

# THE NEW HOPE AUTOMOBILE SHOW 2021 SPONSORSHIP OPPORTUNITIES



August 14 & 15, 2021  
New Hope-Solebury  
High School  
New Hope, Pennsylvania



# THE NEW HOPE AUTOMOBILE SHOW

*Photographs from previous shows.*



# NEW HOPE-SOLEBURY COMMUNITY ASSOCIATION

*Serving the New Hope and Solebury communities.*

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 fundraising 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.

## COVID NOTE

All of the sponsorship opportunities presented in this document are subject to COVID restrictions, and could effect the ability to have the show, the attendance, or both.

During the recent pandemic, the Community Association raised \$10,000 to help local families in need of groceries.

The summer of 2021 will see the

Community Association produce a July Concert Series, Youth and Adult Tennis Tournaments, and a Youth Baseball Tournament.

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

# THE BEGINNING SIXTY-FOUR YEARS AGO

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

**W**hen 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.

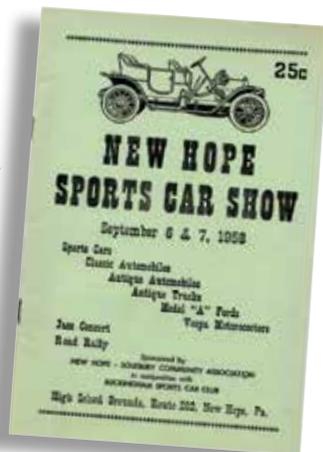
To carry out the theme, antique automobile owners from the area were invited to show their finely restored and expertly maintained automobiles. They accepted the invitation, bringing their Model T and Model A Fords, their Mercers, and Curved Dash Oldsmobiles, pre-war Lincoln Continentals and, yes, there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

**S**ince 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.

Since 1957, the Show has provided



over \$1.5 million to college-bound students and local charities.

Over the years, the Show has helped fund community projects that make New Hope and Solebury a special place to live and work.

We thank all of our 2019 sponsors for their generous support.

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*Supporting Bucks County nonprofit and charitable organizations.*

**T**he New Hope Automobile Show is a production of the New Hope-Solebury Community Association.

Since 1949, the Community Association has raised money to help provide funding for local community projects and non-profit organizations that make New Hope-Solebury unique.

In 2020, the Community Association raised \$10,000 to help provide food to local families during the COVID-19 pandemic.

As we look ahead to the 21st century, The New Hope Automobile Show will

continue to adapt to meet the needs and diversity of the ever-changing collector car hobby.

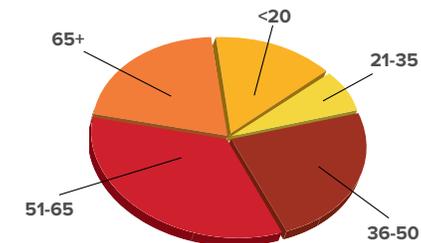
Your financial support of the Auto Show supports the good works of thousands of people since the show's inception in 1957. You can help continue this legacy through your sponsorship.

**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. Thank you.**

# MARKET ANALYSIS

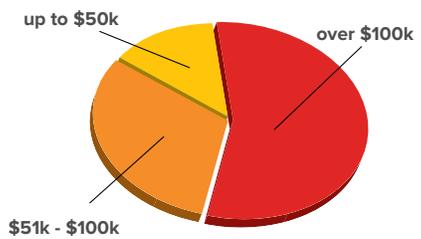
*Who visits the show.*

Over the two-day event, The New Hope Automobile Show attracts **4,000 to 6,000 visitors.**



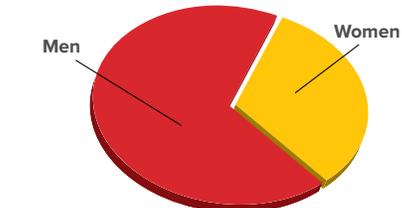
## Age

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



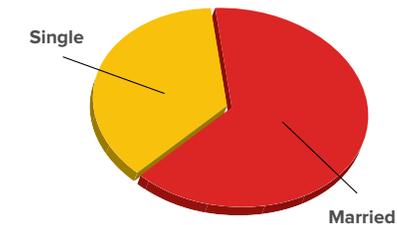
## Income

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



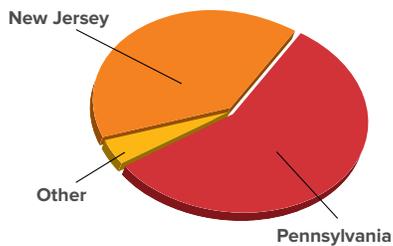
## Gender

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 2019 show.  
Not all questions were answered by all participants.

# PROMOTION

## *Sponsorship benefits.*

**T**he 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. Our promotional efforts include:

### **Public Relations**

A coordinated public relations campaign touches all media: print, internet, and broadcast. Numerous feature articles are published in the months leading up to the show weekend.

### **Advertising in Print Media**

Advertisements appear in multiple publications throughout our region (*The Intelligencer, The Princeton Packet, the Bucks County Courier Times, the Hunterdon Democrat, the Star Ledger, the Bucks County Herald, Princeton Magazine*, among others). Major sponsor logos will be included in all advertisements.

### **Online Advertising**

We place banner ads in *The Philadelphia Inquirer*, and on numerous newspaper

websites in Bucks, Montgomery, Lehigh, Hunterdon, and Mercer counties.

### **Social Media**

Throughout the year and especially during the months leading up to the show, we post to Facebook, Instagram, and Twitter. Sponsors are linked to these boosted posts.

### **Television**

Every local station has covered the event with footage of the grounds, cars, and crowds, presenting a great opportunity for on-air sponsor recognition.

### **Radio**

Local radio stations have done live broadcasts from the show grounds. They've also created excitement with ticket give-away contests in the weeks leading up to the show.

### **In-Theater Advertising**

Month-long promotions run prior to the show at 3 art-house theaters: The County Theater, Doylestown; Ambler Theater, Ambler; and the Princeton Garden Theatre, Princeton, NJ.

# 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

This 8.5" x 11", 28-page, 4-color publication is distributed for free at the show. It 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.

## Website

For select sponsors, The New Hope Automobile Show website displays your logo on every page with a link back to your website. With 30,000 page views in May, June, and July your business reaches an affluent auto enthusiast audience.



# SPONSORSHIP OPPORTUNITIES

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

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## **Platinum Sponsor – \$25,000**

100 tickets, 30 VIP guests, full page 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.

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## **Chairman's Circle** *(Bundled Package)*

A group of businesses can partner together to sponsor the event. Requires 5 businesses to commit to \$5,000 each. In addition to the benefits provided at the \$5,000 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.

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## **Gold Sponsor – \$10,000**

80 tickets, 18 VIP guests, full-page 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.

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## **Silver Sponsor – \$7,500**

50 tickets, 14 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.

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## **Brass Sponsor – \$5,000**

20 tickets, 10 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.

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# SPONSORSHIP OPPORTUNITIES

**Water Sponsor** (*Water for the event 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.

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**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.

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## **Phaeton Sponsor – \$3,000**

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 with tent, table and 2 chairs.

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## **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).

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## **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

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## **Coupe Sponsor – \$500**

2 VIP guests, third-page color ad in program book, recognition on social media, listing on our website.

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## **Trophy Sponsor – \$250**

10 tickets, listing in program book.

*VIP privileges include complimentary parking, and free admission.*

# THE NEW HOPE AUTOMOBILE SHOW

*Photographs from previous shows.*



For sponsorship information, please call  
**Karen Etkoff at (212) 725-3775**  
or email Karen at  
**[ketcoff@newhopeautoshow.com](mailto:ketcoff@newhopeautoshow.com)**

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August 14 & 15, 2021  
New Hope-Solebury High School

Since 1957



P. O. Box 62  
New Hope, Pennsylvania 18938  
[215] 862-5665  
[www.newhopeautoshow.com](http://www.newhopeautoshow.com)  
[showinfo@newhopeautoshow.com](mailto:showinfo@newhopeautoshow.com)

Sponsored by

Since 1949



P. O. Box 62  
New Hope, Pennsylvania 18938  
[215] 862-5665  
[www.newhopesolebury-ca.org](http://www.newhopesolebury-ca.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.