



Cars & Coffee Lyon France | Sponsorship

**FAST CARS
CELEBRITIES
GENTLEMAN & LADIES DRIVERS
LUX LIFESTYLE**

Become a major sponsor and participant in the global phenomenon at Cars & Coffee. The prestigious first annual premiere event involves a hyper publicized static car show in a sought for

location in Lyon, France, a VIP Circuit day, and an evening banquet finishing with a toast of champagne! This December 2020 we are revving up the action at Cars & Coffee featuring World Famous brands, race car drivers, the most thrilling road rally event companies and famous automobile influencers! Ladies & Gentleman, Start your Engines for the hottest buzz event of the year!

Safety Measures

Please see our Event Details regarding the steps we are taking amid the coronavirus outbreak, including our event cancellation plan, all to make this year a socially distanced success!

Let's bring the supercar dream all over the world!

Cars & Coffee is a global phenomenon! Unforgettable memories and lasting personal and commercial connections are generated at these events. Car & Coffee creates an unmatched, emotional and immersive auto-industry experience which promotes enthusiasm and fraternity that in turn sparks interests and desires that drive the auto-industry economic growth to new heights.

The Economy Has Been Hit Hard! We are hitting back!

Cars & Coffee Lyon France is viable for the car enthusiast community, recreational automobile buyers, auto-related service industries, auto-insurance groups, auto makers, product services, technology producers, and all other affected industries.

The impact that is generated from these events extend beyond to other industry channels, that include but not limited to luxury goods designers and retailers, travel and hospitality providers and services, culinary experience caterers and retailers, media production and associated programs. **#stimulatetheeconomy with us today!**

A Partnership Made to Last!

A perfect pairing, Cannonball Run World Events and Cars & Coffee both embody the spirit of discovery and international adventure. Cannonball Run World Events has hosted road rallies for car enthusiasts across the globe in Europe, America and in Australia bringing car enthusiasts together year after year to take part in an unforgettable adventure. CBRWE is responsible for hosting Cannonball Run, Cannonball Run Rat Race and The Great American Run which iconically ran 200 supercars from Miami to Los Angeles. Cannonball Run World Events is a Proud Partner of Cars & Coffee and creates a major buzz among automotive fans and celebrities who take part in their action-packed events.

Featuring:

High Net Worth Individual Static Car Event

There is a huge market in Lyon for exotic cars, muscle cars, and automotive events. This event will feature creative team showcasings, photography crews, track time, circuit event, dinner banquet, prizes and more.

Exotic, Muscle, Antique, ESupercars & Hypercars

The most exclusive cars can enter the event, exotic supercars, supercharged muscle cars, E Supercars, Hyper cars and classics are on the showcasing block.

Iconic Circuit Run

VIP Gentleman & Ladies Drivers are invited for more action and thrill as they maintain control of their car in a safe closed circuit run, featuring a meet and greet with a professional race car driver!

Car enthusiasts and weekenders

This event gathers a socially-distanced crowd of car enthusiasts who are curious about sport and rare vehicles and promote a thriving market for car performance and design challengers for a changing global market.

Charity Fundraising

The purpose of this event will be to advertise for our sponsors and promote brand awareness for French and Europe business, tourism, and charity fundraising.

A Special Message for our selected Sponsors,

Rev up and get ready for this exciting business proposal. We at Cars & Coffee, a nonprofit association, have specifically selected you as a prime applicant as a partner in our upcoming global phenomenon event! The 2020 Cars & Coffee Lyon France Event is on its way coming this 20th in December. With 950 elite, high net worth individuals gathering in Lyon with their cars that have price tags that are as outrageous as our events, you can imagine we are going to turn some heads and blow up some instagram feeds! The presence and the energy from the guys and gals are unreeling, so much so that major label film crews and automotive press will be covering this event, not to mention the onlookers of the Fete de Lumiere happening in Lyon the week before.

There are as you can imagine, sponsorship spots open for partners that cannot pass up on the publicity, prime target marketing and raw energy from this event. Making way in this hot touristic major city, in prime holiday season, for 50 plus supercars is not easy. Even at a substantial entry fee of the participants, there are yet still tight budgeting issues we are constantly working to solve efficiently and effectively. We believe that your company can become a sponsor and reap multiple benefits as well as help us reach our goals for giving to charities. While we already have spots filling up to partner with this amazing, life changing event, we need your help to accomplish our vision in making Lyon a hotspot for car enthusiast events for years to come.

You can help by your sponsorship partnership. Your support is key.

If you would like to become a Partner and life long friend to the Cannonball Run World Events team and Cars & Coffee, a nonprofit association take time to consider our sponsorship and partner packages to help us achieve our mission. We also appreciate specified plans in order to meet your specific goals for this event, we are reverently looking to hear your thoughts and ideas.

We would like to honorably thank you in advance for your support and time! Your partnership is greatly appreciated and will be used towards target marketing your brand loyalty, bringing your brand to the front line on a global scale, and improving your value while donating to various charities. You can shoot us an email anytime sponsors@cannonballrunworldevents.com.

Please review our attached information about the event details and event description. Also visit our pages on instagram, facebook and linkedin for news and updates! In the meantime, we will be readying our engines for the starting grid!

With a Warm Regards,

Taylor Arnoux-Prost

Lead Coordination Cars & Coffee

Co-Owner Cannonball Run World Events

taylor@cannonballrunworldevents.com

Sponsorship with us is trusted!

Our team is dedicated in continuing to deliver a high yield, proven track-record excellence sponsorship experience.

Sponsors and partners that participate in sponsorship investments with Cars & Coffee Lyon France can expect to work with an internationally renowned team of automotive marketing professionals with an outstanding successful track record of creation and development of global automotive lifestyle brands. Our team has provided international static and driving events in the United States, Europe and Australia with a track record for delivering in quality, client satisfaction and extensive media coverage. We are experts in developing sponsorship strategies that attract high luxury brands and have a successful track record at delivering high yield returns. We have proven excellence in creating marketing awareness with online influencers, digital marketing, media coverage; print and press, online and television to generate large public and participant audiences for promotional branding awareness benefit. We responsibly manage and allocate sponsorship for the direct benefit of the Sponsor, featuring a professional transparent approach. Detailed issued statement reports we provide promote trust, professionalism, and Sponsor satisfaction. Building long-term professional relationships is crucial for maintaining our successful track record and we handle this with utmost importance and careful management.

Sponsorship Packages

Our team presents and executes detailed quality sponsorship packages with tiered amount ranges to meet a variety of budgets. Sponsors also have the option to be provided with a customized Sponsorship Action Plan Proposal created upon communication and coordination after learning specific missions and goals. We use paid client participation and VIP client participation so that no sponsorship investment is allocated towards any specific client accommodations during our events.

Digital Sponsor Packages

We've created a variety of digital touchpoints for your company to access our audience year-round from social posts to website integration. Check out the many ways you can make an impression pre and post show. Our Cars & Coffee website

will make its debut 40 days out from the event and ads will run until 40 days prior to the next major event.

Social Post | 250 Euros | 20 Available

Your company is guaranteed one social post on either Facebook or Instagram. Sponsor supplies an Image (with no copy), 50 words or 200 characters, Company Social Handles to Tag.

Website: Prestitial Welcome Ad | 3750 Euros | 1 Available

With the Prestitial Pop-Up Ad, your company is the first image that appears on screen for all visitors to see. Sponsor supplies a 600 x 500px Hi-Res and URL Link Website

Home Page Leaderboard Ad | 2500 Euros | 1 Available

This 728x90 digital banner placement generates thousands of eyeballs for your company on the home page. Sponsor supplies a 728 x 90px Leaderboard Ad Placement on the Homepage of Website.

Website: Home Page or Celebrity Stage Page Ad | 1250 Euros | 4 Available/per page

These two pages will be generating popular traffic. Your company receives a 190x190 Ad on the Homepage of the website will guarantee your message is seen. Sponsor supplies a 190x190px Hi-Res and URL Link.

Pre-Show: Custom EBlast | 2500 Euros | 2 Available

This sponsorship includes 1x Custom EBlast to be sent to Registered Attendees within 2 weeks of the event. Sponsor supplies HTML Code and desired subject line. A test will be sent to the client upon receipt of assets.

Pre-Show: Pre-Show Featured Vendor Email | 1000 Euros/per spot | 5 Spots Available

This custom email is sent within 2 weeks before the event and will highlight 5 vendors before the show offering an opportunity to promote special offers/products available at the event. Sponsor supplies a 190x190 Image, Headline: Up to 10 Words, Description: 50 Word or 200 Character Description, and URL. A test will be sent to all vendors prior to publication.

Post-Show Custom EBlast | 3750 Euros | 5 Available

This sponsorship includes 1x Custom EBlast to be sent to Registered Attendees within 4 weeks of the show. Sponsor supplies HTML Code and desired subject line. A test will be sent to the client upon receipt of assets.

Consumer E-Newsletter Sponsor of the Month | 500 Euros | 12 Available

Your company will take center stage on the official consumer e-newsletter distributed to over 2000 consumers and members. Our year-round event newsletter is sent the first week of the month. Only one sponsor per month receives a 728x90 web banner at top third of newsletter, along with a vendor spotlight section. Sponsor supplies a 728x90 Web Banner (Hi-Res), 190x190 Image for Vendor Spotlight, and Up to 50 Words or 200 Character Description, URL.

Sponsorship Media Kit

At-Show Sponsor Packages Registration Sponsorship | 15000 Euros | 1 Available

The Registration Sponsor will have all eyes on them by accessing attendees through the entire purchase process, including digital ad (with link) on the Eventbrite Website "Tickets" page, Lanyards (supplied by sponsor), Digital Banner placed on the consumer registration tickets, and Logo on Registration kick Panels. Sponsor supplies 728x90 hi-res file, URL, lanyards (quantity TBD closer to show). This sponsor will also receive the right to highlight the charity of their choice for fundraising. This sponsor will also receive exclusive invitation for future sponsorship opportunities with Cars & Coffee and also with Cannonball Run World Events. This Sponsorship comes with 2 VIP Gentleman and Ladies Driver CLUB PASSES.

Bag Sponsor | 7500 Euros | 1 Available

As the official consumer bag provider, your brand will be seen by nearly a thousand attendees plus onlookers throughout the main event area. Sponsor supplies the consumer bags (quantity TBD closer to the show).

Bag Insert | 3000 Euros | 5 Available

Put your company's literature in the hands of attendees with an insert into the official show bag. Up to 5 companies will receive this exposure. Sponsor supplies a minimum of 1,500 inserts.

Meterboard Signage | 2500 Euros | Available

Meterboard Signage Sponsor will receive one, double-sided meter board placed in a high traffic area in the main event area.

Media Wall | 3500 Euros | 15 Available

This media wall sponsorship allows for your branding to be seen and heard by thousands. Sponsor supplies a 30 second commercial to show management and we do the rest.

Brand Ambassador Package | 5000 Euros | Available

With the brand ambassador package, your company will receive the right to pass out literature to consumers beyond the confines of your booth footprint. Only two companies will receive the right to have brand ambassadors walk the entire main event area and pass out literature to consumers.

Lobby Signage | (Call for details/pricing)

Your company will be the first thing attendees see when they arrive to the event including passing traffic and onlookers, making sure attendees know you are at the show so they go to your booth.

Sponsorship Media Kit

Stage Integration Sponsorships Restoration Stage Sponsor | 3000 Euros | 5 Available

The Restoration Stage Sponsor will receive maximum exposure with LOGO affiliation associated with the stage including on the Ticketing Website / Stage Schedule page, On-Site Signage, On-Site Show Guide, and stage mentions in e-mails. In addition, as a stage sponsor you will receive 1x 20 minute demo, if desired.

Restoration Stage Demo | 500 Euros | 10 Available

The Restoration Stage Demo Sponsor will receive 1x 20 minute demo on the stage, and company name and representative listed on Ticketing website/stage schedule page, on-site signage, event guide.

Auto Detail Stage Sponsor | 3000 Euros | 5 Available

The Auto Detail Stage Sponsor will receive maximum exposure with LOGO affiliation associated with the stage including on the Ticketing Website / Stage Schedule page, On-Site Signage, On-Site Event Guide, and stage mentions in emails. In addition, as a stage sponsor you will receive 1x 3 minute demo, if desired.

Auto Detail Stage Demo | 500 Euros | 10 Available

The Auto Detail Demo will receive 1x 3 minute demo on the stage, and company name and representative listed on Ticketing Website / stage schedule page, on-Site signage, event guide.

Car Promotion Sponsorship

Car Promotion Sponsorship Package | 1500 Euros | 10 Available

The Car Promotion Sponsorship will let you make the most out of sponsoring your car at our event. In addition to the mass media and social posts during and following the event, our special sponsors will get exclusive social post mentions including 1 photo, stage mentions and a 30 second commercial featured on stage at the event if desired. This sponsorship includes 2 VIP GENTLEMAN and LADIES DRIVER CLUB PASS to give you full networking and brand promotion access.

Don't see something?

The Cars & Coffee sponsorship team can also create a customized program to meet your very specific marketing goals. For further information reachout to our team and send an email to sponsors@cannonballrunworldevents.com