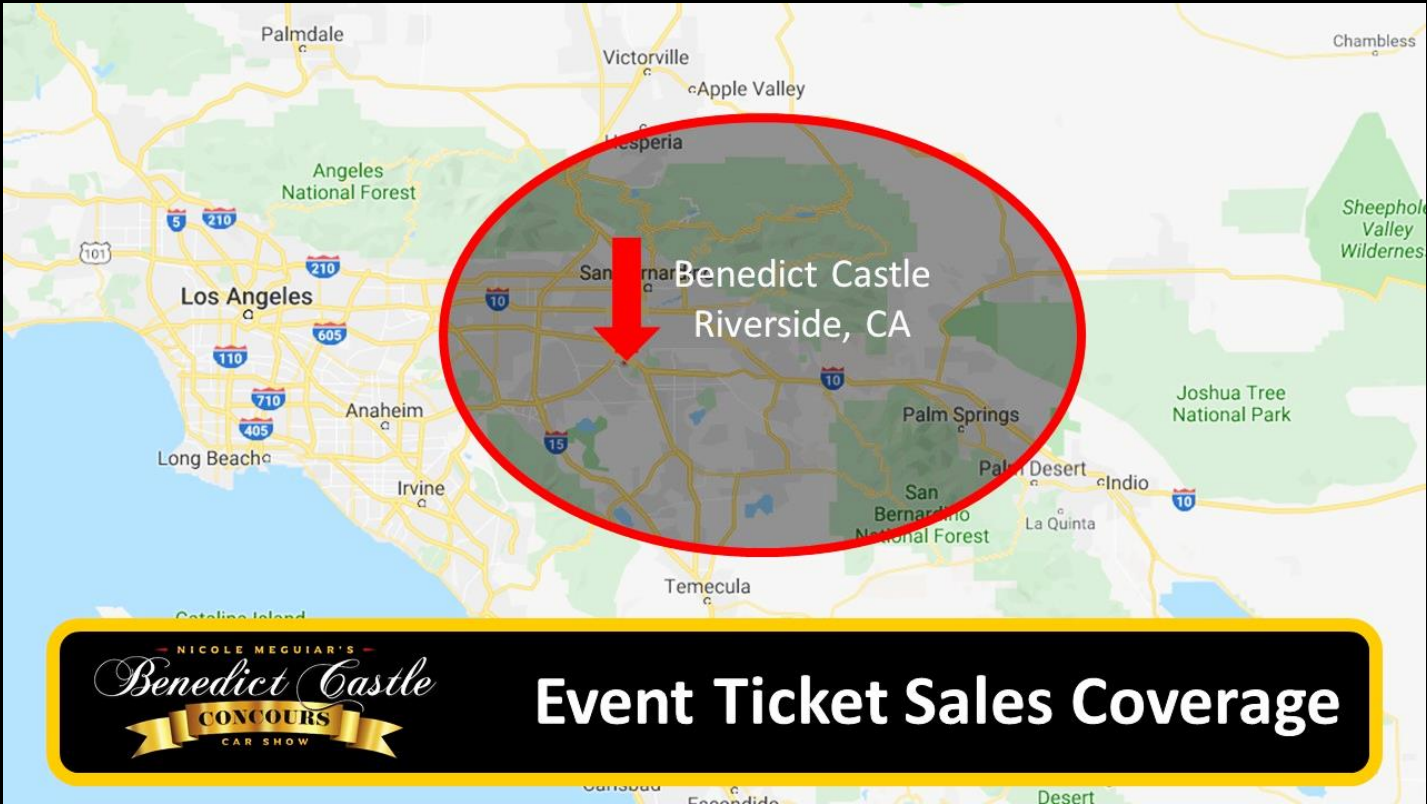
**Bottom line: We have the audience to showcase a wide range of products and services to serious buyers.**



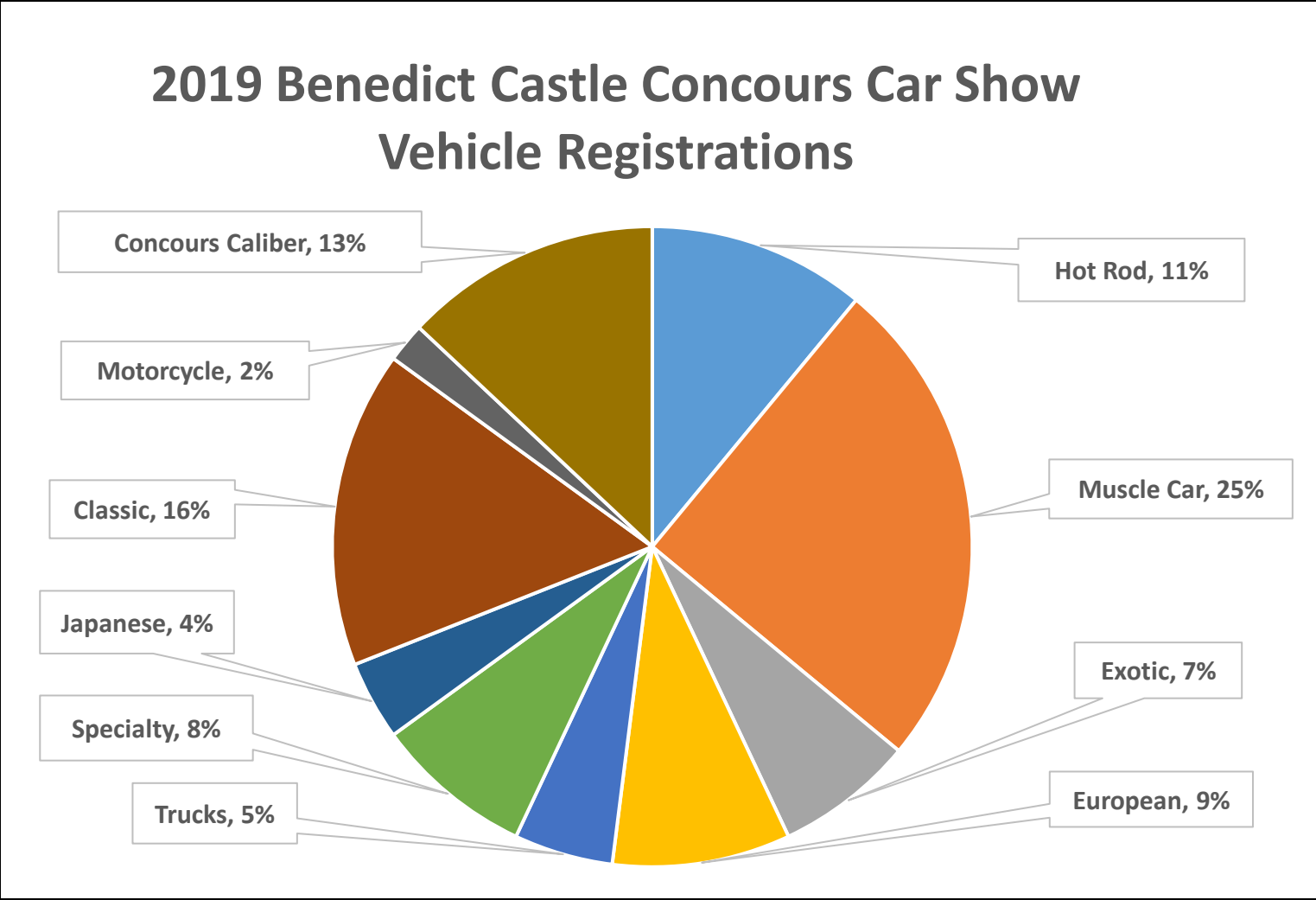
- **Premier Concours Car Show at the Benedict Castle in Riverside, CA.**
- **Hundreds of show cars on display on beautiful grounds.**
- **Wide range of vehicles including classics, hot rods, muscle cars, exotics, trucks and modern muscle.**
- **All proceeds benefit Teen Challenge—the largest, most successful drug and alcohol recovery program in the world.**







In 2019, the Benedict Castle Concours Car Show sold over 8,300 event tickets within a forty-mile radius of the Benedict Castle in Riverside, California. Local businesses enjoyed tons of exposure from last year's Benedict Castle crowd which included car fans and car owners from a large Southern California area. Our event gives you direct access to your current and potential customers.



Although our show pulls some significant builds from across the US, the majority of our vehicle registrants are from the greater Southern California area.



It can't be overstated that you partnering with us literally changes lives as 90% of proceeds go directly to Teen Challenge: the oldest, largest and most successful drug and alcohol recovery program in the world, serving Southern California for over 50 years at no cost to the students. Teen Challenge is a registered 501(c)(3) nonprofit organization, and all donations are tax-deductible as allowed by law.



# Sponsorship Opportunities

As a Sponsor, you will have the opportunity to benefit from your affiliation with the Benedict Castle Concours Car Show. We are known as one of the premier events in Southern California. We are offering an array of creative options for you to choose from so that we can best showcase Your Name and Company. Custom tailored packages are also available. Naming rights are also available (i.e. “**Your Company** is the Official **product/service** of the Benedict Castle Concours”). For questions about sponsorship packages, Event Program advertising, vendor spaces or other ways to partner, please contact your Event Representative or email: [info@BenedictCastleConcours.com](mailto:info@BenedictCastleConcours.com).

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## **Presenting Sponsor: \$50,000**

- Event Name Association (“Benedict Castle Concours Presented by YOUR COMPANY”)
  - Company Logo on all event press releases, ads, flyers, posters and event banners (primary line)
  - Benedict Castle Concours social media recognition posts
  - 10 VIP Passes to the Petersen Automotive VIP Pavilion
  - Company Logo on all Event T-Shirts (primary line)
  - PA Recognition Event Wide all day
  - Up to 50 banners (sponsor provides banners)
  - Vendor Booth (10’x20’)
  - Company Logo on all Class Trophies (primary line)
  - Program Advertisement: Full Page, Inside Cover or Inside Back Cover or Double Page Spread (first available)
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## **Platinum Sponsor Level: \$10,000**

- Company Logo on all event press releases, ads, flyers, and event banners (secondary line)
  - Benedict Castle Concours social media recognition posts
  - 6 VIP Passes to the Petersen Automotive VIP Pavilion
  - Company Logo on all Event T-Shirts (secondary line)
  - PA Recognition Event Wide
  - 20 Prime Banner Locations (sponsor provides banners)
  - Vendor Booth (10’x10’)
  - Company Logo on all Class Trophies (secondary line)
  - Program Advertisement: Full Page
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## **Gold Sponsor Level: \$5,000**

- Benedict Castle Concours social media recognition posts
  - 4 VIP Passes which include exclusive lunch and refreshments all day in the VIP Pavilion
  - PA Recognition Event Wide
  - 10 Prime Banner Locations (sponsor provides banners)
  - Vendor Booth (10’x10’)
  - Program Advertisement: Full Page
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## **Silver Sponsor Level: \$2,500**

- Benedict Castle Concours social media recognition posts
- 4 VIP Passes which include exclusive lunch and refreshments all day in the VIP Pavilion
- PA Recognition Event Wide
- 5 Prime Banner Locations (sponsor provides banners)
- Program Advertisement: Half Page



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**Bronze Sponsor Level: \$1,000**

- 2 VIP Passes which include exclusive lunch and refreshments all day in the VIP Pavilion
  - PA Recognition Event Wide
  - 4 Prime Banner Locations (sponsor provides banners)
  - Program Advertisement: Quarter Page
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**Saturday Night Gala Presenting Sponsor: \$10,000**

Saturday night before the Benedict Castle Concours Car Show, we hold an exclusive dinner event at the castle where the “who’s who” of the car hobby enjoy an evening of fine dining and entertainment. This year we will honor our **Grand Marshal Corky Coker**. An excellent opportunity to get Your Company’s name in front of an exclusive crowd of enthusiasts. All Event PR will include Sponsor Name.

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**VIP Pavilion Sponsor: \$7,500**

Where the elite will mingle and enjoy an exclusive breakfast and lunch along with refreshments all day. A great opportunity for networking with other VIP’s of the car hobby under the shade of Your Company’s Pavilion. All Event PR will include Sponsor Name.

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**Grandstands Sponsor: \$7,500**

Prominent, custom-made signage for the grandstands from which spectators enjoy the Celebrity Car Guy’s Panel, Special Presentations, and Award Ceremony. Have your company’s logo right at the center of the action!

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**High Tea & Fashion Show Sponsor: \$7,500**

An elegant opportunity for Your Company to put on the most exclusive event at one of the most exclusive shows in the Inland Empire. A beautiful setting for 120 guest on the day of the show. All Press Releases will announce Your Company as the Host.

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**Stage Sponsor: \$5,000**

Significant signage front and center to all the activity where awards will be presented, the celebrity panel discussion takes place, and all announcements are made from. All stage, signage announcements and PR to be called by Sponsor Name. Includes a Full-Page Program Advertisement

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**Lanyard Sponsor: \$5,000**

Your Company Logo on the Lanyards that will be worn for the entire event by all registered show car owners, Judges, 200+ Event Staff, Volunteers, Exhibitors, Media, Vendors and VIP Guests.

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**Private Tent Showcase: \$5,000**

Ideal setting for a Car Dealer. Space to show off a variety of your vehicles and introduce the new models. Plenty of signage in a high traffic area. 360 degree viewing and foot traffic. Space runs 30’ x 30’.

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**Event Staff and Volunteer T-Shirt Sponsor: \$5,000**

Your Company Logo Prominent on the back and right sleeve of all T-shirts that will be worn for the entire Event by all 200 plus Event Staff and Volunteers. The staff and volunteer T-Shirts are very high visibility and will be seen constantly by all in attendance. These T-Shirts are unique to staff and volunteers, these are not the event T-Shirts.

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**Trophy Sponsor: \$5,000**

Your Company Logo Prominent on all Trophies given at the Event Awards Presentation. These beautiful trophies will be proudly displayed by all the winners. We expect to present over thirty trophies at this year’s event.



# Official Event Program Advertising

Every ticket holder and vehicle registrant will receive a “Concours-style” glossy, full color, premium-quality Event Program free of charge. The Event Program will feature articles about the Benedict Castle Concours, Celebrity “Car Guy” interviews, and stories of highlighted vehicles. This will be a treasured publication that will get into the hands of 5,000 recipients who will keep and reference it for years to come. Our Event Program presents a unique advertising opportunity to both local and national businesses.

## **Double Page Spread: \$1,800**

Safety Area: 16”x10”, Trim: 17”x11”, Bleed: 17.25”x11.25”

## **Full Page Inside: \$1,000**

Safety Area: 7.5”x10”, Trim: 8.5”x11”, Bleed: 8.75”x11.25”

## **Half Page Horizontal (With Bleed): \$600**

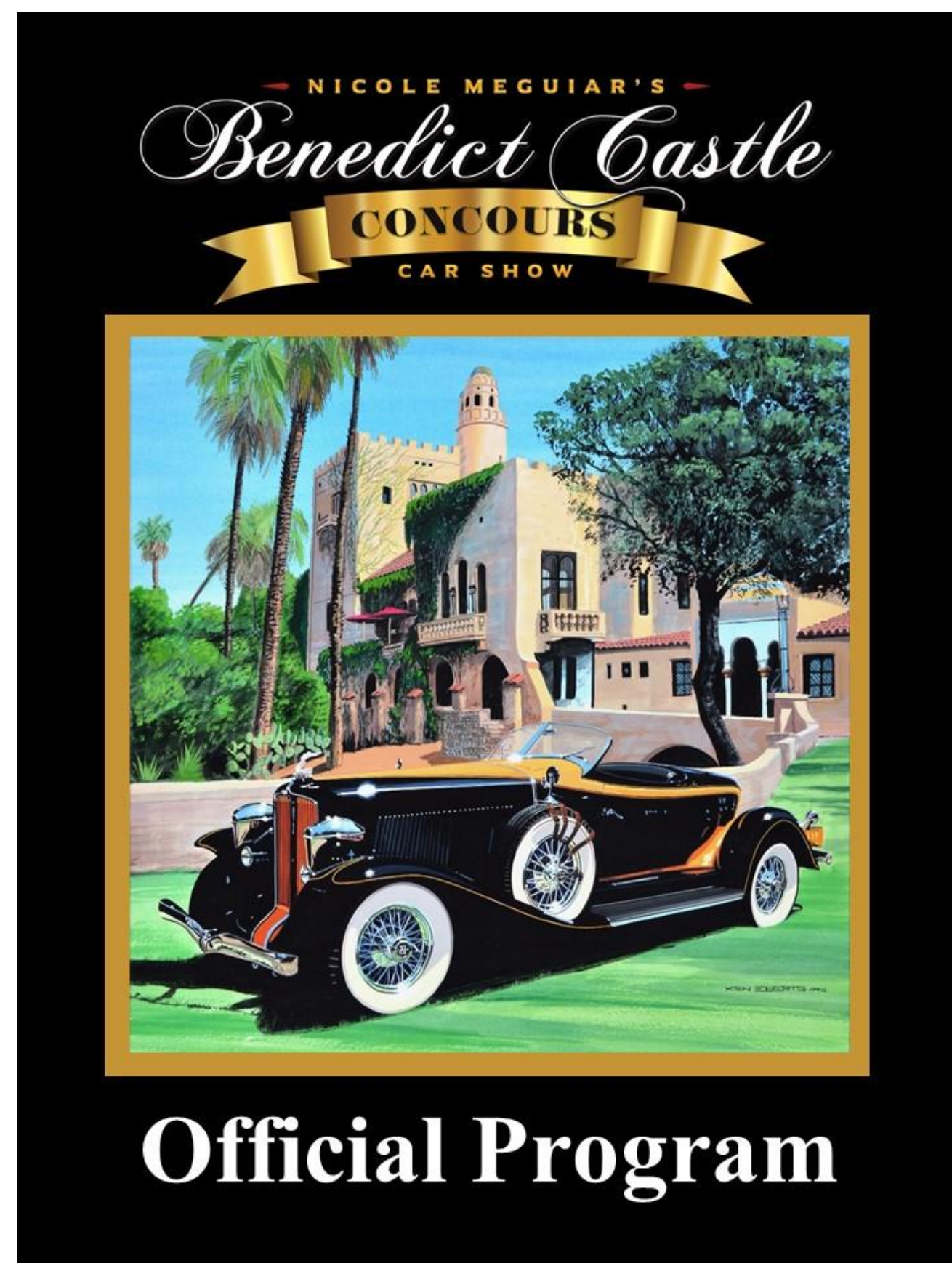
Safety Area: 7.5”x4.75”, Trim: 8.5”x5”, Bleed: 8.75”x5.25”

## **Quarter Page Vertical (No Bleed): \$300**

Trim: 3.75”x4.75”

## **Business Card: \$100**

Trim: 3.5”x2”



Double Page Spread

Full Page

Half Page

### **Acceptable formats:**

- Photoshop EPS with a minimum resolution of 266 ppi
- TIFF with a minimum resolution of 266 ppi at final size
- JPEG with a minimum resolution of 266 ppi at final size
- Press optimized PDF
- For business cards, simply submit a business card

**Submission Deadline April 15, 2023**

¼  
Page

Business  
Card

Please submit all artwork to Don Nicholson at: [don@BenedictCastleConcours.com](mailto:don@BenedictCastleConcours.com)



# Vendor Space and Food Trucks

The Benedict Castle Concours provides an opportunity for you to showcase your products and sell your food and refreshments to the thousands of spectators in attendance the day of the show. Our Vendor Midway is in a high traffic area across from the Food Trucks to maximize spectator traffic for both. Vendor booths must be automotive or lifestyle related products. Booth spaces and food truck spaces are limited and subject to approval. Tables, electricity and tents are not provided for Vendors or Food Trucks. There will be a covered seating area for spectators to enjoy their food and drinks. Custom spaces are available—to discuss options best suited to your needs, contact Don Nicholson at: [don@BenedictCastleConcours.com](mailto:don@BenedictCastleConcours.com)

## Vendor Space Pricing:

10' x 10': \$300

10' x 20': \$550

10' x 30': \$800



## Food Truck Pricing: \$700

(flat rate, no sales commission, standard food truck size)



Liability Release: In consideration of the acceptance of the right to participate, entrants, participants, vehicles, and spectators, by execution of this form release and discharge Crossroads Car Shows, The Benedict Castle Concours, Teen Challenge of Southern California, the city of Riverside and their officers, directors, employees, agents, volunteers, representatives and anyone else connected with the management of representation of the Benedict Castle Concours of and from any known or unknown damages, injuries, losses, judgments and claims from any whatsoever that may be suffered by conduct of entrants, participants, assisting or cooperating with entrant under the direction and control of said entrant.





## Opportunities to Partner With Us

<i>Presenting Sponsor:</i> .....	<b>\$50,000</b>
<i>Platinum Sponsor Level:</i> .....	<b>\$10,000</b>
<i>Saturday Night Gala Presenting Sponsor</i> .....	<b>\$10,000</b>
<i>VIP Pavilion Sponsor:</i> .....	<b>\$7,500</b>
<i>Grandstands Sponsor:</i> .....	<b>\$7,500</b>
<i>High Tea &amp; Fashion Show Sponsor:</i> .....	<b>\$7,500</b>
<i>Gold Sponsor Level:</i> .....	<b>\$5,000</b>
<i>Stage Sponsor:</i> .....	<b>\$5,000</b>
<i>Lanyard Sponsor:</i> .....	<b>\$5,000</b>
<i>Private Tent Showcase:</i> .....	<b>\$5,000</b>
<i>Event Staff and Volunteer T-Shirt Sponsor:</i> .....	<b>\$5,000</b>
<i>Trophy Sponsor:</i> .....	<b>\$5,000</b>
<i>Silver Sponsor Level:</i> .....	<b>\$2,500</b>
<i>Event Program Advertisement, Double Page Spread:</i> .....	<b>\$1,800</b>
<i>Bronze Sponsor Level:</i> .....	<b>\$1,000</b>
<i>Event Program Advertisement, Full Page Inside:</i> .....	<b>\$1,000</b>
<i>Vendor Space (10'x30'):</i> .....	<b>\$800</b>
<i>Food Truck Space:</i> .....	<b>\$700</b>
<i>Event Program Advertisement, Half Page Horizontal (With Bleed):</i> .....	<b>\$600</b>
<i>Vendor Space (10'x20'):</i> .....	<b>\$550</b>
<i>Event Program Advertisement, Quarter Page Vertical (No Bleed):</i> .....	<b>\$300</b>
<i>Vendor Space (10'x10'):</i> .....	<b>\$300</b>
<i>Event Program Advertisement, Business Card:</i> .....	<b>\$100</b>
<i>Custom Tailored Program for You</i> .....	<b>To Be Determined</b>

For questions about sponsorship packages, Event Program advertising, vendor spaces or other ways to partner, please contact your Event Representative or email: [info@BenedictCastleConcours.com](mailto:info@BenedictCastleConcours.com).



# About Teen Challenge



The Benedict Castle Concours Car Show is proud to support Teen Challenge. The Benedict Castle Car Show serves as its largest fund raiser. With the venue being provided by Teen Challenge and the great majority of the on-site work leading up to and on the actual day of the show, 90% of every dollar raised by the Benedict Castle Concours goes directly into the program of Southern California Teen Challenge... making every contributor a vital part of our success.

Teen Challenge of Southern California was established in 1963 and includes nine regional facilities with seven strategically placed residential facilities throughout Southern California. Last year Teen Challenge served over 200,000 men, women and children in Southern California through its resident and outreach programs. The Teen Challenge residential program continues to be one of the largest and most effective substance abuse recovery and prevention programs of its kind.

Teen Challenge is a non-profit organization that relies entirely on the generous donations, funding and volunteer efforts of both individuals and organizations throughout our communities in order to offer services at *no cost to the individual*. We know that community involvement and support is an essential component of recovery and necessary to providing services that address the specific needs of the communities involved.

Ours is a missional movement that unashamedly follows Christ, embraces servant leadership, and shares transforming grace.

*"Therefore, if anyone is in Christ, he is a new creation; old things have passed away; behold, all things have become new." 2 Corinthians 5:17*



**Teen Challenge students at the 2019 Benedict Castle Concours Car Show**



# Highlights from the 2019 Benedict Castle Concours









— NICOLE MEGUIAR'S —

# Benedict Castle

CONCOURS

CAR SHOW



BENEFITING:



Contact: [info@BenedictCastleConcours.com](mailto:info@BenedictCastleConcours.com)

[www.BenedictCastleConcours.com](http://www.BenedictCastleConcours.com)