



- Marketing Opportunities •

An Invitational Judged Automotive Event Celebrating the Art of Automotive Design

November 6-7, 2010



Style

and grace are the hallmarks of the Winter Park Concours d' Elegance exotic automobile show, and the town of Winter Park itself. Founded more than 100 years ago as a seasonal refuge for high society, Central Florida's Winter Park and its Central Park form a perfect backdrop for the display of the rarest and most beautiful examples of the carmaker's art.

Now in its ninth year, the annual Winter Park Concours d' Elegance has attained a reputation as one of the best organized and expertly judged shows in the United States. The variety and quality of the event's concours cars is rivaled only by the world-class events at Amelia Island, Florida and Pebble Beach, California. Last November more than 75,000 automotive enthusiasts attended the show.

A fitting beginning, and now a Saturday morning tradition, is the Winter Park Concours Tour d' Elegance. Open to all owners of registered show cars, the tour commences with a sumptuous gourmet breakfast and an opportunity to meet and greet fellow exotic car lovers; a place where old friends gather and new friendships are established. As the green starter's flag is dropped the cars depart one by one in parade fashion to enjoy the sights, scenery and mild temperatures of Central Florida in route to an undisclosed luncheon venue.

After a relaxing afternoon exploring shops, galleries and restaurants along

Winter Park's brick-paved streets, guests are invited to attend the event's signature Gala, The duPont REGISTRY LIVE Aeroport Reception. Staged inside 3 private and handsomely decorated aircraft hangars, participants experience the high-octane thrill of mingling among the world's most exotic cars, a fabulous display of vintage & contemporary aircraft, high performance boats, custom motorcycles, and premium luxury lifestyle product displays. The "who's who" of elite southeastern automotive enthusiasts are feted with great entertainment, exquisite foods, and super premium beverages; all to create a truly memorable evening.

Sunday's Concours d'Elegance, the main event of the weekend, has risen in attendance and notoriety to become one of the most highly-regarded, judged exotic car shows in the United States. Staged in a setting of true elegance, Old Winter Park closes six blocks of Park Avenue to welcome over 120 of the world's most prestigious automobiles. The tents of event patrons line the tree-shaded avenue showcasing products and services to a walk-in audience of potential buyers. Nationally-recognized and ranked automobile judges - many of whom are world-renowned experts in specialty-marquee automobiles, spend the day carefully examining each show car until a final group of handpicked award winners are determined. Climaxing the Winter Park Concours d' Elegance is the presentation of some 65 trophies to class winners, runner ups, and of course the Best in Show winner, who receives a beautiful Lalique figurine presented last year to a 1938 Rolls Royce Phantom III.



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PO Box 540556, Orlando, FL 32854 • 407.649.9190 • WinterParkConcours.com
The Winter Park Concours d'Elegance proceeds rain or shine.

*All vehicles in the CONCOURS D'ELEGANCE & the TOUR OF WINTER PARK must meet the requirements of The Winter Park Organizing Committee and are subject to the approval of The Winter Park Concours Organizing Committee **All signage must meet with the approval of The Winter Park Concours Committee. ***All advertisements must meet with the approval of The Winter Park Concours Committee

2010 EVENT OVERVIEW



ATTENDANCE

Estimated makeup 60% locals and 40% visitor = 75,000

50+ Sponsors

125+ of the worlds most beautiful Luxury and Vintage Automobiles and their owners (A captive audience of qualified, educated consumers)

2010 Winter Park Concours d'Elegance Sunday, Nov. 7, 2010
Attendance for the 2010 is estimated to grow to over 75,000.
In part from a three month media campaign.

ESTIMATED ATTENDANCE

The following statistics were developed and updated by the City of Winter Park for the 2009 Winter Park Concours d'Elegance held on the weekend of November 7th and 8th, 2009. The weather for the event was in the mid to high 80's, a true Florida Chamber of Commerce Day.

Attendance figures were derived from Winter Park Police Estimates and counts made by Organizer's ground staff positioned throughout the show area. Parameters taken into consideration were crowd density on Park Avenue both on the street, side street setbacks and on the sidewalks for the six blocks of the show area, between Canton and Lyman with additional display areas on six 100 foot setbacks off Park Avenue, on Morse Boulevard, Lincoln, Welbourne and New England.

A Crowd turnover rate of one turnover every 2 ½ hours was also used in calculating the approximate attendance. Ground staff personnel stationed at or near the four major entry points: Lyman at Park, New England at Park, Morse at Park and Canton at Park sampled the rate-of-entry for spectator during the peak hours of the show: 10:00 am until 4:00 pm, to validate crowd density estimates.



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MEDIA COVERAGE

Orlando Sentinel, Orlando Magazine, Orange Appeal, Orlando Business Journal, Orlando Style Magazine, Brighthouse Networks, DuPont REGISTRY Orlando Home and Leisure, Florida Trend, The Park Press, Auto Quarterly Magazine, Delta In Flight Magazine, Florida Magazine, Seminole Magazine, Orlando Weekly, Axis Magazine, Biz Bash Magazine, AAA Auto Club South Monthly Publication, Daytona Beach News Journal, Seminole Chronicle, Local Car Club's Bulletins, 540 WFLA, WESH TV Ch.2, WFTV, FOX TV, WKMG, WMMO, UCF News, CFN TV News 13, Fox 35 News, Local 6, The Daily Buzz, Gainesville Sun, Ocala Style, Osceola News Gazette, WLOQ, Magic 107, XL 106.7, FM 90 Plus, flatoday.com, TravelhostOrlando.com City of Winter Park's Web Site, Winter Park Chamber of Commerce Calendar of Events and Many More...

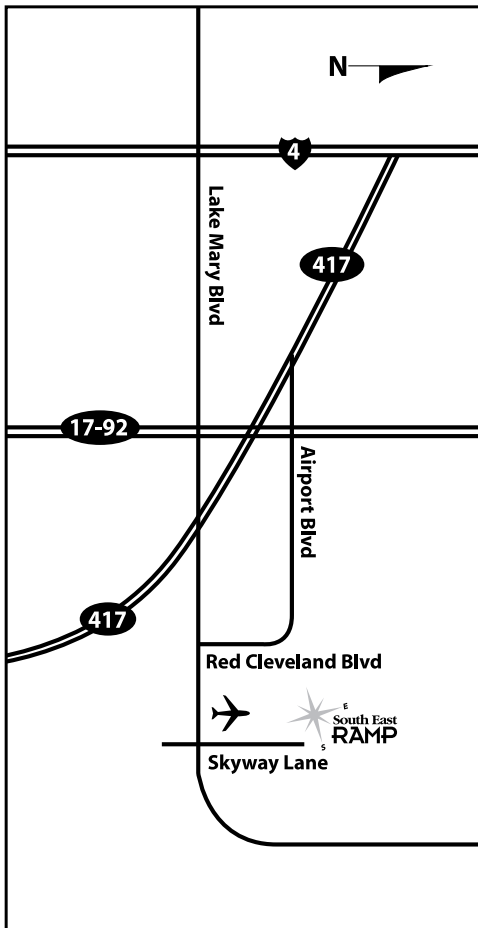


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DUPONT REGISTRY LIVE AEROPORT RECEPTION



TO BENEFIT KIDS HOUSE, WAYNE DENSCH CHILDREN'S ADVOCACY CENTER
SATURDAY, NOVEMBER 6, 2010 from 6:30PM – 9:30PM
SOUTHEAST RAMP, SANFORD AIRPORT

An elegant evening of Fine Cuisine, Premium Open Bar, Specialty Martini Bar, California Wine Bar, Cigar Bar, & Entertainment

After the conclusion of Saturday's Tour d'Elegance guests are invited to attend the Concours' Signature Event, The duPont REGISTRY LIVE Aeroport Reception with proceeds going to benefit the show's marquee charity. Staged inside 3 private and handsomely decorated aircraft hangars, participants experience the high-octane thrill of mingling among the world's most exotic cars, a fabulous display of vintage & contemporary aircraft, high performance boats, custom motorcycles, and premium luxury lifestyle product displays. The "who's who" of elite southeastern automotive enthusiasts are feted with great entertainment, exquisite foods, and super premium beverages; all to create a truly memorable evening.

PURCHASE TICKETS @ www.winterparkconcours.com

"Where the Arts meet the Art of the Automobile, Aircraft, Executive Motor Coaches, Watercraft and Motorcycles"



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SPONSORSHIP OPPORTUNITIES



In addition to the specialty sponsorships listed on the following pages, the Winter Park Concours d'Elegance can design a customized sponsorship package that will fit the needs of your company.



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\$2,500. SPONSORSHIP PACKAGE



CUSTOM SPONSOR PACKAGE. \$2,500

Sponsorship Entitlements

- Half Page four-color advertisement in official Winter Park Concours show program, 10,000 copies
- Logo on Winter Park Concours Website April-December
- Logo on Winter Park Concours Website hyperlinked to your Corporate Website , April-December
- Logo on all Email Marketing Campaigns to 5,000 guest

Saturday Evening

- "The duPont REGISTRY LIVE" AeroPort Reception**
(700-800 VIP Guests)
- Two (2) Tickets to the Gala
- Ability to place articles in attendee gift bags (700-800)

Sunday, November 7, 2010 – Concours d'Elegance

- Tent 10 X10' on Park Avenue with table, chairs
- Ability to display Products to 75,000 Attendees
- Ability to place articles in participant's gift bags (400)
- Two (2) participant's gift bags
- A Complimentary official show posters (22" x 28")



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\$5,000. SPONSORSHIP PACKAGE



CUSTOM SPONSOR PACKAGE. \$5,000

Sponsorship Entitlements

Half Page four-color advertisement in official Winter Park Concours show program, 10,000 copies
Logo on Winter Park Concours Website April-December
Logo on Winter Park Concours Website hyperlinked to your Corporate Website , April-December
Logo on all Email Marketing Campaigns to 5,000 guest
Acknowledgement on all Social Media, Facebook, Twitter every month April-December

Saturday Evening

“The duPont REGISTRY LIVE” AeroPort Reception

(700-800 VIP Guests)
Banners and Marketing Materials on display
Sponsorship Acknowledgement throughout Gala
Four (4) Tickets to the Gala
Ability to place articles in attendee gift bags (700-800)

Sunday, November 7, 2010 – Concours d’Elegance

Prime Location Tent 10X10 on Park Avenue with table, chairs
Ability to display Products to 75,000 Attendees
Banner on Stage
Four (4) Thirty second Announcements over of the Speaker
Four (4) Tickets to the VIP Concorso Club
Ability to place articles in participant’s gift bags (400)
Four (4) participant’s gift bags
Two (2) Complimentary official show posters (22” x 28”)



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\$10,000. SPONSORSHIP PACKAGE



CUSTOM SPONSOR PACKAGE. \$10,000

Sponsorship Entitlements

Full Page (1) four-color advertisement in official Winter Park Concours show program, 10,000 copies
Logo and Sponsorship acknowledgement on all media coverage including: Press Releases, Magazine, Newspaper, Radio & TV coverage, Facebook and all Social Media, April-December
Logo on Winter Park Concours Website, April-December
Logo on Winter Park Concours Website hyperlinked to your Corporate Website, April-December
Logo on Event Poster (11" x 17") 10,000 copies
Logo on all Email Marketing Campaigns to 5,000 guest

Saturday Evening

"The duPont REGISTRY LIVE" AeroPort Reception

(700-800 VIP Guests)
Banners and Marketing Materials on display
Sponsorship Acknowledgement throughout Gala
Ability to Showcase products
Ten (10) Tickets to the Gala- value of \$1,000
Ability to place articles in attendee gift bags (700-800)

Sunday, November 7, 2010 – Concours d'Elegance

Prime Location Tent 10' X 10' on Park Avenue with table, chairs
Ability to display Products to 75,000 Attendees
Banner on Stage
Six (6) Thirty second Announcements over of the Speaker
Twenty (20) Tickets to the VIP Concorso Club
Ability to place articles in participant's gift bags (400)
Ten (10) participant's gift bags
Ten (10) Complimentary official show posters (22" x 28")



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VENDOR TENT SPONSOR PACKAGE



VENDOR TENT.....\$1,500

Sponsorship Entitlements

- Premium Tent Location: On Park Avenue
- 10X10 Tent with Signage
- 8ft Table with Appropriate Linens
- 2 White Resin Chairs
- Opportunity for Product Displays and Showcases



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PROGRAM ADVERTISING OPPORTUNITIES



Considered a collectible by auto enthusiasts, 15,000 of these beautiful full-color programs are given to all Attendees, Sponsors, VIP's, Exhibitors, Hotels and Chamber of Commerce's.

PROGRAM

AD PLACEMENT

1/4 Page (4-Color)	\$750
1/2 Page (4-Color)	\$1,000
Full Page (4-Color)	\$1,500

AD DESIGN SERVICE

1/4 Page (4-Color)	\$350
1/2 Page (4-Color)	\$500
Full Page (4-Color)	\$750

For Design Service details
 contact Daniel Crouse
 Phone: 407-579-4297
 Email: danielcrouse@bellsouth.net

AD SPECIFICATIONS



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Please contact Tim Webber for Sponsorship Opportunities
timwebber@thecoordinatorinc.com

Concours Chairman Tom duPont

Executive Director Tim Webber

Director of Marketing Adam Bailey

Program Design Daniel Crouse



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