

# THE MORGAN ADAMS



CONCOURS D'ELEGANCE

The 16<sup>th</sup> annual Morgan Adams Concours d'Elegance is a charity fundraising event of The Morgan Adams Foundation based around a static display of highly collectible automobiles, aircraft, & motorcycles, with the ultimate purpose of raising money for critically needed pediatric cancer research.

Through the support of the owners of these fine machines, guests, and friends, the event has contributed over \$4 million to children's cancer research.



# ABOUT

## THE MORGAN ADAMS CONCOURS

The Morgan Adams Concours d'Elegance hosts the finest automobiles, motorcycles, and aircraft in the Rocky Mountain Region. Each year the event features extraordinary, rare, and award-winning automobiles as well as champion racing & Rolls Royce Heritage award-winning aircraft.



The Morgan Adams Concours attracts over 1,500 well-educated, affluent, and community-minded guests, including representatives from:

- Ferrari
- Porsche
- BMW
- Corvette
- Cobra
- MG
- Mini
- Private jet owners
- Automobile and aircraft aficionados



Corporate sponsorship, support, and participation increase each year and we are honored to have long-term relationships with generous local businesses, including 5280 Magazine, EKS&H, Noble Energy Inc., Todd Reed, The Four Seasons, and many more.

# SPONSORSHIP LEVELS

## THE MORGAN ADAMS CONCOURS

BENEFITS	BEST IN SHOW	LUXURY	GRAND TOURING	WAR BIRD	COUPE	CLASSIC
	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000
Tickets/Credentials	40	30	20	10	8	4
VIP Reserved Hangar Seating	2 Tables	2 Tables	2 Tables	1 Table	No	No
Recognition For Funding Specific Pediatric Cancer Research Project	Yes	Yes	No	No	No	No
Verbal Emcee Recognition At Event	5 Mentions	3 Mentions	2 Mentions	1 Mention	1 Mention	1 Mention
Logo on Corporate Banner	Position 1	Position 2	Position 3	Position 4	Position 5	Position 6
Logo On Stage Projection Screen	5 Slides	3 Slides	2 Slides	1 Slide	1 Slide	1 Slide
Event Program Ad Space	Full Page Color	Full Page Color	Full Page B/W	Half Page B/W	Half Page B/W	Qtr. Page B/W
Representative Honored As Co-Pilot On Stage During Live Program	Negotiable	Negotiable	Negotiable	Negotiable	No	No
Entry To The "Motorized Madness" Remote Control Car Media Challenge	Yes	Yes	Yes	Yes	Yes	Yes
Concours Press Release	Yes	Yes	Yes	Yes	Yes	Yes
Logo Inclusion in Event Advertisements As Available (5280 Magazine, TV, Radio)	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Logo inclusion on invitations, email blasts, event website sponsor page	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Inclusion in social media posts (FB, Instagram)	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary delivery of auction items by request	Yes	Yes	Yes	Yes	Yes	Yes

NOTE: Net proceeds from the event are dedicated to pediatric cancer research. The Morgan Adams Foundation raises money & awareness on behalf of children affected with cancer. Working with leading physicians, we directly fund research & therapies which will improve survival rates and reduce the devastating side-effects cancer treatments have on our children.

# INFORMATION

# THE MORGAN ADAMS CONCOURS

## NEED TO KNOW: DATES TO REMEMBER

- **Event: September 8, 2018 from 6 PM to 10 PM, Centennial Airport**
- Deadline for sponsor logo inclusion in press release, event invitations, and event advertising: June 15<sup>h</sup>
- Deadline for catalog ad: **August 1<sup>st</sup>**
- Deadline for sponsor guest logs: **August 31<sup>st</sup>**

## GOOD TO KNOW: FOR YOUR GENEROUS SUPPORT

- 1500 automobile, aircraft, and motorcycle owners, enthusiasts, and friends of The Morgan Adams Foundation, The Children's Hospital Colorado Foundation, and members of the philanthropic community attend
- Media partners including Denver's 5280 Magazine, Channel 9 News, and many others
- Event sponsor logos will be prominently displayed in multiple locations at the event facility
- Net proceeds from The Morgan Adams Concours d'Elegance are used to support pediatric cancer research in Colorado that benefits children around the world

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

- Event benefits are applied upon receipt of a completed commitment form and an .eps or vector file of your company logo
- Logo must be sent to [carrie@morganadamsfoundation.org](mailto:carrie@morganadamsfoundation.org) by the deadlines listed above in order for your organization to take part in that particular benefit
- All event signage is provided by The Morgan Adams Foundation and will be uniformly designed

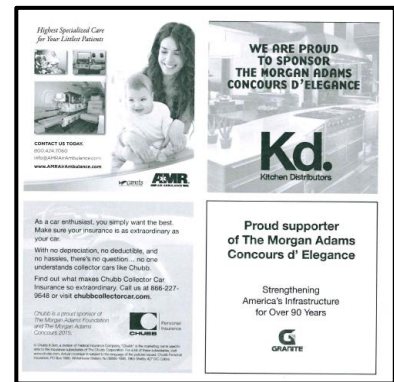
**ENGAGE YOUR ENTIRE TEAM IN THE EFFORT -- EVENT VOLUNTEERS ARE WELCOME!**

# CATALOG AD SPECS

## THE MORGAN ADAMS CONCOURS

SIZE	FULL PAGE COLOR	FULL PAGE BLACK & WHITE	HALF PAGE VERTICAL	HALF PAGE HORIZONTAL	QUARTER PAGE
Dimensions	8.125" x 8.125"	7" x 7"	3.375" x 7"	7" x 3.375"	3.375" x 3.375"
Bleed	Yes	No	No	No	No

NOTE: All ads are black and white except for the inside back, inside front, and back cover, which should be submitted as 4-color (cmyk). Please submit your completed ad **BY AUGUST 1<sup>ST</sup>** to [carrie@morganadamsfoundation.org](mailto:carrie@morganadamsfoundation.org) in one of the following formats: high resolution eps.



Catalog with Sponsor Ad Examples  
(from 2015 Catalog)

# SPONSORSHIP FORM

## THE MORGAN ADAMS CONCOURS

	<b>BEST IN SHOW \$50,000</b>		<b>WAR BIRD \$10,000</b>
	<b>LUXURY \$25,000</b>		<b>COUPE \$5,000</b>
	<b>GRAND TOURING \$15,000</b>		<b>CLASSIC \$3,000</b>

<b>NAME</b>	<b>COMPANY</b>
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<b>ADDRESS</b>
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<b>PHONE</b>	<b>FAX</b>
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<b>EMAIL</b>
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<b>MARKETING CONTACT</b>
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<b>SIGNATURE</b>
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<b>YOUR SOCIAL MEDIA LINK(S)</b>
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Please complete & return this form as soon as possible - benefits will be activated upon its receipt. Please make checks payable to The Morgan Adams Foundation & include a disc or email with a .eps of the corporate logo to be used in the event marketing materials, as applicable. This form represents a promise of financial support payable to The Morgan Adams Foundation. Please keep a copy for your records.

### FOR FURTHER INFORMATION **CONTACT**

**Joan Slaughter or Carrie Thomas**  
**(303) 758-2130**  
 joan@morganadamsfoundation.org  
 carrie@morganadamsfoundation.org