



FAIRFIELD COUNTY
*Concours
 d'Elegance*
 PRESENTED BY PORSCHE®
 100 YEARS OF SIGNIFICANT
 MOTOR VEHICLES

"2010 was another great year for the Concours. WOW!, the show cars were amazing and you provided a great day for my company and our guests. Thanks for a great time for me and our guests."

Terry Brannigan - Vice President, Gartner

"It's amazing when you see the history represented at the Concours. We are proud to be associated with the event and showcase our brands -- Audi, Mercedes-Benz, Porsche and smart car. We find the crowds are genuinely excited about the new models mixed with the classics on the field. Our sponsorship provides us with a unique opportunity to become involved with the community and our customers on a very personal level."

Randall Seymore - Area Vice President, Penske Automotive Group, Inc

You have built a first class lifestyle event, owing to two key aspects, the team you have built to conduct the weekend, and the way in which the show is marketed. In your staff, the client is the priority, we found them to be extremely accommodating and to share and solve our problems as their own. In your marketing, the gala style event is promoted on both sides of the country and worked at throughout the year to bring some of the finest automobiles in the U.S. to this location. We will be there in 2011 and are happy to support this fine Concours d'Elegance.

Malcolm Bar - Chief Executive Officer, Bonhams

"As a sponsor of many events in the Fairfield County area, I have found the Fairfield County Concours d'Elegance one of the best professionally run shows for new and classic vehicles. The event was great fun for our clients and staff who enjoyed being spectators and working at the show. The Callari Auto Group looks forward to being a bigger participant in 2011."

Flavia Callari, V.P. Callari Group, Inc

"Now in its seventh year, the Fairfield Concours has developed into one of the premier collector car exhibitions in the Northeastern United States."

Mike Daly, Haute Living

"The Fairfield County Concours, held every year for the last seven, is blessed with strong corporate sponsorship and a location with demographics ideal for this type of event and its judging classes have always had an element of whimsy to them."

Robb Sass, New York Times

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PRESENTED BY PORSCHE®

**Become a part of our celebration
 of 100 Years of Significant Motor Vehicles.**

For more information visit
www.fairfieldcountyconcours.com

or contact:
 Frank Taylor
frank@fairfieldcountyconcours.com
 203-761-9277 x 14

**100 YEARS OF SIGNIFICANT
 MOTOR VEHICLES**





Fairfield County Concours d'Elegance

September 17-18, 2011
At the Fairfield County Hunt Club
174 Long Lots Road, Westport, CT



It's a Concours d'Elegance like no other.

Our Guests Love...

The Education: 100 years of rare automobiles and motorcycles in chronological order with descriptive car cards.

The Fun: A family-friendly event with many special kids-only activities and displays.

The Convenience: All parking is immediately adjacent to the field. Our fans all feel like VIPs. They are!

The Cause: Supporting the Drive to Treat Autism Fund, supporting diagnostic and treatment services for children and adults with Autism Spectrum Disorders through our partner, St. Vincent's Behavioral Health Services.

Our Sponsors Love...

The Audience: Business leaders and high-income families who spend the entire day in and around our sponsor's products and exhibits. Our paid gate in 2010 exceeded 7,000 people!

The Setting: The Fairfield County Hunt Club is a relaxed and elegant setting - ideal for client hospitality and entertainment.

The Exclusivity: We provide high quality venues in prime locations and high impact on-site exposure for our sponsors – we focus on quality not quantity.

The Quality: This event features more than 200 of the very best, rare vehicles from around the world.

Sponsorship Opportunities:

We provide our sponsors with a wide range of opportunities for current client hospitality, new client acquisition and product display/sampling. Sponsorship fees range from \$5,000 to \$175,000 and are customized to meet your business objectives. Our focus is providing you with a measurable return on your sponsorship investment.

“The Fairfield County Concours is one of our best events -- it puts people in our cars.”

Mick Pallardy, Vice President Area East, Porsche Cars North America

