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# SHOWCASE

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British Classic & Sports Car Gala

Sponsorship Brochure

Saturday 11<sup>th</sup> – Sunday 12<sup>th</sup> May 2019

Cowdray House  
West Sussex



## Event Description

*“a classic car event organised **by** members of classic car clubs **for** classic car owners and enthusiasts”*

Saturday 11th May 2019    Evening - Gala dinner for up to 150 guests in Buck Hall, Cowdray House  
Overnight - Up to 20 luxury guest rooms in Cowdray House

Sunday 12th May 2019    Morning – 200 car 60 miles Road Run across the South Downs  
Afternoon – Vintage stalls,  
Live music from the 1920s - 1970s,  
Up to 800 classic & sports cars on display  
Presentation of trophies

 View video of the 2017 event at [www.showcase-classic-cars.events](http://www.showcase-classic-cars.events)

The 2019 event will be in support of Alopecia UK (Registered charity No.1111304)



# Entertainment

Beautiful views over the

South Downs at our Cowdray House venue provide a terrific backdrop to the hundreds of fabulous classic cars on display.

Attendees will find plenty of vintage stalls and motor trade stands to browse, along with vintage afternoon teas, and a fabulous selection of foods.

The vintage ambiance will be complemented by live music performed throughout the day, providing the sounds of jazz, swing, 1940s harmonies, and a big brass band.

It's enough to make one want to get up and dance the afternoon away !

Acts for 2019 to be confirmed.





# Showcase 2019

Up to 800 classic & sports cars expected (mostly British marques)

Up to 5,000 attendees expected

A well known TV celebrity will greet drivers & present prizes  
(2017's celeb was Olympic gold medallist Jo Rowsell Shand)

## Event promotion

Ad campaign to 40k club magazine readers

Leaflets to car clubs in the SE of England

Ad campaigns in car enthusiast press

Leaflet doordrop to local villages

Social media campaign

Local roadside banners

Local newspaper ads





# Sponsorship

"An unrivalled opportunity to engage with new customers active in the classic car sector"

Sponsorship can include branding of

- Gala dinner at Cowdray House with guest speaker
- Trade pitch, banners, flags, and finishing line gantry
- Event website, club magazine adverts, roadside banners
- Preferential mentions on event social media
- Programme front cover, 3 full page ads, 2 page feature article
- Mentions on PA and broadcast live interview
- Sponsorship of trophies presented by celebrity guest
- Rally boards and plaques for Road Run, and flyers given to all drivers





# Saturday Evening Gala Dinner

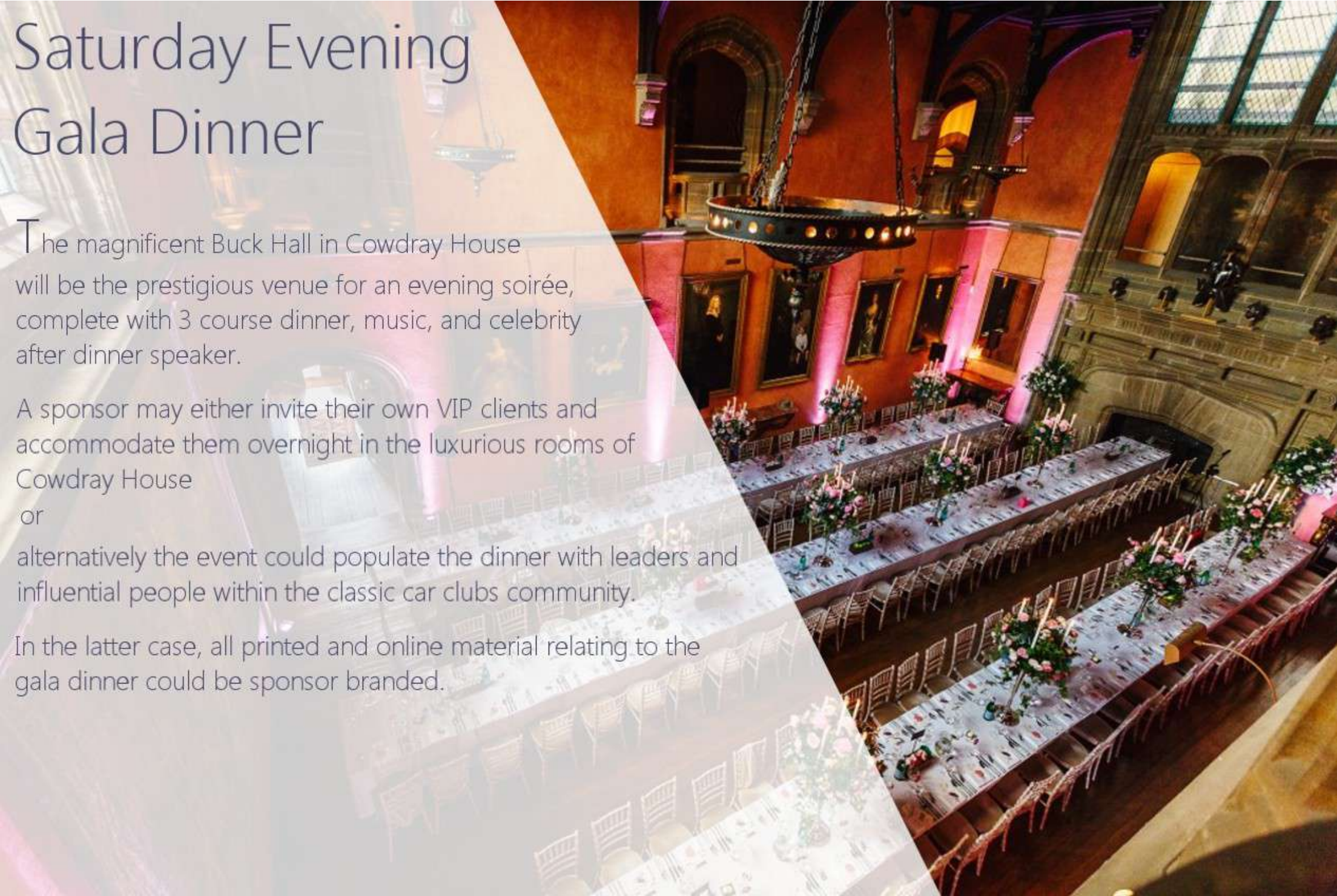
The magnificent Buck Hall in Cowdray House will be the prestigious venue for an evening soirée, complete with 3 course dinner, music, and celebrity after dinner speaker.

A sponsor may either invite their own VIP clients and accommodate them overnight in the luxurious rooms of Cowdray House

or

alternatively the event could populate the dinner with leaders and influential people within the classic car clubs community.

In the latter case, all printed and online material relating to the gala dinner could be sponsor branded.





# Sponsor Showcase 2019

The outstanding quality and variety of fine motor cars Showcase attracts are a testament to our prestigious venue and excellent relationships with so many car clubs.

Through sponsorship, your brand can benefit from the goodwill and engagement the event generates

To tailor a sponsorship package specific to your brand, please contact Brian Hewitt

**[brian@sponsorfinder.co.uk](mailto:brian@sponsorfinder.co.uk)**

**Tel : 01653 628983**

**Mobile: 07860 333363**

Barn House,  
Wiganthorpe Court,  
Terrington,  
York YO60 6NU

