

The New Hope Automobile Show

2011 sponsorship opportunities



*August 13 & 14, 2011
New Hope-Solebury High School
New Hope, Pennsylvania*



THE NEW HOPE AUTOMOBILE SHOW

Photographs of the 2010 show.



NEW HOPE-SOLEBURY COMMUNITY ASSOCIATION

Serving the community.

In 1950, the New Hope-Solebury School did not have a gymnasium. Although a publicly funded school, it was in a rural community and funds were at a minimum. The princi-



pal industry in the area was agriculture and incomes were tied to the land. To raise taxes to fund the construction of a gymnasium, would have been an added financial burden on a population that could not afford it.

Still, the school needed a gymnasium for its athletic programs. To answer

the need, a group of concerned citizens banded together with the express purpose of raising the needed funds to build the gymnasium. The group

conducted fund raising events including a horse show. It asked for donations and worked hard. The money was raised and the gymnasium was built.

This was the beginning of the New Hope-Solebury Community Association. The group that raised the money

to build the gym, banded together and a charter was obtained. It has continued to serve the community ever since.

The horse show became the New Hope Automobile Show.

With the gymnasium built, the Community Association turned its attention to other community needs. Youth athletic groups were formed and funded. A park was purchased and turned over to the Park and Recreation Board. Scholarships are provided for students graduating from the high school.



At the Auto Show, the Community Association welcomes other community groups to join with them and raise funds for their programs, too. These groups include the local volunteer fire company, boy scouts, school groups, rescue squads, Jaycees, and Lions.

Wherever and whenever there is a community need, the Community Association is ready and willing to answer the need.

THE BEGINNING

A blend of the very old and the not-so-old.

When the first show was planned in the summer of 1957, it was designed to be a mixture of the very old cars and new sleek sports cars. Planners felt that the mixture would provide an interesting comparison between the pioneers dating back to the turn of the century and the modern, high performance racy models from Europe that were so popular at the time.

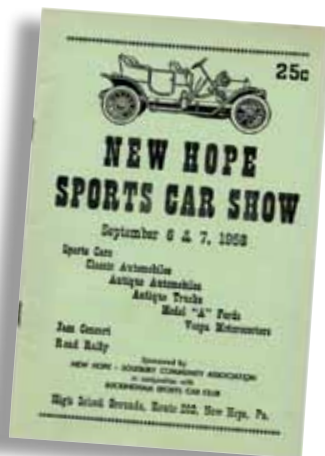
To carry out the theme, antique automobile owners from the area were invited to show their finely restored and expertly maintained automobiles. They accepted the invitation, bringing their Model T and Model A Fords, their Mercers, and Curved Dash Oldsmobiles, pre-war Lincoln Continentals and, yes, there was even an elegant Rolls-Royce in the collection.

To attract the sports cars, the planners contacted the Buckingham Sports Car Club and asked that they organize a concours d'elegance. This was the era of the imported sports car, clubs were formed and membership was at an all-time high. Contacting their neighboring

clubs, the Buckingham group attracted over 75 cars to the 1957 show. Owners of a variety of makes and models ranging from the classic MG-TD to the more stately Jaguar XK-120 including the Porsches, Austin-Healeys, Morgan+4s and everything in between, made their way to New Hope

for the show.

The show attracted more than 500 people. It was a success. The enthusiasts loved the blend of the old and new. A tradition was born.



NEW HOPE AUTOMOBILE SHOW BENEFICIARIES

Assisting student education.

Since its inception, the New Hope Automobile Show has contributed the bulk of the funds raised to scholarships for students of New Hope-Solebury High School.

Over the years the New Hope Automobile Show has raised

tens of thousands of dollars for these scholarships through the generous support of our sponsors.

With your help, in 2011 we will again provide these scholarship funds, so that every student has the opportunity to extend his or her education and pursue careers that could contribute to our growing community.



Supporting Bucks County charity organizations.

The New Hope Automobile Show also supports other charity organizations by partnering with them during the show.

Many Bucks County organizations have partnered with us by providing additional manpower to produce the show, running concessions, parking cars, and volunteering in numerous ways.

In return, the revenue is shared, thereby multiplying the charitable work that can be accomplished through the event. This unique relationship will continue in 2011.

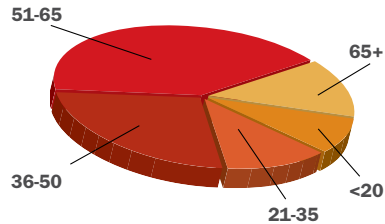
Remember, as a 501(c)3 organization, your contribution to the New Hope Automobile Show can provide a tax deduction for you or your company.

Your financial support of this event will continue the good works of thousands of people since the show's inception in 1957. You can help continue this legacy through your sponsorship.

Thank you.

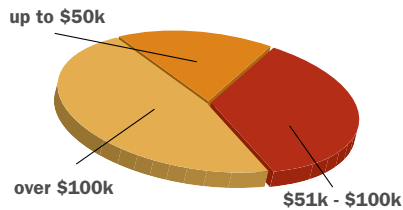
MARKET ANALYSIS

Who visits the show.



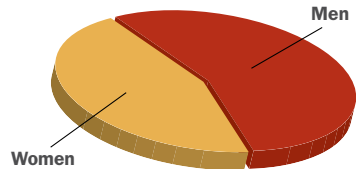
Age

9% are under 20
12% are between the ages of 21 and 35
25% are between the ages of 36 and 50
41% are between the ages of 51 and 65
13% are over 65



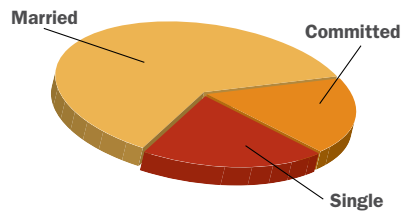
Income

17% have annual incomes up to \$50,000
36% have annual incomes between \$51k and \$100k
47% have annual incomes over \$100k



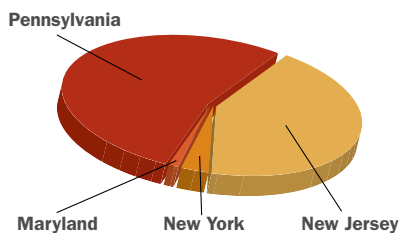
Gender

56% are men
44% are women



Marital Status

61% are married
19% are single
21% are in a committed relationship



Attendance by state

53% Pennsylvania
42% New Jersey
3% New York
1% Maryland

*Statistics are from a survey taken at the 2010 show.
435 people were surveyed. Not all questions were
answered by all participants.*

PROMOTION

Sponsorship benefits.

The goal of the New Hope Automobile Show is to provide a weekend of enjoyment for the car owners and spectators alike. An additional goal is to produce an environment where our sponsors are provided with a ready audience to promote their company. In past years, as many as 10,000 to 15,000 people have attended the show over the weekend. We look to achieve these numbers through various promotional efforts.

Public Relations

A public relations campaign will be coordinated with newspapers, television, and radio throughout the tri-state area. A show representative will be available to any and all outlets to promote the event. The newspapers usually run a feature story just prior to the show. Numerous articles will be published in the months leading to the show weekend.



Newspaper

Advertisements will appear in multiple newspapers and magazines throughout our region (*The Intelligencer, The Princeton Packet, the Bucks County Courier Times, the Bucks Herald, Nouveau Magazine* and *Bucks Life* among others). The show will also be advertised in the weekend edition during the show weekend.

Major sponsor logos will be included in all advertisements.

Television

All local television station outlets will be contacted prior to

the show. In the past, every station has covered the event with footage of the grounds, cars, and crowds, presenting a great opportunity for a sponsor's company banner or tent to be seen on air.

Radio

Press releases will be sent to all local radio station outlets. In the past, every station has covered the event with some broadcasting from the show grounds.

PROMOTION

Sponsorship benefits.

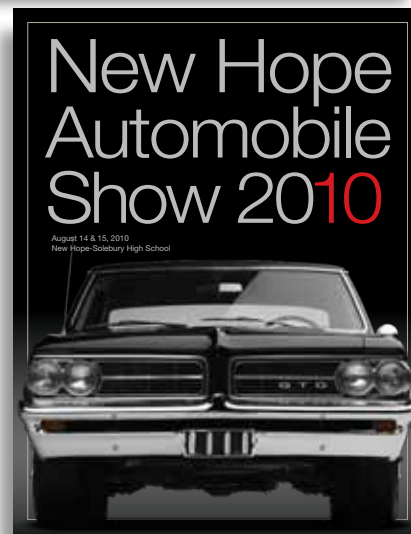
Posters

The New Hope Automobile Show posters are proven attention-getters and very popular with collectors. They are displayed in high traffic pedestrian areas throughout the 5-county area.



Show Program

A New Hope Automobile Show program is produced and all sponsors will be referenced and their logos displayed. This 4-color piece is distributed to all car show participants and the attending public during the show.



SPONSORSHIP OPPORTUNITIES

This is your chance to be part of a Bucks County tradition.

Presenting Sponsor

\$25,000

Name mention with the Show's title (for example ABC presents the 2011 New Hope Automobile Show)

- Reference in all presentations and programs used to promote the Show
 - Reference in all radio, TV and other media
 - One full-page color advertisement in the Show program
 - Logo and link on Auto Show website
 - Access to available automobiles for special events and promotions
 - Free admission for up to 100 VIP* guests per day
 - 250 Auto Show tickets
 - "Best of Show" trophy sponsorship – one awarded each day
 - Promotional item placed in the "Goodie Bag" given to all show car owners
-

VIP Tent Sponsor

\$10,000

- Prominent signage with the VIP tent
- Access to the tent, opportunity to dispense literature and/or promotional items in the tent
- Free admission for up to 50 VIP* guests per day
- 150 Auto Show tickets
- 50% discount on advertisement in the Show's official program
- Car Show Division Trophy Sponsorship on each day
- Promotional item placed in the "Goodie Bag" given to all show car owners

SPONSORSHIP OPPORTUNITIES

Judge's Breakfast & Refresher Tent Sponsor

\$5,000

- Opportunity to make remarks at the Judge's Breakfast
 - Signage and recognition at that Breakfast
 - Signage and recognition remaining in tent as it is converted to Refresher tent for remainder of the day
 - Access to the VIP tent, opportunity to dispense literature and/or promotional items in the tent
 - Free admission for up to 15 VIP* guests per day
 - 100 Auto Show tickets
 - Individual Trophy Sponsorship on each day
 - 30% discount on advertising purchased in the show's official program
 - Promotional item placement in the "Goodie Bag" given to all show car owners
-

Car Dealer Participation

\$2,500 per manufacturer brand name

- Designated area to display new vehicles
- Logo and link on Show website
- 25% discount on advertising purchased in the Show's official program
- 100 Auto Show tickets
- Promotional item placement in the "Goodie Bag" given to all show car owners

SPONSORSHIP OPPORTUNITIES

Show Car Division Trophy Sponsorship

\$500

- A Show Car Division judging – 1st, 2nd and 3rd place trophy sponsorship of choice for each day
 - 10% discount on advertising purchased in the Show's official program
 - 25 Auto Show tickets
 - Promotional item placement in the "Goodie Bag" given to all show car owners
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Individual Trophy Sponsorship

\$250

- A Show Car Trophy Sponsorship for one show day of choice
 - 5% discount on advertising purchased in the Show's official program
 - 10 Auto Show tickets
 - Promotional item placement in the "Goodie Bag" given to all show car owners
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***VIP Privileges include**

- Complimentary Parking
- Free admission
- Access to VIP Tent

August 13 & 14, 2011
New Hope-Solebury High School



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