

THE MORGAN ADAMS CONCOURS D'ELEGANCE



The ramp at the 2004 Morgan Adams Concours d'Elegance

The Morgan Adams Concours d'Elegance is charity fundraiser of The Morgan Adams Foundation. The event is based around an aircraft and automobile review, and its purpose is to raise money for critically needed pediatric cancer research.

- Through the support of the owners of these fine machines, guests and friends, the event has raised over \$850,000.00 as of October 4, 2008.
- The event attracts some of the finest automobiles and aircraft in the Rocky Mountain Region. Each year the event features extraordinary, rare and generally unseen 100 pt, award winning automobiles as well as champion racing and Heritage Award winning aircraft.
- The event attracts over 1400 well-educated, affluent and community-minded guests. Guests include members of various private Rocky Mountain automotive clubs, including The Ferrari, Porsche, Aston Martin, and Mercedes Clubs, to name a few; private jet owners, automobile and aircraft aficionados and select groups of philanthropists, donors and friends.
- The event is the premiere event of Centennial Airport and enjoys exceptional support from the Airport Authority, Douglas and Arapahoe County elected officials and the airport community.
- Corporate sponsorship, support and participation increases each year. We are also honored to have long-term and continuing relationships with many sponsors including Aviation Sales and Lamborghini Denver and many others.
- Additional event proceeds are derived from Live and Silent Auctions. The Morgan Adams Concours is further fortunate to have strong relationships with premiere auction participants, including American Airlines, The Ritz-Carlton and Oster Jewelers.
- The net proceeds from the event are dedicated to children's cancer research. The goal of The Morgan Adams Foundation is to help ensure that children diagnosed with cancer have access to the best possible research and therapeutic options available.

**THE 7TH ANNUAL MORGAN ADAMS CONCOURS D'ELEGANCE EVENT WILL TAKE PLACE
ON AUGUST 22ND, 2009**

More information about the event or the programs we support is available upon request.

MORGAN ADAMS CONCOURS D'ELEGANCE 2009 LEVELS OF SUPPORT

<u>BEST IN SHOW</u>	\$25,000.00 30 event tickets --additional tickets at half price Premier Reserved Seating in main event hangar Podium recognition at event Premier corporate banner placement & premiere number of rotations on video presentation Full page, 4 color ad in event program with choice of inside cover, front or back, or back cover Premier corporate recognition in print, radio & television advertising, as available Recognized as a donor in The Morgan Adams Foundation Winter Newsletter with corporate profile article Inclusion on event print collateral, including invitation and save the date cards, as available (4000 mailing)
<u>LUXURY</u>	\$15,000.00 20 event tickets -- additional tickets at half price Prominent Reserved Seating in main event hangar Podium recognition at event Prominent corporate banner placement & prominent number of rotations on video presentation Full page ad in event program Prominent corporate logo recognition in print advertising, as available Recognized as a donor in The Morgan Adams Foundation Winter Newsletter Inclusion on event print collateral, including invitation and save the date cards, as available (4000 mailing)
<u>GRAND TOURING</u>	\$10,000.00 16 event tickets -- additional tickets at half price Reserved Seating in main event hangar Podium recognition at event Distinct corporate banner placement & distinct number of rotations on video presentation Full page ad in event program Corporate logo recognition in print advertising, as available Recognized as a donor in The Morgan Adams Foundation Winter Newsletter Inclusion on event print collateral, including invitation and save the date cards, as available (4000 mailing)
<u>WAR BIRD</u>	\$5,000.00 10 event tickets-- additional tickets at half price Choice corporate banner placement & choice number of rotations on video presentation Half page ad in event program Corporate recognition in print advertising, as available Recognized as a donor in The Morgan Adams Foundation Winter Newsletter Inclusion on event print collateral, including invitation and save the date cards, as available (4000 mailing)
<u>COUPE</u>	\$3,000.00 6 event tickets Inclusion on corporate signage Quarter page ad in event program Company name included in line list in print advertising, as available

Opportunity to provide promotional item for thank you gift package – please contact our office with interest.

MORGAN ADAMS CONOURS D'ELEGANCE 2009 INFORMATION SHEET

NEED TO KNOW DATES TO REMEMBER

Event: Saturday, August 22nd 2009, 6 - 10 pm, Centennial Airport
Commitment forms due as soon as possible

Date to hit in order to be included on event collateral: Thursday, May 14th 2009

Print publication deadline: May 14, 2009

Invitation deadline: May 14, 2009

Website linking deadline: July 22, 2009

Catalog ad deadline: May 14, 2009

Event signage** deadline: July 22, 2009

Fulfillment of sponsorship obligations due August 22, 2009

**All event signage is provided by The Morgan Adams Concours and will be uniformly designed

GOOD TO KNOW FOR YOUR GENEROUS SUPPORT

The event is attended by nearly 1500 automobile/aircraft/motorcycle owners, enthusiasts; Friends of The Morgan Adams Foundation, The Children's Hospital Foundation and members of the philanthropic community.

The event has several media partners, including Denver's 5280 magazine.

Event Sponsor logos will be prominently displayed in multiple locations at the event facility.

All net proceeds from The Morgan Adams Concours d'Elegance are donated to children's cancer research projects.

LET US KNOW THE MORE YOU PROVIDE US, THE MORE WE CAN PROMOTE YOU

Event benefits applied upon receipt of completed commitment form.

An .eps or vector file of your company logo must be in our office 2 weeks prior to any of the dates listed above in order for your organization to take part in that particular benefit.

Sponsors from the designated support levels are encouraged to contribute promotional items to the exhibitor participation gift package.

Engage your entire team in the effort --event volunteers more than welcome!

**MORGAN ADAMS CONCOURS D'ELEGANCE
CATALOG AD SIZES**

All ads are black & white except for catalog back cover and inside front cover which should be submitted as 4-color.

Please send completed .eps file to rachelle@morganadamsfoundation.org

**1/4 PAGE AD
3.375 (W) x 2.175 (H)**

**1/2 PAGE AD
3.375 (W) x 4.5 (H)**

**FULL PAGE AD
6.875 (W) x 4.5 (H)**

THE MORGAN ADAMS



CONCOURS D'ELEGANCE

**TO BENEFIT PEDIATRIC CANCER RESEARCH
FINE PLANES. FINE CARS. FIND A CURE.**

YES!
I will show my support for
The Morgan Adams Concours
by purchasing:

- Best in Show \$25,000
- Luxury \$15,000
- Grand Touring \$10,000
- War Bird \$5,000
- Coupe \$3,000
- Personal donation

NAME: _____
COMPANY: _____
ADDRESS: _____
PHONE: _____
FAX: _____
E-MAIL: _____
MARKETING CONTACT: _____

Please complete and return this form as soon as possible – benefits will be activated upon its receipt.

Return this form by using the address below or email it to rachelle@morganadamsfoundation.org.

Please include a disc or email with an .eps of the corporate logo to be used in event marketing materials,
as applicable.

This form represents a promise of financial support payable to The Morgan Adams Concours d'Elegance
– please keep a copy for your records.