

The New Hope Automobile Show

2016 sponsorship opportunities



*August 13 & 14, 2016
New Hope-Solebury High School
New Hope, Pennsylvania*



THE NEW HOPE AUTOMOBILE 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 principal 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.

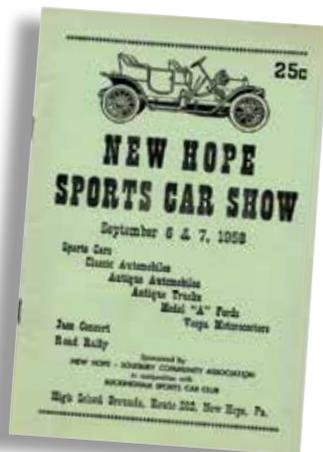
When the first show was planned in the summer of 1957, it was designed to be a mixture of the very old cars and new sleek sports cars. Planners felt that the mixture would provide an interesting comparison between the pioneers dating back to the turn of the century and the modern, high performance racy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

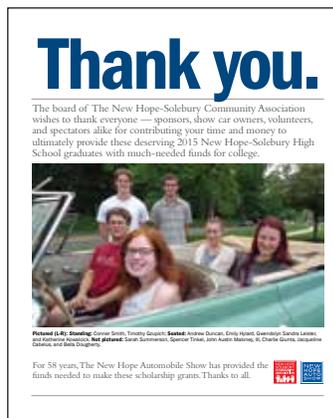


NEW HOPE AUTOMOBILE SHOW BENEFICIARIES

Funding cancer research. 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 Show has provided tens of thousands of dollars to deserving college-bound students.



In 2014 we began our relationship with Fox Chase Cancer Center, contributing \$10,000 to fund cancer research. Our relationship with Fox Chase Cancer Center will continue for our 2016 Auto Show.

We thank all of our 2015 sponsors for their generous support.

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 2015.

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.

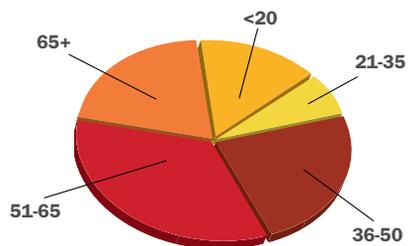
Your financial support of this event will continue the good works of thousands of people since the show's inception in 1957. You can help continue this legacy through your sponsorship.

Thank you.

MARKET ANALYSIS

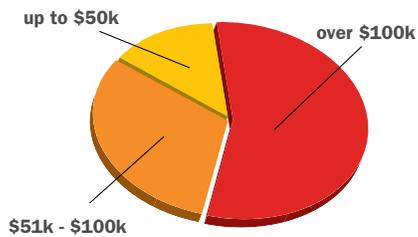
Who visits the show.

The New Hope Automobile Show attracts **7,000** to **10,000 visitors** over the two-day weekend event.



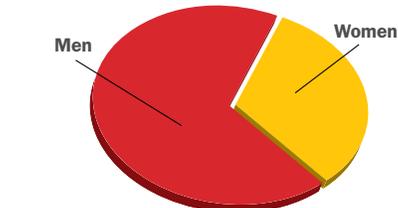
Age

14% are under 20
7% are between the ages of 21 and 35
23% are between the ages of 36 and 50
33% are between the ages of 51 and 65
20% are over 65



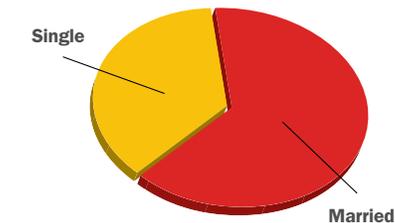
Income

9% have annual incomes up to \$50,000
21% have annual incomes between \$51k and \$100k
37% have annual incomes over \$100k



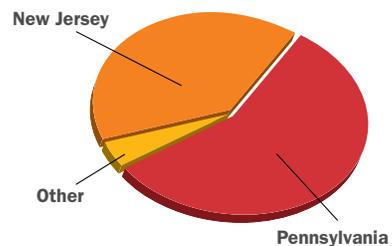
Gender

68% are men
32% are women



Marital Status

30% are married
17% are single



Attendance by state

43% Pennsylvania
30% New Jersey
3% Other States (NY, CT, DE, FL)

Statistics are from a survey of 326 people who attended the 2013 show. 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 7,000 to 10,000 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 Hunterdon Democrat, the Star Ledger, the Bucks Herald, Princeton Magazine, Radius, and Bucks Life* among others).

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 are sent to all local radio stations. In the past, stations have broadcast from the show grounds.

This weekend you can see some beautiful antique and classic cars and help fund cancer research. Or you can stay home.

The 2015 New Hope Automobile Show | **August 8 & 9**
New Hope-Solebury High School
New Hope, PA | 9am - 4pm

Supporting the Fox Chase Cancer Center
New Hope-Solebury Community Association
Fundraising student scholarships and local charities since 1952

Hot Rods 8076 cars

Official Sponsor

Hot Rods 8076 cars

This year, we celebrate the convertible. This 1952 Studebaker Commander Coupe will be on display each day.

PROMOTION

Sponsorship benefits.

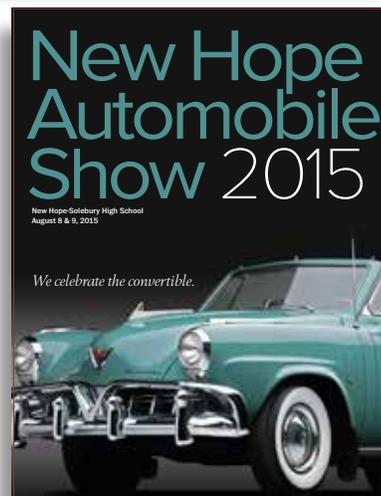
Posters

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 distributed for free each day of the show. All sponsors will be referenced and their logos displayed. This 8.5" x 11", 28-page, 4-color publication contains valuable information for car collectors and the general public. A perfect place to advertise to this affluent market, whether it's a car dealership, a restaurant, or a financial planning firm.



SPONSORSHIP OPPORTUNITIES

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

Platinum Sponsor – \$25,000

100 tickets, 40 VIP guests, full page premium space color ad in program book (outside back or inside front or back cover, available on first come basis), logo on poster and all advertising (Presented by...), recognition on social media, logo on our website with link to your website, promotional material in gift bag, 15' x 15' space with tent, tables and chairs, includes prime space placement. Photo opportunity to be used for press releases, email blasts, social media.

Chairman's Circle *(Bundled Package)*

A group of businesses can partner together to sponsor the event. Requires 5 businesses to commit to \$5000 each. In addition to the benefits provided at the \$5000 level, these 5 sponsors will have their logos on the event poster and on our website with direct link to your website. Logos will also be present on all paid print advertising and Auto Show tickets. Photo opportunity with all sponsors to be used for press releases, email blasts, social media.

Gold Sponsor – \$10,000

80 tickets, 25 VIP guests, full-page premium space color ad in program book (inside front or back cover, available on first come basis), logo on poster, recognition on social media, logo on our website with link to your website, promotional material in gift bag, 10' x 10' space with tent, table and 2 chairs.

Silver Sponsor – \$7,500

50 tickets, 20 VIP guests, full-page color ad in program book, recognition on social media, logo on our website with link to your website, promotional material in gift bag, 10' x 10' space with tent, table and 2 chairs

Brass Sponsor – \$5,000

20 tickets, 16 VIP guests, full-page color ad in program book, recognition on social media, logo on our website with link to your website, promotional material in gift bag, 10' x 10' space with tent, table and 2 chairs.

VIP Tent Sponsor – \$3,500

16 VIP guests, full-page ad in program book, banner on VIP tent (you provide), recognition on social media, listing on our website with link to your website, promotional material in gift bag, 10' x 10' space only (you provide tent, table, chairs)

SPONSORSHIP OPPORTUNITIES

Water Sponsor *(Water for the event for volunteers and patrons. Approximately 5000 bottles.)*
20 tickets, 4 VIP guests, half-page color ad in program book, recognition on social media, listing on our website with link to your website, promotional material in gift bag, 10' x 10' space only (you provide tent, table, chairs): you may give out a portion of the water donation from your space.

Gift Bag Sponsor *(Provide gift bags for 600 car owners and guests.)*
20 tickets, 4 VIP guests, half-page color ad in program book, recognition on social media, listing on our website with link to your website, your name and logo on gift bag, promotional material in gift bag

Phaeton Sponsor – \$3,000
16 VIP guests, half-page color ad in program book, recognition on social media, listing on our website with link to your website, promotional material in gift bag, 10' x 10' space with tent, table and 2 chairs.

Cabriolet Sponsor – \$2,000
10 VIP guests, half-page color ad in program book, recognition on social media, listing on our website with link to your website, promotional material in gift bag, 10' x 10' space only (you provide tent, table, chairs)

Touring Sponsor – \$1,000
6 VIP guests, half-page color ad in program book, recognition on social media, listing on our website with link to your website, promotional material in gift bag

Coupe Sponsor – \$500
2 VIP guests, third-page color ad in program book, recognition on social media, listing on our website

Trophy Sponsor – \$250
10 tickets, listing in program book, listing on our website

VIP privileges include complimentary parking, free admission, access to VIP tent.



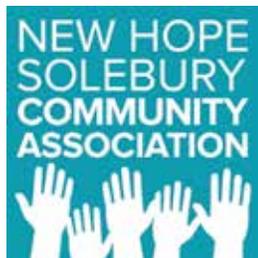
August 13 & 14, 2016
New Hope-Solebury High School



Since 1957

P. O. Box 62
New Hope, Pennsylvania 18938
[215] 862-5665
www.newhopeautoshow.com
showinfo@newhopeautoshow.com

Sponsored by



Since 1949

P. O. Box 62
New Hope, Pennsylvania 18938
[215] 862-5665
www.newhopesoleburyca.org

Donors with gifts totaling \$500 or more to the New Hope Automobile Show in any calendar year will be gratefully acknowledged in our annual donor listings. If you prefer to remain anonymous, please write to us at New Hope-Solebury Community Association, PO Box 62, 188 W. Bridge Street, New Hope, PA 18938. The official registration and financial information of the New Hope-Solebury Community Association may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. As required by I.R.C. 170(f)(8), we are pleased to acknowledge your gift and note that no goods or services have been provided in consideration therefore. .
Our Tax Exempt ID# 75508806
The New Hope-Solebury Community Association is a 501(c)3 entity.