

20<sup>TH</sup> ANNUAL  
NIELLO CONCOURS AT SERRANO

OCTOBER 6, 2024

CELEBRATING 125  
YEARS OF PACKARD  
&  
FEATURING THE EVOLUTION  
OF THE SUPERCAR

In the tradition of a true Concours d'Elegance, the Niello Concours at Serrano will bring luxury motor car enthusiasts, as well as those who enjoy the finer things in life, together to experience a grand display of automobiles on the green at the Serrano Visitors Center. This Concours has become the venue to connect with the perfect high-end demographic of customers for your business.

The opportunity is before you; more than 3,000 people are expected to attend the Niello Concours at Serrano. Each will be given an event program. Imagine all of them recognizing your company as a partner to this impressive event. Placing a full-color advertisement in our beautiful souvenir program provides an excellent opportunity to showcase your brand to an affluent consumer audience.

By attracting perfect demographics, the concours offers a chance for you to converse face to face with potential customers who need your product or service. This lifestyle event is waiting for you and your business to become a part of today.

Advertisement Rates  
Premium Positions:

Back Cover:	\$4,000
Inside Back Cover:	\$2,900
Inside Front Cover:	\$3,500
Page Three:	\$3,000
Inside Two-Page Spread:	\$5,200 (page 4 and 5)
Page Six:	\$2,700
Page Seven:	\$2,700
Inside Two-Page Spread:	\$4,700 (page 8 and 9)

ROP Positions:

Two-Page Spread:	\$4,100
Full Page:	\$2,300
Half Page:	\$1,400
Quarter Page:	\$1,000
Third Page:	\$1,200

To discuss advertising information or to place an advertisement, please contact:

Michele Moore  
916.635.2445

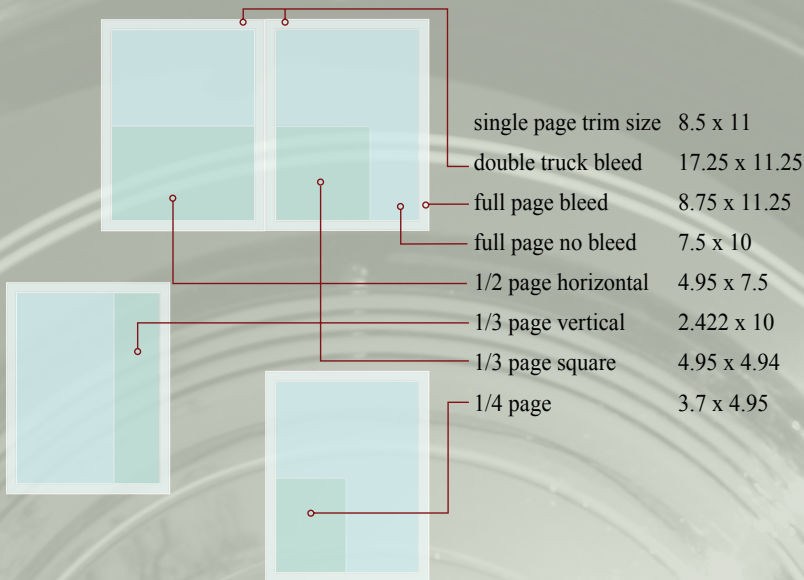
MMoore@NielloConcoursAtSerrano.com

The Niello Concours at Serrano is a production of Premier Concours Promotions, Inc.



# SPECIFICATIONS AND CONTRACT

## MECHANICAL SPECIFICATIONS



We can accept your ad as a PDF file; please make sure that:

- All photos are CMYK, not RGB
- All photos and logos are at least 300 dpi
- All colors and scans must be CMYK
- No stylized fonts

We are still happy to accept:

InDesign, Illustrator, TIFF and EPS files if you prefer.

Production charges for building ads, file conversions or other prepress services will be billed at \$60 per hour.

## ADVERTISING CONTRACT

Company / Client Name

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Contact Name

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Contact Agency (if applicable)

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Address

---

City

State

Zip

---

Phone

Cell

Fax

---

E-mail (important)

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Date of Order	Ad Size and Format	Placement Requested	Price per Insertion

Comments

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Accepted by: Name(print)

Title

Date

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Client Signature

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Account Executive

Publisher Acceptance

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# VENDOR APPLICATION

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## The Vendor ~ Event Program Advertiser Package Includes:

- Quarter Page\* advertisement in Niello Concours at Serrano Event Program
- 10' x 10' canopy
- Banner and two banner bars
- One 8' table & linen
- Two chairs
- Listing on Vendor page in the Niello Concours at Serrano program
- Company logo and link listed on Vendors page on the Niello Concours at Serrano website
- 6 General admission tickets to the Niello Concours at Serrano
- 2 VIP passes to the Niello Concours at Serrano

**\$1700.00**

\* Quarter Page advertisement may be upgraded to larger size at additional cost

### The Niello Concours at Serrano Vendor Application Terms & Conditions:

Space will be assigned on first come basis. Space is very limited. Set up hours are limited to 3 p.m. - 6 p.m. October 5, 2024. Take down may not begin until 5:00 p.m. October 6, 2024. Vendors must assume all responsibility and liability for the safety and loss of their staff & products. Protecting the Serrano Visitors Center property is important; Vehicles must stay on paved roads and parking areas and staff of lawns, landscaping sidewalks, etc. No Pets allowed. No additional signage or distribution of literature beyond the vendor tent, unless previously agreed to in writing by Concours Chair. The undersigned, desiring to be a vendor at the Niello Concours at Serrano, does hereby tender this Vendor Application. In the event the Application is accepted, then the undersigned agrees as follows: (1) The undersigned warrants and represents that the undersigned has read and understands the Terms and Conditions included in the vendor packet and agrees to abide and be bound thereby; (2) The vendor is participating in the Concours at its own risk. There is no guarantee of sales to vendor. The undersigned hereby releases, agrees to indemnify, defend and hold harmless from and against any and all liabilities, damages, causes of action, and expenses including attorney fees resulting from or relating to the undersigned's participation in the Concours the following companies; Premier Concours Promotions, Inc., The Niello Company, Parker Development Company, Serrano Associates LLC and Parker Investments their officers, directors, shareholders, employees, agents and affiliates.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email your logo, in a JPG, PDF, EPS or TIF format, and link information to [Mmoore@NielloConcoursAtSerrano.com](mailto:Mmoore@NielloConcoursAtSerrano.com). Please send your payment made payable to Premier Concours Promotions, along with this completed form to:

**Premier Concours Promotions, Inc.**

**2347 Gold River Road, Suite M**

**Gold River, CA 95670**



## AWARDS PRESENTATION SPONSOR



- Recognition as Awards Presentation Sponsor at the Niello Concours at Serrano Awards Ceremony
- Company logo and link on the Niello Concours at Serrano webpage
- One page, four-color advertisement in Niello Concours at Serrano program
- Company name and logo shown on Awards Information page in the Niello Concours at Serrano program
- Recognition as the Awards Presentation Sponsor at the Niello Concours at Serrano
- Company name and logo on banner placed at gazebo during awards presentation for backdrop in all award winner photos. These photos will be printed in following years program, used on website and in all media release photos of winning automobiles.
- 10 x 10 booth space and company banner at the Niello Concours at Serrano
- 8 VIP passes to the Niello Concours at Serrano
- 8 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- 40 general admission tickets to the Niello Concours at Serrano
- 8 VIP parking passes to the Niello Concours at Serrano
- Opportunity to participate as a member of the Honorary Judges Committee

**Sponsor Investment: \$10,000**

*One Package Available*

## PRESENTING SPONSOR



- Company name in title of the event as Presenting Sponsor
- Official Presenting Sponsor title in all media
- Company logo and link on the Niello Concours at Serrano webpage
- Two page spread, four-color advertisement in Niello Concours at Serrano program
- 10 x 10 booth space and company banner at the Niello Concours at Serrano
- Company banner displayed at the Niello Concours at Serrano
- Recognition as the Presenting Sponsor at the Niello Concours at Serrano
- 15 VIP passes to the Niello Concours at Serrano
- 15 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- 100 general admission tickets to the Niello Concours at Serrano
- 15 VIP parking passes to the Niello Concours at Serrano
- Opportunity to participate as a member of the Honorary Judges Committee
- Recognition as Presenting Sponsor during the Niello Concours at Serrano Awards ceremony

**Sponsor Investment: \$25,000**

*One Package Available*



MAJOR SPONSOR



- Official Major Sponsor title in all media
- Company logo and link on the Niello Concours at Serrano webpage
- One page, four-color advertisement in Niello Concours at Serrano program
- 10 x 10 booth space and company banner at the Niello Concours at Serrano
- Recognition as a Major Sponsor at the Niello Concours at Serrano
- Company banner displayed at the Niello Concours at Serrano
- 10 VIP passes to the Niello Concours at Serrano
- 10 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- 50 general admission tickets to the Niello Concours at Serrano
- 10 VIP parking passes to the Niello Concours at Serrano
- Opportunity to participate as a member of the Honorary Judges Committee
- Recognition as a Major Sponsor during the Niello Concours at Serrano Awards ceremony

**Sponsor Investment: \$15,000**

*Four Packages Available*

## PARTICIPATING SPONSOR



- Official Participating Sponsor title in all media
- Company logo and link on the Niello Concours at Serrano webpage
- One page, four-color advertisement in Niello Concours at Serrano program
- 10 x 10 booth space and company banner at the Niello Concours at Serrano
- Company banner displayed at the Niello Concours at Serrano
- Recognition as a Participating Sponsor at the Niello Concours at Serrano
- 8 VIP passes to the Niello Concours at Serrano
- 8 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- 40 general admission tickets to the Niello Concours at Serrano
- 8 VIP parking passes to the Niello Concours at Serrano
- Opportunity to participate as a member of the Honorary Judges Committee
- Recognition as a Participating Sponsor during the Niello Concours at Serrano Awards ceremony

**Sponsor Investment: \$10,000**

*Several Packages Available*



## SPECIALTY AWARDS SPONSOR



- Logo identification and name mention on Specialty Award voting stub and ballot box
- Name mention with announcement and presentation of Specialty Award during the Niello Concours at Serrano
- One-half page, four-color advertisement in Niello Concours at Serrano program
- Company logo and link on the Niello Concours at Serrano webpage
- Recognition as a Specialty Award Sponsor in the Niello Concours at Serrano Program
- 6 VIP passes to the Niello Concours at Serrano
- 6 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- Recognition as a Specialty Award Sponsor
- 20 general admission tickets to the Niello Concours at Serrano
- 6 VIP parking passes to the Niello Concours at Serrano

**Sponsor Investment: \$5,000**

*Limited Number Available*





PATRON SPONSOR



- One-fourth page, four-color advertisement in the Niello Concours at Serrano Program
- Company logo and link on the Niello Concours at Serrano webpage
- Recognition as a Patron Sponsor in the Niello Concours at Serrano program
- 4 VIP passes to the Niello Concours at Serrano
- 4 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- 10 general admission tickets to the Niello Concours at Serrano
- 4 VIP parking passes to the Niello Concours at Serrano

**Sponsor Investment: \$2,500**

*Several Available*



CLASS SPONSOR



NIELLO  
CONCOURS at SERRANO

- Name listed as a Class Sponsor on specified class sign at the Niello Concours at Serrano
- Name mention with announcement and presentation of sponsored Class Award during the Niello Concours at Serrano
- Company logo and link on the Niello Concours at Serrano webpage
- Name mention as Class Sponsor in the Niello Concours at Serrano program
- 2 VIP passes to the Niello Concours at Serrano
- 2 tickets to the Niello Concours at Serrano VIP Hospitality Tent
- 6 general admission tickets to the Niello Concours at Serrano
- 2 VIP parking passes to the Niello Concours at Serrano

**Sponsor Investment: \$1,000**

*Several Available*



NIELLO  
CONCOURS at SERRANO

**Consider the Opportunities  
The Niello Concours at Serrano**

**Where elegance, art, style and appreciation  
of the motor car is only the beginning...**

**Serrano Visitor's Center • El Dorado Hills, California**

**• [www.TheConcours.net](http://www.TheConcours.net) •**

