

RUSNAK

AUTO GROUP PRESENTS

SAN MARINO MOTOR CLASSIC



Otto

LACY PARK
SUNDAY, AUGUST 25, 2024
www.sanmarinomotorclassic.com

SPONSORSHIP APPLICATION

CHAIRMAN'S COMMENTS



Thank you for taking a moment to contemplate becoming an integral part of the San Marino Motor Classic. When this event was conceived, it is safe to say that no one believed that 13 years later the Motor Classic would have on display over 500 cars and attract over 5,000 people to Lacy Park. No one had thought about hosting the Automotive Fine Arts Society Art Expo and Sale that had been a fixture at Pebble Beach for decades before losing their sponsorship. The Symphony of Cars Gala was not even on our band width until the San Marino Motor Classic celebrated its seventh anniversary.

From a small concours level car show, the San Marino Motor Classic has become a nationally recognized event. I was surprised to find judges at both the Pebble Beach Concours and the Amelia Island Concours in Florida wearing our white logo encrusted baseball caps. Today, the San Marino Motor Classic is known for the fabulous cars that come to be displayed and judged as well as for the funds that are raised for charity. Few concours events in America raise the level of funds for charity that the San Marino Motor Classic generates.

The Symphony of Cars Gala has grown with each passing year. Over 600 guests enjoyed the presentation of 15 cars together with music compositions written in the year of the car's manufacture, not to mention the fine wine and gourmet dinner. When looking at the people in attendance, the Gala has become a community event with many residents coming out for an alfresco dinner with friends and of course the cars.

The case for participating and contributing is simple. As a business owner it is good etiquette to not only take money from the community, but to give some back in thanks for the support of one's customers and clients. In the words of one of our Sponsors, supporting the San Marino Motor Classic is not about selling more goods and services, it is about demonstrating support for the community that supports our business.

So here comes the ask . . . Demonstrate your support for your community, align your business with an event that supports our community, publicize your business. Attend the event and make new friends and acquaintances.

Every dollar that is donated goes to charity. The San Marino Motor Classic has no paid employees, no rented office space and the costs of producing the event are not generated by Sponsor and Donor dollars, but rather from Entry Fees, Ticket Sales, Program Advertisements and Vendor Tents.

Please consider supporting this erstwhile event. Please consider supporting the community in which your business operates.

Thank you and see you in August!

Aaron Weiss, Chairman
San Marino Motor Classic

GET INVOLVED!



Do not get left out of being an integral part of the 13th annual San Marino Motor Classic and Symphony of Cars Gala. The 2023 San Marino Motor Classic was unquestionably one of the most successful concours car events in the western United States. Over the past twelve years the event has generated over \$3,700,000 for its charitable beneficiaries, the Pasadena Humane Society, Cancer Support Community San Gabriel Valley, Give Mentor Love Foundation, Rose Bowl Aquatic Center, San Marino Rotary Charities, the events conduit for distributing funds to over twenty nonprofit organizations throughout the San Gabriel Valley that include, Casa Esperanza, Beat the Streets, San Marino Schools Foundation and San Marino Lacy Park improvement projects. The 2023 event generated a record \$443,000 in net proceeds.

The San Marino Motor Classic has no paid employees. Over 300 volunteers organize, manage, and serve on the day-of-event. San Marino Motor Classic hosted over 5,000 Spectators and over 480 concours level collector cars. The 2024 event to be held on August 25, 2024 will attract approximately 7,500 people and have on display approximately 500 concours level collector cars. The event also features the Automobile Fine Arts Society Art Exposition and Sale on August 24, 2024 followed that evening in Lacy Park with the Symphony of Cars Gala benefiting Cancer Support Community San Gabriel Valley. On Event Day, August 25, 2024 the San Marino Motor Classic will include a VIP Reception that consists of a gourmet lunch, and adult beverages under the shade of umbrellas. The Automobile Fine Arts Society Art Exposition and Sale will continue throughout the day on Sunday. The San Marino Motor Classic offers Sponsors with an excellent opportunity to showcase their businesses, services and wares, as well as the opportunity to entertain customers and prospects.

The San Marino Motor Classic will showcase over 40 classes of collector cars coming from collections located across the country. These classes will range from Antique and Brass Cars, Pre-War Classics, Woodies, Sports Cars, Muscle Cars, and Exotics.

EVENT SCHEDULE

SATURDAY, **AUGUST 24**, 2024

12:00 PM - 4:00 PM	Vendors and Exhibitors may enter Lacy Park to set up Vendor Tents and/or place cars on the field
4:00 PM - 6:00 PM	Automobile Fine Arts Society Art Exposition and Sale at Lacy Park
6:00 PM - 10:00 PM	Symphony of Cars Gala at Lacy Park hosted by Hing Wa Lee Jewelers, benefiting Cancer Support Community San Gabriel Valley

SUNDAY, **AUGUST 25**, 2024

6:00 AM - 8:30 AM	Vendors and Exhibitors enter Lacy Park
9:00 AM - 3:00 PM	San Marino Motor Classic opens to the public
11:30 AM - 1:30PM	VIP Reception open to VIP Ticket Holders ONLY
1:30 PM - 3:00 PM	Awards Ceremony
3:00 PM - 6:00 PM	Conclusion of Event - Move Out



2024 SAN MARINO MOTOR CLASSIC

PRIMARY CHARITABLE BENEFICIARIES



PASADENA HUMANE

Founded in 1903, the Pasadena Humane is an independent donor supported non-profit animal welfare agency. The Mission of the organization is to promote humane treatment for all animals. As an open-door shelter, Pasadena Humane welcomes and provides care to all animals in its service area regardless of age, medical condition, breed or any other criteria. Programs offered by the organization include food, shelter and veterinary care for homeless and lost animals, adoptions programs, animal control and so much more. Pasadena Humane serves the cities of Pasadena, South Pasadena, San Marino, LaCañada-Flintridge, Sierra Madre and Glendale. The 2023 San Marino Motor Classic contribution to Pasadena Humane was \$120,000.

SAN MARINO ROTARY CHARITIES



The Rotary Club of San Marino was chartered in 1939, making it one of the city's oldest service organizations. The Club's non-profit, charitable arm-San Marino Rotary Charities, serves as a conduit for the San Marino Motor Classic to distribute funds back to the community. San Marino Rotary Charities supports a multitude of local and international philanthropic causes. Specifically, San Marino Rotary Charities donates resources for youth activities and to a host of other community based non-profit organizations. San Marino Rotary Charities makes direct grants to schools and provides mini-grants to approximately 40 teachers for classroom enhancements. Rotary Charities also provides grants to several organizations outside of San Marino, that include international programs, that support youth sports in drug torn Mexico and reconstructive surgery for disabled youths. In 1923 the San Marino Motor Classic contributed \$65,000 to San Marino Rotary Charities.



CANCER SUPPORT COMMUNITY SAN GABRIEL VALLEY

Cancer Support Community Pasadena (CSCP) has been providing free support services to cancer patients and their family members in the San Gabriel Valley for the last 30 years. Founded as The Wellness Community in 1990, CSCP has served over 25,000 people challenged with cancer. CSCP currently offers eleven weekly support groups and three-monthly support groups facilitated by licensed mental health professionals. CSCP also offers over 125 stress management classes and educational workshops led by experts in their field every month. CSCP provides a community of support for brave individuals facing perhaps the most challenging experience in their lives. CSCP empowers people facing cancer and enriches their lives by providing hope, education, support and opportunities for new friendships with others facing a cancer diagnosis. CSCP's vision is to ensure that no one has to face cancer alone. All programs are free of charge to participants, their families, friends and caregivers. The net proceeds from the Symphony of Cars Gala will be donated to the Cancer Support Community Pasadena. The 2023 donation from the San Marino Motor Classic was \$65,000.



GIVE - MENTOR - LOVE FOUNDATION

GIVE - MENTOR - LOVE is a Foundation of dedicated professionals serving LA County youths and young adults in-crisis, at risk, homeless or in foster care, and victims of sex trafficking. Girls that are recruited by sex traffickers are not necessarily the homeless or illegal aliens. These girls could be your daughter or a relative that has the misfortune to go to a party, possibly be drugged and kidnapped.

The history of this organization started in 2010 when volunteers started volunteering with foster girls in the Pasadena, CA area who were exploited, in-crisis and suffered unspeakable traumas. In 2019 the organization was formalized as GIVE - MENTOR - LOVE Foundation to expand their footprint and services in order to support youths and young adults in-crisis, at risk, homeless or in foster care, and victims of sex trafficking across all of Los Angeles County.

Today, GIVE - MENTOR - LOVE Foundation partners with LA County Specialized Bureau for Commercial Sexual Exploited Children (CSEC), ZOE Los Angeles, and Learning Works Charter School.

ROSE BOWL AQUATIC CENTER



The Rose Bowl Aquatics Center, a 501(c)(3) non-profit organization, opened in 1990 and is located in Pasadena's beautiful Brookside Park, just south of the famous Rose Bowl Stadium. This world-class aquatics facility offers year round aquatic and fitness programming to children, youth, families and seniors so that all generations can achieve the benefits of healthy living habits, regular exercise, and sports training. Today we serve more than 400,000 patrons annually.

SEIZE THE DAY

2023 SAN MARINO MOTOR CLASSIC OVERVIEW

The San Marino Motor Classic features a broad array of motorcars that span more than a century.

Concours level collector cars from around the United States come to San Marino on August 25, 2024 to participate in the San Marino Motor Classic.

The 2023 event was highlighted by the selection of Best In Show, a 1947 Talbot Lago 126 Record Convertible Coupe owned by Bonnie and Ray Kinney of Dallas, TX. Over 480 collector cars graced the emerald lawns at Lacy Park. The gates open to the public at 9:00 AM, Food services are available for those who want a simple lunch. The VIP Reception offers an opportunity to seek refuge from the sun. A gourmet lunch and fine wines are available as well. Additionally, a midway consisting of 40 trade booths offer spectators an opportunity to purchase gift items and obtain valuable information for car enthusiasts. The event ends at 3:00 PM with the presentation of the Best In Show Award.

SYMPHONY OF CARS GALA

The Symphony of Cars Gala is held in Lacy Park on the evening preceding the San Marino Motor Classic. Fifteen exceptional motor cars of the twentieth century are individually presented on a stage while a musical composition written in the year of the car's manufacture is performed by Gary Tole's Legends of Swing Orchestra. In 2023 600 guests attended the Gala. The event includes complimentary valet parking, a hosted bar, Symphony of Cars Presentation. And a gourmet dinner with paired wines. The 2024 Symphony of Cars Gala is sponsored by David Lee and Hing Wa Lee Jewelers. Additional co-sponsorships are available.

LOCATION

Lacy Park, 1485 Virginia Road, San Marino, CA 91108.

Known as a "Hidden Treasure." Lacy Park is an exclusive 30-acre park located in San Marino, California. The park is normally closed to nonresidents on weekends making this event unique to the community. The City of San Marino is located in the San Gabriel Valley approximately 10 miles north east of downtown Los Angeles. San Marino is an upscale upper income community. Lacy Park is situated between Virginia Road and St. Albans Road, two blocks north of Huntington Drive. A broad range of lodging, entertainment and restaurant accommodations are available within three miles of Lacy Park. San Marino is the home of the renown Huntington Library, Art Collection and Botanical Gardens. The Norton Simon Museum is located three miles away in Old Town Pasadena.

SPONSORSHIP OPPORTUNITIES

Sponsors will have a rare opportunity to benefit from their affiliation with the San Marino Motor Classic, while supporting Pasadena Humane, San Marino Rotary Charities, Cancer Support Community - San Gabriel Valley, Give-Mentor Love Foundation, and the Rose Bowl Aquatic Center.

CAPITATION

The 2023 Event attracted approximately 5,000 Spectators, Exhibitors and Volunteers. The eclectic assembly of investment grade collector cars attract an affluent and highly educated audience making the event an excellent opportunity to showcase a product or service to an interested audience.

MIDWAY (VENDOR TENTS)

A Midway will be erected to highlight sponsors and vendors wishing to showcase their products and services. The Midway area is situated at the point of ingress and egress maximizing exposure to all who attend the event.

ENTERTAINMENT

The San Marino Motor Classic will provide its Sponsors with an excellent venue to entertain customers and prospects in both the elegant atmosphere of a sophisticated Concours d' Elegance and the ambience of Lacy Park. VIP tickets are available for Sponsors to provide additional hospitality to their guests.

PROGRAM

A full color event program will be published providing both advertising opportunities and sponsor recognition. Each spectator and exhibitor will be provided a program at no charge. Each major commercial sponsor will be prominently listed in the Event Program and monthly digital newsletters.

2024 SAN MARINO MOTOR CLASSIC

CORPORATE SPONSORSHIP INDIVIDUAL OR FAMILY DONOR



PRESENTING SPONSOR: \$30,000

PRESENTING SPONSOR:

- Event name association - Example: The San Marino Motor Classic Presented by Rusnak Auto Group.
- 10 VIP tickets.
- 10 Symphony of Cars Gala Tickets.
- Full Page Program Advertisement (Individual donors or family donors receive program recognition only).
- All Social Media posts to include sponsor acknowledgement.
- Invitation to participate as a judge in a class that best relates to your brand.
- Vendor Booth.

PLATINUM SPONSOR: \$15,000

PLATINUM SPONSOR:

- Event name association - Example: Symphony of Cars Gala Hosted by Hing Wa Lee Jewelers.
- Name logo recognition on all event press releases, advertisements and promotional materials.
- 8 VIP tickets.
- 8 Symphony of Cars Gala Tickets.
- Full Page Program Advertisement (Individual donors or family donors receive program recognition only).
- All Social Media posts to include sponsor acknowledgement
- Invitation to participate as a judge in a class that best relates to your brand.
- Vendor Booth.

GOLD SPONSOR: \$10,000

GOLD SPONSOR:

- Name logo recognition on all event press releases and advertisements.
- 6 VIP tickets.
- 6 Symphony of Cars Gala Tickets.
- Full Page Program Advertisement (Individual donors or family donors receive program recognition only).
- All Social Media posts to include sponsor acknowledgement
- Invitation to participate as a judge in a class that best relates to your brand.
- Vendor Booth.

SILVER SPONSOR: \$5,000

SILVER SPONSOR:

- Name logo recognition on all event press releases and advertisements.
- 4 VIP tickets.
- 4 Symphony of Cars Gala Tickets.
- Full page program advertisement (Individual donors or family donors receive program recognition).
- Vendor Booth.

PATRON: \$2,500

PATRON:

- 2 VIP tickets.
- 2 Symphony of Cars Gala Tickets.
- Program recognition.

CONTACT

For questions or more information, please contact Aaron Weiss.
818.606.0638 | flyingagarage@gmail.com

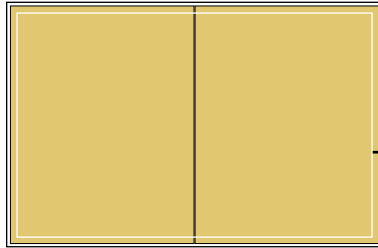
The San Marino Motor Classic is a non-profit 501 (C) (3) organization. A portion of your donation is tax deductible.

ADVERTISING RATES & SPECIFICATIONS

VENDOR BOOTHS

PROGRAM ADVERTISING RATES

Sponsors will have a unique opportunity to benefit from their affiliation with the San Marino Motor Classic while supporting Pasadena Humane, San Marino Rotary Charities, Cancer Support Community - San Gabriel Valley, Give-Mentor-Love Foundation and Rose Bowl Aquatic Center.



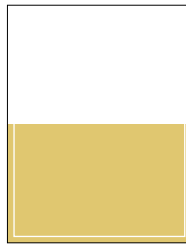
DOUBLE PAGE SPREAD

Available with Sponsorship
— Trim Size 17" x 11"
— Bleed Size 17.25" x 11.25"
— Safety Area 16" x 10"



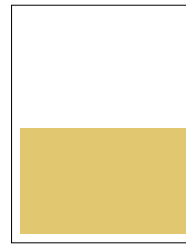
FULL PAGE

\$1,000 Full Color
Trim Size 8.5" x 11"
Bleed Size 8.75" x 11.25"
Safety Area 7.5" x 10"



HALF PAGE HORIZONTAL W/BLEED

\$600 Full Color
Trim Size 8.5" x 5"
Bleed Size 8.75" x 5.25"
Safety Area 7.5" x 4.75"



HALF PAGE HORIZONTAL INSET

\$600 B&W or Color
Trim Size 7.5" x 4.75"
No Bleed

PROGRAM ADVERTISEMENT SUBMISSION DEADLINE JUNE 30, 2024

All advertisements must be paid for and submitted via email to flyingagarage@gmail.com no later than June 30, 2024.

The San Marino Motor Classic is not responsible for the size, quality, or clarity of any copy file submitted.

The San Marino Motor Classic reserves the right to refuse advertising that in its unfetter opinion is inappropriate for the Program.

- 4C (CMYK). No spot colors.
- All ads must be sized with .125" bleed unless creating a no bleed/inset half page ad.
- Preferred File Formats: pdf, jpg, tif, or eps.
- Outlined fonts recommended.
- Turn off overprint.
- High-resolution (300dpi) generated with crop marks for trim and bleed.
- Send files to flyingagarage@gmail.com. Files under 25MB may be sent by email.

Files over 25MB, please send via YouSendIt or Pando.

CONTACT

For questions regarding specs, please contact Aaron Weiss.
818.606.0638 | flyingagarage@gmail.com

VENDOR BOOTH RATES



Vendor Booths will consist of one 10' x 10' tent, a 30" x 60" table and two folding chairs. The cost of each space is \$500.00. Vendors requesting more than one tent must pay an additional \$500.00. City Permit and Inspection Fees in addition to the price for a second tent.

Vendor Booths with space to display one automobile is \$1,000. Please add an additional \$500/car over the first entry. There is no electricity or communication service available in Lacy Park. The Vendor area is located on the main path into the park at a position where all spectators entering or leaving the park must pass.

The San Marino Motor Classic will provide 1' x 3' signs identifying the Vendor. Vendors are encouraged to bring branded banners not to exceed 10' in length to the event.

Vendors may not service food or refreshments without obtaining a County of Los Angeles Health Department Permit.

2024 SAN MARINO MOTOR CLASSIC

SPONSORSHIP / DONOR SUBSCRIPTION FORM

PLEASE ACCEPT MY SPONSORSHIP COMMITMENT AT THE FOLLOWING LEVEL:

- Presenting Sponsor - \$30,000
- Platinum Sponsor - \$15,000
- Gold Sponsor - \$10,000
- Silver Sponsor - \$5,000
- Patron - \$2,500

PLEASE RESERVE MY ADVERTISING SPACE IN THE SAN MARINO MOTOR CLASSIC PROGRAM.

(Deadline for artwork is June 30, 2024 The Advertising Specification are on the previous page.)

- Full Page - \$1,000.
- Half Page - \$600.
- I would like to purchase additional Symphony of Cars Gala tickets at \$300 each.
- I would like to purchase additional VIP tickets at \$175 each.
- I would like to purchase additional General Admission Tickets at \$45 each.
- I would like to purchase Group Ticket Rate (50 or more Tickets) at \$40 each.

PLEASE RESERVE A VENDOR BOOTH:

- 10' x 10' Tent - \$500
- 10' x 10' Tent with vehicle display space - \$1,000

CONTACT INFORMATION:

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

PAYMENT INFORMATION:

Please make checks payable to the **San Marino Motor Classic** (W-9 available on request)

TOTAL AMOUNT \$ _____

DONATIONS of \$1,500 to \$30,000 may be specifically directed to one of the event's five beneficiary charities.

Please apply my contribution as follows:

(vendor booths, advertising, tickets, and other underwriting contributions may not be directed.)

- Pasadena Humane Society
- San Marino Rotary Charities
- Cancer Support Community Pasadena
- Give-Mentor-Love Foundation
- Rose Bowl Aquatic Center

Check Enclosed Please Send Invoice

Visa/MC/AMEX# _____ Expiration Date ____/____ CVV # _____

Cardholder Name _____ Billing Zip Code _____

Signature _____

SUBMIT FORM AND PAYMENT TO:

Email this form to: **flyinggarage@gmail.com**

Or mail to: San Marino Motor Classic
150 N. San Gabriel Blvd., #700 Pasadena, CA 91107

Or fax to: Office 626.449.5048 | FAX 626.449.6749



SPONSORSHIP NAMING OPPORTUNITIES

EXHIBITOR CAR PLACARDS (500) - \$5,000

Identifying placards placed in front of each exhibitor car denoting car information and description. Program advertisements, VIP tickets and vendor booths are not included.

LANYARDS AND TICKET HOLDERS (5,000) - \$5,000

Lanyards to hold credentials for judges, volunteers, exhibitors, media, vendors and guests. Program advertisements, VIP tickets and vendor booths are not included.

VOLUNTEER POLO SHIRTS (150) - \$6,000

Program advertisements, VIP tickets and vendor booths are not included.

VIP TENT NAMING RIGHTS (225-250 Guests) - \$7,500

Appropriate signage such as "VIP Tent Sponsored by Mega Corp." Program advertisements, VIP tickets and vendor booths are not included.

EXHIBITOR CONTINENTAL BREAKFAST (500-700 Guests) - \$5,000

Appropriate signage such as "Exhibitor Breakfast Sponsored by Mega Corp." Program advertisements, VIP tickets and vendor booths are not included.

JUDGE'S BREAKFAST AND LUNCH NAMING RIGHTS (100-125 Participants) - \$3,000

Appropriate signage such as "Judge's Breakfast Sponsored by Mega Corp." Program advertisements, VIP tickets and vendor booths are not included.

GOODY BAGS (350-400) - \$2,500

Corporate name and logo on each bag. Program advertisements, VIP tickets and vendor booths are not included.

PROGRAM PRINTING (84 Pages) - \$10,000

Corporate naming rights on front of program. Program advertisements, VIP tickets and vendor booths are not included.

JUDGES HATS (100-125 Judges) - \$2,500

Hat band with sponsor name. Program advertisements, VIP tickets and vendor booths are not included.

TROPHY NAMING - \$500

Special Awards. Program advertisements, VIP tickets and vendor booths are not included.

AUTOMOTIVE FINE ARTS SOCIETY ART EXHIBITION, SALE AND RECEPTION - \$7,500

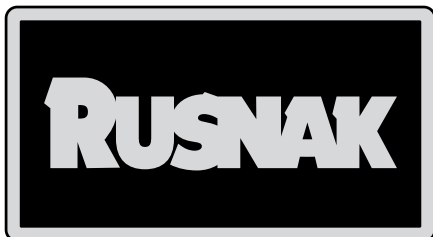
This event held at Lacy Park precedes the Symphony of Cars Gala and is an opportunity to showcase your business to an upscale audience.



2024 SAN MARINO MOTOR CLASSIC

THANK YOU 2023 COMMERCIAL SPONSORS

PRESENTING SPONSOR



Rusnak Auto Group

EVENT SPONSORS

**Team Janice Lee Berkshire Hathaway
Hing Wa Lee Jewelers – David Lee
Bill & Nancy Naeve – B Cellars Vineyards & Winery
Chubb
Lin - Weisbruch Team – Compass
Kal Tazani – Loan Titan
Bonhams
Gooding & Company**

MEDIA SPONSORS

**San Marino Tribune
Sports Car Market Magazine
Highland Autos**

OFFICIAL TRANSPORTER

Reliable Carriers, Inc.



COMMERCIAL SPONSORS

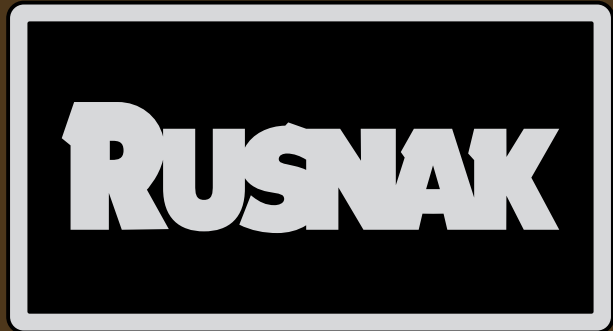
Acura of Glendale
American Business Bank
Bolton & Co.
Bonhams
Boston Private
CIBA Real Estate
Corvette Mike
County of Los Angeles
– Supervisor Kathryn Barger
Crenshaw Lumber Co.
Fidelity Mortgage Lenders
Forest Lawn Memorial Park Association
FTD
Galpin Aston Martin
Great Matter
Hagerty
Hahn & Hahn
Hartman Baldwin
Hyman Ltd.
Interscape Construction, Inc.
Jersey Mike's
Leon Max, Inc.
Loan Titan
Longo Lexus
Margit Holakoui Florest
Meguiar's Car Care Products
Mercedes Benz Classic Center
Merle Norman Cosmetics
New Century BMW

Newmark, Knight, Frank
– Rick Sheckter & Randy Lockhart
Northgate Gonzales Markets
Occidental Entertainment Group Holdings
Pacific Custom Pools, Inc.
Raymond James & Associates
RMO, LLP
RM/Sotheby's
Rusnak Automotive Group
Rust-Oleum
Trader Joe's
Sarah Rogers Real Estate
Shriners Children's - Southern California
Skycraft Roofing
Stephen Shatafian – Lee & Associates
Tournament of Roses™
Viking Demolition Contractors
Volkswagen Pasadena
Wells Fargo Bank
William Grant & Sons, Inc.
Whittier Trust



2024
**SAN MARINO
MOTOR CLASSIC**

PRESENTED BY



AUTO GROUP

SYMPHONY OF CARS SPONSOR



HING WA LEE JEWELERS

ART EXPO & SALE SPONSORS



ENTRANTS BREAKFAST SPONSORS

