

SPONSORSHIP
OPPORTUNITIES



CARS. CULTURE. COMMUNITY.

A community-powered outdoor car showcase
at Prestige Event Center • Heber, California

DRIVING CHANGE FOR HOMELESS VETERANS



Event date: January 30th 2027 | Sponsor deck

THE OPPORTUNITY

More than a car show

A local automotive gathering built to connect brands, car culture, and community impact.

AUTOMOTIVE CULTURE

Classic cars, lowriders, muscle cars, trucks, imports, offroad / UTV's and custom builds—all in one place.

LOCAL CONNECTIONS

Meet car enthusiasts and families while showcasing a variety of products, services, and dealership inventory.

COMMUNITY IMPACT

A planned charitable contribution to Reps 4 Vets to support programs benefiting homeless veterans.

THE FIRST-YEAR FORMAT

One-day outdoor pilot • Target 300–500 paid spectators • Approximately 100 show cars • 10–15 vendor booths • 2–4 dealerships

A crowd with automotive interests

Planned audience and event experiences—final attendance and demographics will depend on promotion and registration.

01

CAR ENTHUSIASTS

Owners, collectors, builders, and club members

02

FAMILIES & COMMUNITY

Local residents of the Imperial Valley looking for an affordable day out

03

AUTO SHOPPERS

People interested in vehicles, parts, upgrades, and services

04

SMALL-BUSINESS CUSTOMERS

Attendees discovering local automotive and lifestyle brands

Sponsor value: visibility + face-to-face engagement + community goodwill

Make your brand part of the experience

Packages can be tailored to your marketing goals and the final event layout.

BRAND VISIBILITY

Logo placement on event materials and sponsor signage

ON-SITE PRESENCE

Booth or vehicle display opportunities, based on package

DIGITAL PROMOTION

Sponsor mentions on event social channels and website/event page

LIVE RECOGNITION

Emcee mentions and recognition during awards or announcements

LEAD GENERATION

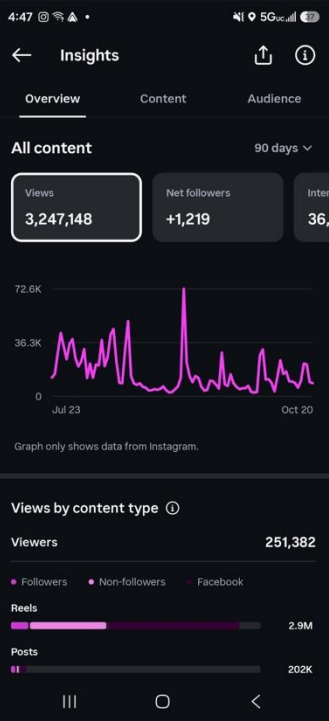
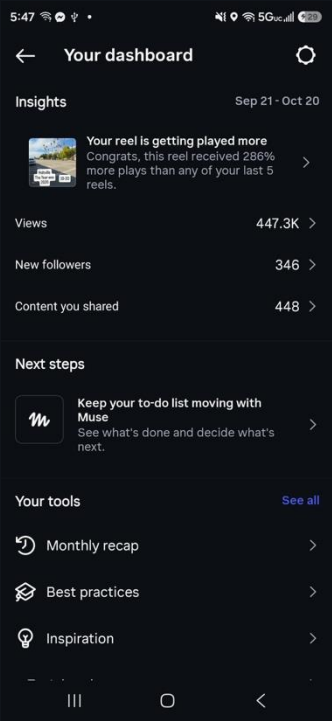
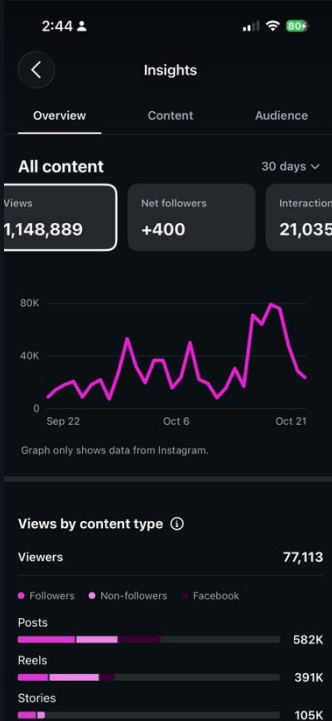
QR code, opt-in inquiries, or promotional offer at your booth

COMMUNITY IMPACT

Association with a transparent initiative supporting homeless veterans

Make your brand SEEN with this experience

Promotional Social Reach that captures a wide and diverse audience from our Influencer partnerships.



Choose your level of impact

Introductory first-year rates. Deliverables are subject to final event layout, production deadlines, and signed agreement.

PRESENTING SPONSOR

\$3,000

- Top billing on key event materials
- Premium booth/display area
- Logo on event signage
- Dedicated sponsor spotlight
- Emcee recognition
- Opportunity to present an award

GOLD / SUPPORTING

\$1,000

- Premium or standard booth (by tier)
- Logo on sponsor board
- Social media acknowledgment
- Emcee recognition
- Category or award association where available

COMMUNITY SPONSOR

\$500

- Name or logo on sponsor board
- Group social media thank-you
- Event-day recognition
- Supports an accessible community event and veteran initiative

Limited inventory: one Presenting Sponsor is recommended. Category exclusivity can be discussed in writing.

Own a moment at CAR CON

Add a relevant brand experience beyond the main sponsorship package.

AWARD SPONSOR

\$250–\$500

Brand a category such as Best Classic, Best Lowrider, Best Truck, or People's Choice.

VENDOR / EXHIBIT SPACE

\$175+

Meet attendees in person with a product display, demo, or service offer.

DEALER SHOWCASE

\$400+

Display selected inventory and connect with interested shoppers.

VETERANS SUPPORT PARTNER

Custom

Support a clearly defined charitable activity, subject to agreement with Reps 4 Vets.



Driving change for homeless veterans

CAR CON plans to share a defined portion of event proceeds with Reps 4 Vets, subject to a written partnership agreement.

OUR COMMITMENT

This great event will create value beyond the show.

CAR CON intends to support Reps 4 Vets through a transparent charitable proceeds arrangement and clear post-event reporting.

TRANSPARENCY FIRST

- Written donation formula with Reps4Vets
- Separate tracking of donations
- Final proceeds reconciliation
- Public impact update after the event

Donation percentage and eligible expenses will be defined before charitable claims are made. Ticket purchases are not represented as tax-deductible donations.

LET'S BUILD SOMETHING THAT MOVES

Partner with CAR CON to put your brand in front of automotive enthusiasts and support a community-focused event benefiting homeless veterans.

SPONSOR / VENDOR INQUIRIES

Contact: Guillermo Salgado | [760] 554-9081 | gsalgado@swainbros.com

Prestige Event Center • Heber, California

Event date: January 30th 2027



CARS • CULTURE
• COMMUNITY