



Cars & Coffee Lyon France

December, 20th 2020

Main Event @ 9:00-13:00 Paris Time Zone

La Place Bellecour, Lyon 69002

Hosted by Cars & Coffee

[Tickets](#)

Event Schedule

9:00-13:00 Main Event

13:30-18:00 Circuit Drive

20:00-21:00 Evening Banquet

Safety

CORONAVIRUS INFORMATION

Cars & Coffee Lyon France is subject to the local coronavirus restrictions and recommendations. No more than 950 persons will be permitted in the main event area. Sanitation stations will be present, proper use of masks will be obligatory for the entire duration of the event.

Cars & Coffee Introduction

One of mankind's bravest creations. The protagonist of a society relentlessly experiencing innovation. A mean of unification contributing to a globalized civilization. Automobile is, also and above all, a vehicle of passion. In motorsports it embodies the challenge to personal limits. It can turn millions of people into crowds of cheering fans. Strong emotions are unleashed when admiring speed, design and cutting edge technology. Automobile is the smile of children when they get a toy car and push it on the floor, imagining themselves adults one day. Some collect them, some admire them, some dream of them: this is the Cars & Coffee community, where automobile is lived as a way of sharing.

The Cars & Coffee Experience

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.

Our Mission #stimulatetheeconomy

Cars & Coffee is a membership non-profit association the mission of which is to: promote economic stimulus, innovative technology, and associated programs; facilitate the development, transfer, and commercialization of

technology among its members, partner organizations, universities, industry, and government; enhance economic growth, research and service; strengthen industrial competitiveness; and achieve technology-based economic development within a restructuring global economy.

Event Vision

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.

Our Experience

Exceptional communication and negotiation skills are areas that our team excels in. In our team of experts, we have asset skills such as; International brand awareness and promotion, sponsorship and sponsorship management, event organization planning and promotion, sales merchandising and marketing management, financial structuring and management, media and press promotion, sponsor and client relations and satisfaction, event management and live action problem solving and management, event staff and volunteer management. Within our team we also work with a large network array of blue chip and international clients and partners. Internally, we have produced energetic, entrepreneurial minded, self-motivated team members and partners throughout the years of our operations, events and projects. We have acquired team members with international business experience, strategic thinkers, capability of understanding client needs, international business cultures and market conditions. We have built an extensive black book of high networth global automotive enthusiasts, car collectors & car journalists in France, Monaco, Europe, Australia and the United States.

Our Legacy

Our value is acknowledged through our hard work and dedication to create successful memorable events, that provide essential support for the car

enthusiast and motorsport community and other various impacted communities at our event.

Fundraising

Donation and Fundraising for highlighted charity organizations is a key role at Cars & Coffee. Effective impact giving creates balance and goodwill and generates a strong community, local and government support. Earning and maintaining this support is also critical for delivering the high quality standard of our events.

Paid Client Participation

We use paid client participation and VIP client participation so that no sponsorship investment or donation is allocated towards any specific client accommodations during our events or other related activities.

Sponsorship

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.

Destination Lyon

Lyon, the World Capital of Gastronomy, and the third biggest city in France. It has a rich economic industry with an enormous community of car enthusiasts. Along with being voted the most liveable city, it is most notably a tourism hotspot for holiday travelers around the globe. An average of 3-5 million tourists make Lyon their destination every year with December being the busiest month. Unique to Lyon, the city features their annual week-long Festival of Lights in December attracting mass tourism. In attendance to Cars & Coffee Lyon France, participants are invited to bring and showcase their vehicle hyper center in Place Bellecour. Place Bellecour is a destination spot of its own, a densely populated area which will generate local buzz.

Media Coverage

We expect a large and highly positive media presence this December including; local and international news media channels, auto/motorsport categorized news channels, celebrity and social media influencers, Auto reviews YouTube channels, live YouTube broadcasting and a large social media presence.

The Main Event

Car enthusiasts, auto-business and communities gather to share, network, promote and support a highlighted charity organization. High profile networking opportunity and sharing coffee around this 50 vehicle car show, the main event will feature innovative technological speakers in a changing

global economy, celebrity auto-industry influencer appearances. Participants will learn about opportunities all while being entertained by spectacles featuring local artists.

Ticketing

E-Tickets and Will Call are listed on [Eventbrite](#) and Payments are processed through [PayPal](#) to Cars & Coffee, processing fees may apply. Purchase of tickets for the event is promoted through various channels of online media marketing, press articles and social media outlets. Ticket sales will close on the day of the event or before if capacity of 950 is reached. Space is limited to 50 showcase vehicles and are operated on a first come first serve basis. For more information or to register your showcase car with us please contact us @ taylor@cannonballrunworldevents.com

VIP Gentlemen and Ladies Driver CLUB PASS

Includes admission for one person and one car into the main event area. Complimentary coffee. Premium access to our VIP Gentleman and Ladies Drivers Pit in the main event area featuring regionally themed gourmet catered lunch, invitation to drive in a closed track environment at a nearby professional driving circuit, meet and greet with a professional racing pilot, fine dining in a World Class Evening Banquet and eligibility to be randomly selected to win the Cars & Coffee Ultimate Grand Prize. Valid Driver's License is required. Ramrodding, donuts or excessive revving of your engine while inside of the main event area is forbidden. We will contact you after purchasing to get your vehicle description and details.

VIP CLUB PASS

Includes admission for one person into the main event area. Complimentary Coffee. Premium access to our VIP Gentleman and Ladies Drivers Pit in the main event area featuring regionally themed gourmet catered lunch, invitation to drive in a closed track environment at a nearby professional driving circuit, meet and greet with a professional racing pilot, fine dining in a World Class Evening Banquet and eligibility to be randomly selected to win the Cars & Coffee Ultimate Grand Prize.

Circuit Drive

Invitation to drive with us in a closed professional Circuit following immediately after the main event. Unleash the power of your supercar in a safe closed circuit environment, maintain control while the adrenaline driven emotions soar, meet and greet with a pilot professional all while networking with the other High Class Individuals of the car enthusiast community. Coordinates & Directions for the circuit will be released 72 hours prior to the start of the event.

Eligibility to Win

Ultimate Grand Prize at the winners block of victory! Determining a winner is not related to driving performance, safety is heavily encouraged.

Evening Banquet

This evening we cordially invite you to indulge with us in a World Class aspiring culinary artistic presentation full menu cuisine including a glass of Champagne.

All Access VIP Perks

You'll be registered for exclusive event invitations, private parties, extended media coverage, discounts, promotional items, gifts and more! To register just provide us with your contact information and VIP ticket receipt to director@cannonballrunworldevents.com

SUPERCAR SHOWCASED PASS

Includes admission for one person and one vehicle into the main event area and complimentary coffee. Valid Driver's License is required. Ramrodding, donuts or excessive revving of your engine while inside of the main event area is forbidden. We will contact you after purchasing to get your vehicle description and details.

Cars & Coffee FANS PASS

General admission for one person into the Main Event area with complimentary coffee. Intended for spectators and fans who are not showcasing a car in the main event area.

Vendors

Vendor booths are made available for promotional items or activities. No vendors are authorized to sell items or services at this time on site of the event. Giveaways are permitted with prior written authorization from Cars & Coffee. Catering, food and drink vendors will be responsible for upholding the proper local requirements of health code and safety regulations. Vendors are asked to give a donation for the use of the main event area. Vendors in direct market competition with official sponsors will be discouraged.

Sponsor Materials

Sponsorship partners are to provide or finance promotional materials. Deadlines for defined specifications should be finalized at least three weeks prior the date of the event. Sponsors are public information and are allowed to promote according to the capacity of their sponsorship investment. Sponsors are permitted to set up promotional booths on the day of the event if all specifications are authorized at least three weeks prior.

Security

Private security detail will be present during the event along with an increased presence of local authorities during the main event.

Event Liability

Cars & Coffee holds the following:

EVENT CANCELLATION COVERAGE

Covers reimbursement expenses such as lost deposits and other fees should something unexpected force us to delay or cancel the function. We find this coverage necessary amid the Coronavirus government policy changes and restrictions.

EVENT LIABILITY COVERAGE

To protect the organization if found responsible for property damage or an injury caused during the event. The vast majority of venues also require this type of policy. We find this necessary as we will be hosting high end vehicle assets during the event and other various vehicles and participants are involved.

Modifications

Please be advised, as is true for all live events, modifications and changes may occur. If so, our team will be there to promptly update you and/or compensate you if paid aspects of the event are not provided. After purchasing, If you are unable to attend and provide prior notice, you may be eligible for a refund.

Cancellation

This is a rain or shine event. In the case of the coronavirus pandemic restrictions or other circumstances cause the event to be cancelled, the event will be promptly rescheduled and purchased tickets and sponsorships will automatically be transferred to the new event date. Refunds will be issued on a case by case basis. Refunding for cancellation will be offered.

Refunds

If this event has been cancelled, or you think you might be eligible for a refund please contact taylor@cannonballrunworldevents.com

Become a Cars & Coffee Member

We thank you for your support in participating in our event and will submit your application to become a Member or Partner of the Cars & Coffee non-profit association. We value and appreciate your role in giving back to your community! While donations are accepted, they are not heavily encouraged.

Event Coordination Plan

1. Friday December 18, 2020, 48 HOURS till event

Vendors will be contacted to verify specifics and to confirm that everything for the event is prepared and on schedule. Any necessary actions needed to be taken will be adjusted accordingly in the event of changes or cancellations.

Vendor(s) will provide the following:

Barricades & Nylon roping sufficient for Place Bellecour and 50 parked cars

Tents, high tables and possibly chairs and low tables

VIP Catering tent accommodations, serving trays, cutlery, ect.

Large Screen Display and Protective Tent with mini stage

DJ tent and sound system

Security Officers patrolling the event

Individuals manning the entrance, exit and directing traffic

Individuals manning vendors booths

Coffee distribution vendors and their supportive tents, equipment and staff

Emails will be sent out as a reminder to all Registered Participants

Sponsors will receive event project updates on all desired modifications and any last minute details or equipment will be coordinated at this time. Banners, flags and promotional material will be verified to be delivered on event day.

2. Saturday December 19, 2020, 24 HOURS till event

Event Coordination meeting will be held via zoom conference call with all on ground staff and volunteers to go over the details and arrangements of the event. The purpose of this meeting primarily is to have full cooperation and collaboration among individuals who will be participating on the event grounds. Team work will be heavily emphasized as it will cause the event to run as smoothly as possible.

Troubleshooting scenarios and live time problem solving skills will also be discussed.

Questions will also be taken and answered at this time. All staff and volunteers that do not attend the meeting will be given the minutes to review via email.

3. Sunday December 20, 2020 05:00-08:00

Banners, flags, tents, barricades, sanitation stations, nylon ropes, tables, chairs and other various vendor equipment will be delivered to Place Bellecour, Lyon 69002

Sanitation Stations will be placed at the entrance and exit of the event and installed at this time

Barricades will be placed surrounding the entire Place with the exclusions of one entrance zone and one exit zone and the diagonal sidewalk area that crosses through the Place. (reference the diagram below)

Flags will be placed spaced accordingly for one at the back of each parking spot limit on each side per car, this is to ensure parking spot zones are marked and clearly located (diagram)

Large screens and tents will be set up and placed in the center of the Place in front of the large central statue. Additional sound systems and other equipment will also be set up at this time.

Nylon ropes will be placed along the walking/viewing spaces of the cars to prevent incidents occurring during the event. Security will also be monitoring these spaces frequently throughout the event.

Tents will be set up at this time including the Gentleman Drivers VIP Club Catering tent. A space sufficient for the catering vehicles and staff will be marked off.

Tables and chairs will be positioned, all equipment will be sanitized after installation as per covid sanitation standards.

Additional sanitation equipment and stations will be placed and monitored at this time.

Entrance station and registration booth will be set up at this time.

All on ground event staff must arrive by no later than 08:30

4. Sunday December 20, 2020 09:00-11:00

We will begin receiving participants at this time. Participants will drive/walk up to the registration booth and check in via QR code they have received. All participants will receive appropriate wristbands. If no prior registration is applicable they will be asked to enter and to finish registration and validate with security. Failure to register

will require security to ask the participant to leave the event immediately via event exit.

All arriving showcase cars will be directed by security to parking spots in the zone specified for their make and model of their vehicle. (see diagram)

Participants that are registered for the VIP Gentleman Drivers Club will receive wristbands that will allow them access to the Drivers Club area and the catering accommodations that follow.

At 10:00 the Cars & Coffee Presentation will commence on the main stage, the agenda will be as follows:

- Welcome speech and greeting, community support message, upcoming events mentioned, thank you to sponsors.

Music from our DJ and special automotive themed clips will play for intermissions.

- A word from our Sponsors presentation 1

Continued Intermission

- A word from our Sponsors presentation 2

Continued Intermission

- Dance Spectacle from local dance group

Continued Intermission

- A word from our Sponsors presentation 3

Continued Intermission

Main Stage Presentation to be edited and revised up to 21 days prior to the event.

The Security on ground will patrol and acknowledge activity going on in the grounds, if necessary authorities close by will be notified.

Coffee from our selected vendors will commence distributing coffee and other non alcoholic beverages to banded participants in the event.

Various vendors may commence promotional services and giveaways.

Networking and sharing will be highly encouraged at this time.

5. Sunday December 20, 2020 11:00-12:30

Gentleman Drivers VIP Club will begin serving the gastronomic experience tastes. Tickets may be sold outside of the service area last minute provided that space is still available.

The charity event that we have chosen to highlight will be announced and a short presentation given followed by instructions to donate will happen at this time.

Main Stage will highlight newest buzz car arrivals and present upcoming events and commence the grand finale spectacle.

Security will continue to monitor vehicles.

Media Coverage Professionals and Sponsors will be again highlighted on the main stage after the grand finale.

6. Sunday December 20, 2020 12:30-1:00

Participants will begin to be encouraged to exit their cars from Place Bellecour and given detailed instructions on how to attend the second stage of the event.

Directions to the Circuit will be provided via email upon registration to all the applicants that will be attending the Circuit phase.

Security will help direct the exiting of the vehicles and the participants and spectators. All vehicles will exit out of the designated exit and all spectators on foot will exit through the entrance area of the event.

Once all vehicles have cleared out of a zone, take down and pack up of materials and equipment will begin by the event staff.

Once all the cars have exited the Bellecour area, all tents, stage, and other vendor equipment will be packed up and removed off the site.

Barricades finally will be collected and removed.

Any trash or other items that are left will be collected by event staff and properly disposed of or returned to the property owner following a lost and found procedure to be designated.

7. Sunday December 20, 2020 2:00-18:00

Participants in stage 2 of the Circuit portion of the event will arrive at the Circuit and receive instructions and organization based on the Circuit administration regulations.

Participants will be able to test their driving skills in a real life driving experience on a circuit and receive monitoring and information about their laps, this is intended for pure enjoyment only a race is not promoted during this event.

A winner will arise at the closing of the event via a name drawing and be presented with a grand prize including but not limited to, a 2 person entry to the upcoming Cannonball Run World Events Route.

Participants will then be directed to join us for the third and final stage of the event; a dinner banquet. Directions will be sent out via email to all registered participants.

8. Sunday December 20, 2020 20:30

A finish of the day dinner banquet will commence and finish of the evening.

A toast to our participants and sponsors will be highlighted during the dinner.

In closing of the event all participants will be acknowledged and thanked via email and be listed for exclusive upcoming events.

Media groups and Sponsorship thank you letters will be sent out in closing of the event and to promote future collaborations.

Cars & Coffee Lyon France Event is upheld to the standards of Cars & Coffee.

Cannonball Run World Events is a Proud Partner of Cars & Coffee.