



The
Greenbrier[®]
CONCOURS D'ELEGANCE

WHITE SULPHUR SPRINGS, WEST VIRGINIA

May 3 - 5, 2024

2024 SPONSORSHIP OPPORTUNITIES



On the Cover

1940 Mack ED Cab Pickup Truck

This 1940 Mack ED Cab Pickup Truck in a bright green finish is one of the incredible vehicles in Dwight Schaubach's antique collection. It's emblazoned with Schaubach's company lettering. He purchased the truck in 1993 and completed a total restoration.

Mack manufactured one of these models for each of its dealers. Only 123 of these ED Cab Pickups were made. During the war years, Mack constructed heavy-duty trucks to support the Allied Forces. Similar to other companies, Mack had its own version of "Rosie the Riveter" to assist in the effort. Mack played a major role as a military contractor in World War II by providing specialized products.

About The Greenbrier Concours d'Elegance

The Greenbrier Concours d'Elegance began in May 2018 and has held six spectacular events, each including three days of exciting activities for car enthusiasts from across the country at America's Resort, The Greenbrier. The Greenbrier has hosted automotive events for manufacturers throughout its storied history, and welcoming a showcase of this magnitude was simply the next step. The Greenbrier Concours d'Elegance was the result of years of planning and effort, and it honors the rich automotive history

at the resort, while celebrating new traditions that have grown throughout the years. The first six years have set a standard for what is to be expected, and organizers are working hard to ensure that The 2024 Greenbrier Concours d'Elegance, which will be held May 3-5, builds on that foundation, while continuing to search for ways to make the experience even better for all involved.



About The Greenbrier

The Greenbrier is a distinct and spectacular luxury mountain resort, situated in the Allegheny Mountains in White Sulphur Springs, West Virginia. It's best known as "America's Resort" and is synonymous with world-class, authentic hospitality. The Greenbrier experience, which began in 1778, offers a luxurious respite to discerning guests from around the world. The grand scale architecture, Dorothy Draper décor, immaculate attention to detail and legendary gracious service set The Greenbrier apart from all others. Guests walk in the footsteps of presidents, celebrities and generations of families who regard The Greenbrier as a "one of one" destination. The nearly 700 perfectly appointed Signature Resort Rooms, Classic and Historic Suites, Legacy Cottages and Estate Homes are situated on our breathtaking 11,000-acre playground. Play championship golf courses that regularly host the biggest events in the game or experience more than 55 activities, including professional indoor and outdoor tennis, off-road driving and falconry.



America's only private casino features table games, slot machines and the FanDuel Sportsbook for sports wagering. The Greenbrier's full-service, 40,000-square-foot world-renowned spa is widely recognized as one of the most luxurious mineral spas in the world, and the Retail Collection is comprised of more than 35 boutiques, shops and hand-crafted works of art. In addition to The Main Dining Room, which has served guests breakfast and dinner in style since 1913, The Greenbrier Restaurant Collection is comprised of 19 other restaurants, cafés and lounges, featuring traditional, award-winning cuisine. The Greenbrier Clinic has been practicing diagnostic medicine since 1948. The Greenbrier Sporting Club and The Greenbrier Legacy Club offer the pinnacle of luxury real estate, with exclusive homesites within distinctive neighborhoods across The Greenbrier estate. Follow The Greenbrier on Facebook at [TheGreenbrier](#), on Twitter at [@the_greenbrier](#) or on Instagram at [the_greenbrier](#).



Charities Supported

The West Virginia Autism Training Center



**WEST VIRGINIA
AUTISM TRAINING CENTER**
AT MARSHALL UNIVERSITY

The mission of the West Virginia Autism Training Center is to provide support to individuals with autism spectrum disorders as they pursue a life of quality. The West Virginia Autism Training Center (WV ATC) was established in 1984 by the WV Legislature and housed at Marshall University. Services are available to families of West Virginians with autism spectrum disorders as well as their educators and others significant in their lives..

AACA Library and Research Center



The Library and Research Center for the Antique Automobile Club of America is recognized as a world-renowned resource for the collectible vehicle community, striving to continue setting the standard in celebrating, collecting, preserving and sharing automotive legacy. The group's collection contains books, sales literature, brochures, company documents, owner's booklets, periodicals, service manuals and many more items, all relating to the automotive industry and hobby. The AACA Library & Research Center has a passion for the preservation of automotive history. It is open free to the public during normal operating hours. The library was formed in 1977 and merged with the Antique Automobile Club of America in January of 2008. The AACA promotes the preservation and enjoyment of automotive history of all types and is a 501 (C) (3) charitable organization. The club was formed in 1935 and is the oldest and largest car club in this country.

First Responders Children's Foundation



First Responders Children's Foundation provides financial support to both children who have lost a parent in the line of duty and families enduring significant financial hardships due to tragic circumstances. First Responders Children's Foundation also supports, promotes and facilitates educational activities and programs created and operated by law enforcement and firefighting organizations, whose purpose is to benefit children or the community at large.

Events at The Greenbrier Concours d'Elegance



The Summit Drive

Explore the mountains and back roads of West Virginia, including The Greenbrier Sporting Club, with an exclusive driving tour that kicks off the weekend on Friday, May 3. This ultimate driving experience begins with an amazing brunch at The Summit, normally reserved for members of The Greenbrier Sporting Club, and concludes with a scenic drive to Snowshoe Mountain Resort. The picturesque drive is filled with incredible views and historic locations. Full mechanical and technical support is available, as well as GPS tracking. Test the power and precision of your automobile while enjoying scenery you won't find anywhere else in the world.



Welcome Reception

The Welcome Reception is a casual gathering at the Indoor Pool – or Kate's Mountain Lodge in the event of inclement weather – that allows concours judges, participants and enthusiasts to become acquainted with the others involved while learning more about The Greenbrier and the weekend's activities. The event will run from 5 p.m. until 7p.m. on Friday, May 3, and include a sponsored bar and heavy hors d'oeuvres.



Cars and Cocktails

Made up of marques from around the world, Cars and Cocktails invites automobile clubs and individuals from across the country to The Greenbrier to share their favorite cars, or vintage trucks or motorcycles, on Saturday, May 4, for a day full of fellowship, unforgettable cocktails and fine automobiles. The area around The Greenbrier's iconic Springhouse and legendary Golf Clubhouse provides the setting for this incredible display of horsepower, from classics to modern, that allows car enthusiasts to enjoy the historic and elegant property at The Greenbrier while exploring unique automobiles.



Charitable Dinner

An evening of horse racing and horsepower on Saturday, May 4, begins with a Cocktail Hour. The Kentucky Derby pre-race action is shown on giant televisions throughout the room, and the Cocktail Hour – which will include The Greenbrier’s signature mint julep – will conclude with the race on the screens at 6:50 p.m. A buffet dinner filled with favorites from The Greenbrier’s award-winning culinary team will follow at 7 p.m., inside The Greenbrier’s largest ballroom, Colonial Hall. Entertainment is provided to keep guests engaged throughout the night, which will wrap up around 9 p.m. Funds raised at the Charitable Dinner, which includes live and silent auctions, benefit the AACA Library and Research Center, First Responders Children’s Foundation and the West Virginia Autism Training Center.

Sunday Concours

The iconic Front Entrance of The Greenbrier, which has been welcoming guests since 1913, provides the perfect backdrop for the weekend’s featured Concours, which showcases top collector cars from around the world. While visitors pick out their favorites and relive old memories, judges put pen to paper in an effort to determine the winners in each category, as well as the Best of Show. Cars are on display in and around the front circle throughout the day on Sunday, May 8.



Sponsorship Benefits



Media

Local, regional and national media all come to The Greenbrier to cover The Greenbrier Concours d'Elegance. In the past, coverage has come from Maxim, Hemmings, Classic Cars Journal, Sports Car Market and Motorweek, among others. The Greenbrier Concours d'Elegance features advertisements in major automotive publications leading up to the event. Top-level sponsors have their logos included in any advertisement and are mentioned in press releases created by The Greenbrier Concours d'Elegance team.



Social Media

The Greenbrier has more than 136,000 followers on Facebook, nearly 109,000 followers on Instagram and more than 43,000 followers on Twitter. Major sponsors receive mentions on these platforms. In addition, The Greenbrier website receives more than 210,000 visitors per month. The Greenbrier Concours d'Elegance is featured on The Greenbrier homepage throughout the year, driving visitors to the event website and thus to the event sponsors.



Program

Each Concours participant receives The Concours d'Elegance program, which is also available for patrons both Saturday and Sunday. Sponsors receive ads or mentions in the event program, corresponding to the sponsorship level. The full-color program contains maps, articles and car listings and is critical to the spectator experience.

On-site exposure

Based on sponsorship levels, sponsors will have a presence on-site throughout the weekend. On a peak spring weekend, The Greenbrier is filled with more than 1,200 guests, and the Concours d'Elegance will bring hundreds of additional visitors, as well. Many members of The Greenbrier Sporting Club and The Greenbrier Legacy Club are on property during this busy weekend, meaning thousands of potential customers can be reached through signage and messaging.

The Greenbrier brand

For more than two centuries, The Greenbrier has been synonymous with luxury and class, and an association with the legendary Greenbrier brand can bring a new audience to your business.





Sponsorship Opportunities




1923
PACKARD
1923 Packard 1923
Packard for the current model year. The Packard 1923 was the most popular Packard model for the current model year. It is a six-cylinder, four-door sedan with a 300 cubic inch engine. The Packard 1923 was the most popular Packard model for the current model year. It is a six-cylinder, four-door sedan with a 300 cubic inch engine. The Packard 1923 was the most popular Packard model for the current model year. It is a six-cylinder, four-door sedan with a 300 cubic inch engine.
Packard (Open)
Packard (Open)

Presenting Sponsor — \$25,000

The Greenbrier Concours d'Elegance is offering naming rights to a presenting sponsor who wants to be tied to the rapidly expanding weekend that honors the automotive history at America's Resort, The Greenbrier.

In return for the sponsorship, the Presenting Sponsor would receive:

- Naming rights for the event, which would become "The Greenbrier Concours d'Elegance presented by SPONSOR NAME"
- The Greenbrier Concours d'Elegance logo will add "presented by SPONSOR"
- New logo with sponsor name would appear on all advertising, signage, printed materials, social media platforms, etc.
- Press release announcing the new presenting sponsor
- Sponsor mention at each event throughout the weekend, with an opportunity for representative of sponsor to speak at each event
- Twelve (12) admission tickets to VIP area on Sunday
- Website acknowledgement of presenting sponsor agreement
- Social media post announcing sponsorship
- Space for a 10x10 tent near the show fields for Cars and Cocktails and Sunday Concours
- Twelve (12) Welcome Reception Tickets
- Twelve (12) Charitable Dinner Tickets
- Two-page spread ad in event program, which is presented free to all who attend
- Six (6) cars for twelve (12) people in Summit Drive
- Logo on Concours website with link to sponsor website
- Promotional material in gift bag provided by sponsor
- Six (6) rooms for two (2) nights at The Greenbrier during the event

Cars and Cocktails Sponsor — \$15,000

The Greenbrier Concours d'Elegance is offering the opportunity to be the Presenting Sponsor for Saturday's Cars and Cocktails.

In return for the sponsorship, the sponsor would receive:

- Sponsor name included on Cars & Cocktails logo to be used on all branding, signage, trophies and retail for event.
- Press release announcing Presenting Sponsor for Cars & Cocktails
- Five (5) SPONSOR mentions on PA system throughout Cars & Cocktails
- Six (6) admission tickets to VIP Area on Saturday
- Website acknowledgement as Presenting Sponsor of Cars & Cocktails
- Social media post announcing SPONSOR as Presenting Sponsor of Cars & Cocktails
- Space near the show field for Cars & Cocktails
- Six (6) Welcome Reception Tickets
- Six (6) Charitable Dinner Tickets
- Full-page color ad in event program
- Logo on Concours website with link to SPONSOR website
- Promotional material in gift bag provided by SPONSOR
- Two (2) rooms for two nights at The Greenbrier during event

Complimentary Admission Sponsor — \$15,000

FOR SUNDAY CONOURS

The Greenbrier Concours d'Elegance would like to offer complimentary admission to patrons who wish to visit the Sunday Concours, in order to open up these amazing cars to as large an audience as possible. The goal is to obtain a sponsor for the free admission, to help cover the lost revenue from ticket sales.

In return for the sponsorship, the sponsor would receive:

- Sign at entrance reading "Complimentary admission courtesy of SPONSOR NAME"
- Press release announcing complimentary admission thanks to SPONSOR
- Five (5) SPONSOR mentions on PA system throughout Sunday Concours
- Six (6) admission tickets to VIP area on Sunday
- Website acknowledgement of complimentary admission thanks to SPONSOR
- Social media post announcing complimentary admission courtesy of SPONSOR
- Space for 10' x 10' tent near the show field for Sunday Concours
- Six (6) Welcome Reception Tickets
- Six (6) Charitable Dinner Tickets
- Full-page color ad in event program
- Logo on Concours website with link to SPONSOR website
- Promotional material in gift bag provided by Sponsor
- Two (2) rooms for two nights at The Greenbrier during event

Event Sponsorship Opportunities

Charitable Dinner

\$12,000

- One (1) custom post on The Greenbrier social media channels
- Full-page color ad in event program
- Logo on Charitable Dinner page on Concours website with link to sponsor website
- Sponsor display inside Colonial Hall for Charitable Dinner
- Opportunity for sponsor to address the attendees at Charitable Dinner
- Promotional material in Concours owners gift bag provided by sponsor
- Six (6) Welcome Reception tickets
- Six (6) Charitable Dinner tickets
- Two (2) rooms at The Greenbrier for two nights during the event

Welcome Reception

\$10,000

- One (1) custom post on The Greenbrier social media channels
- Full-page color ad in event program
- Logo on Welcome Reception page on Concours website with link to sponsor website
- Sponsor display at Outdoor Pool for Welcome Reception
- Opportunity for sponsor to address the attendees at Welcome Reception
- Promotional material in Concours owners gift bag provided by sponsor
- Four (4) Welcome Reception tickets
- Two (2) Charitable Dinner tickets

Summit Drive

\$7,000

- One (1) custom post on The Greenbrier social media channels
- Full-page color ad in event program
- Logo on Summit Drive page on Concours website with link to sponsor website
- Sponsor display at The Sporting Club Lodge for Summit Drive
- Promotional material in Concours owners gift bag provided by sponsor
- Four (4) Welcome Reception tickets
- Eight (8) tickets to Summit Drive brunch
- Two (2) cars in Summit Drive

Other Sponsorship Opportunities

Entertainment

\$10,000

- Your company will sponsor the entertainment throughout the weekend
- Entertainment will perform at Welcome Reception, Cars and Cocktails, Charitable Dinner and SundayConcours
- At each location, there will be a sign in front of the entertainers reading "Entertainment provided by SPONSOR NAME"
- Entertainers will mention sponsors throughout performances
- Your company's logo on the Sponsors page of the Concours website, with link to your company's website
- Full-page color ad in event program



Gift Bag – \$5,000

- Your company's name and/or logo on the gift bags that are handed out to all Concours car owners and Cars & Cocktails car owners
- Your company's logo on the Sponsors page of the Concours website, with link to your company's website

Trophy Naming – \$5,000

- Opportunity to put SPONSOR name on either the Best in Class awards or Special Awards (Example: Best in Class presented by SPONSOR name or SPECIAL AWARDS presented by SPONSOR name).
- Name will be on the trophies, in the program and announced during awards ceremony
- Your company's logo on the Sponsors page of the Concours website, with link to your company's website

Lanyards and Credentials – \$5,000

- Opportunity to have your company's logo on the lanyards and credentials throughout the event
- Credentials will be worn by staff, volunteers, judges and car owners throughout the weekend
- Your company's logo on the Sponsors page of the Concours website, with link to your company's website



Advertising Specifications



Concours d'Elegance Program Advertising Specifications

FULL PAGE

Full Page with BLEED
8.75" x 11.25" (Live area 8" x 10.5")

HALF PAGE

7.5" x 4.75"
NO FULL BLEED with Half Page Ads

QUARTER PAGE

3.5" x 4.75"
NO FULL BLEED with Quarter Page Ads

MECHANICAL REQUIREMENTS FOR ALL ADS

■ All ads print in four-color process (CMYK).

ELECTRONIC SUBMISSION FORMATS

PREFERRED FORMAT:

PDF/X1a or TIFF. InDesign files must be converted to PDFs ("Press Quality" CMYK/300dpi, maximum quality, fonts fully embedded – not subsets).

OTHER ACCEPTABLE FORMATS:

Photoshop TIFF (CMYK/300dpi, flattened to single layer), or Adobe Illustrator EPS (CMYK, all fonts converted to outlines and rasterized graphics embedded).

We cannot be held responsible for color accuracy.

IMAGES: Photoshop TIFF or JPEG (CMYK/300dpi)

LOGOS: Adobe Illustrator EPS (all fonts converted to outlines and rasterized graphics embedded), Photoshop TIFF or JPEG (CMYK/300dpi)

■ When submitting your ad, please provide a contact for technical support, should one be needed. Please include your company name and city in filename.

■ Submit ads via internet link (Dropbox, Google Drive, OneDrive) and follow up with an email (subject line "CONCOURS AD 2023") to cam_huffman@greenbrier.com

IMPORTANT

NON-COMPLIANCE

SIZE

If the ad is sized incorrectly, we reserve the right to resize and/or re-create it to fit accordingly.

FORMAT

We cannot use ads, images, and logos sent as Microsoft Word or Publisher files, web graphics, or low-res graphics (under 300dpi).

Contact Information

If interested in any of the sponsorship opportunities included in this guide, or to create a customized sponsorship opportunity, please contact:

Cam Huffman

cam_huffman@greenbrier.com

The Greenbrier Concours d'Elegance
101 Main Street, West
White Sulphur Springs, WV 24986

GreenbrierConcours.com