

# 2024



**July 11th - 13th, 2024**  
**Iola, WI**

# Sponsor Kit

"Together, we leverage the power of vehicles to create memories and transform lives."

# 134,000+ Attendees

*2023 set records for attendees! We were 100% full in swap and overwhelmed with show cars!*

4,000+ Swap Spaces

2,500 Show Cars

1,600 Camping Spaces

400 Car Corral Spaces



# SPECIAL FEATURES

## *Pinup Contest*



## CONCERTS



## Retro Establishments





**CHIP FOOSE**  
**DEREK BIERI OF VGG**  
**HENRY WINKLER**  
**BARRY WILLIAMS**  
**BIG DADDY DON GARLITS**  
**JO CODDINGTON**  
**RYAN EVANS**  
**HORNY MIKE**  
**CATHERINE BACH**  
**EMILY REEVES**

**JERRY MATHERS**  
**CANDY CLARK**  
**MACKENZIE PHILLIPS**  
**CINDY WILLIAMS**  
**LINDA VAUGHN**  
**JOE & AMANDA MARTIN**  
**IAN ROUSSEL**  
**JOHN D'AGOSTINO**  
**LARRY LOMBARDO**  
**GREG & LEAH STELSE**

**DENNIS ANDERSON**  
**CHRISTY LEE**  
**RING BROTHERS**  
**BOGI LATEINER**  
**GENE WINFIELD**  
**VON HOT ROD**  
**COURTNEY HANSEN**  
**DAVE KINDIG**  
**KEV DOGG**  
**BRUCE LARSON**

# Celebrity Appearances & Industry Icons



# KWIK TRIP INC.



PEPSI BEVERAGES COMPANY



## ebaymotors



# JOIN THE FAMILY!



# What They're Saying



**Wade  
Kawasaki**

**"This is amazing, it's so great to see over 100,000 people here! This is one of the best organized, well planned shows I have ever attended. The car show is excellent with a ton of post war cars. The swap meet is mainly individuals selling quality stuff, and I was able to find some great treasures! Everyone is super friendly and there are many celebrities, vendor booths, great food . . . . If you haven't been to the lola Car Show, you really should plan to be here in the future, you will not be disappointed."**

**"The lola Car Show is an excellent event. There is something for everyone and it was clear the organization has placed a tremendous effort of time, thought, and detail into making the show a great experience for participants, spectators, sponsors, vendors, and the community overall. If you haven't been, you must go."**

**Shawn Stewart  
Executive Director  
U.S. Motorsports Association**

**"The show staff was spectacular to work with. To top it off, our results from the show were stellar and met all expectations of our clients. We look forward to future shows!"**

**Jack Morton Worldwide  
Chevrolet Rep**



**22.7k Subscribers**

**Open Rate: 36%**

**Click-Through Rate: 4.15%**



Facebook reach ⓘ

2,126,635 ↑ 83.4%



Facebook followers ⓘ

29,180

Age & gender ⓘ

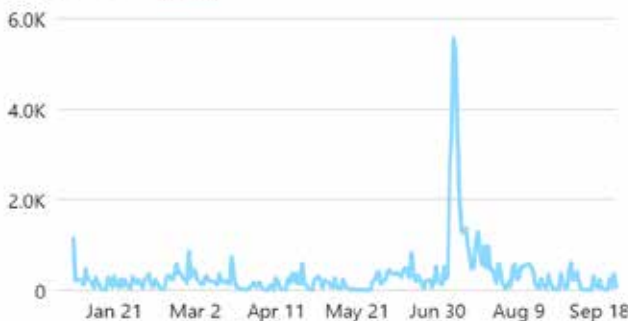


**90-Day Engagement Rate 2.67%**



Instagram reach ⓘ

34,129 ↓ 39.7%



Instagram followers ⓘ

7,121

Age & gender ⓘ



**YTD analysis as of October, 2023.**

# CORE BENEFITS

**\$1,995**

## **SPONSOR PASS**

EARLY ARRIVAL PRIVILEGES, 15 EVENT WORKER PASSES  
PARKING PASSES, CAR HOP ACCESS

## **FULL COLOR DIRECTORY AD**

1/2 PAGE AD, 30,000 COPIES DISTRIBUTED REGIONALLY

## **WEBSITE LOGO PLACEMENT**

LOGO INCLUSION ON SPONSOR PAGE

## **EVENT ADMISSION TICKETS**

25 1-DAY PASSES

## **FENCE LINE SIGNAGE**

FULL COLOR 4' X 8' SIGNAGE ON HIGHWAY

## **BROADBAND INTERNET ACCESS**

WIFI CONNECTIVITY EXCLUSIVE FOR SPONSORS

## **SUPER SATURDAY GIVEAWAY**

SPONSOR PROVIDED GIVEAWAY ITEMS





# BOOTH SIZE



## **STANDARD BOOTH**

UP TO 400 SQ. FT. - \$1,995

## **PREMIUM BOOTH**

401 SQ. FT. UP TO 1,200 SQ. FT. - \$2,995

## **SUPERIOR BOOTH**

OVER 1,200 SQ. FT. - \$2.95 PER SQ. FT.

# A LA CARTE

Do more with us!

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**DIRECTORY AD UPGRADE**

**EXCLUSIVE POCKET GUIDE SPONSOR**

**EXCLUSIVE GOODIE BAG PROVIDER**

**SIGNAGE ON THE ICONIC TOWER**

**DAILY PA ANNOUNCEMENTS**

**SPECIAL GUEST PARTNER**

**SOCIAL MEDIA PROMO**

**GOODIE BAG INSERTS**

**DIRECTORY FEATURE STORY**

**SHADE TENT SPONSORSHIP**

**EXCLUSIVE GATE SPONSORSHIP**

*Inquire for details*





# Let's Go for A Test Drive



Joe Opperman  
Executive Director  
(715)445-4000  
joe@iolaoldcarshow



Julie Seering  
Sponsorship Director  
(715)445-4000  
julie@iolaoldcarshow



# SHIFT INTO GEAR

## Core Benefits

### Minimum Sponsor Level

- Sponsor Pass
- Full Color Directory Ad
- Website Logo Placement
- Event Admission Tickets for the Show
- Fence Line Sign 4' x 8'
- Super Saturday Giveaway
- Broadband Internet Access
- Sponsor Recognition



Total Core Benefits \$1,995

## Booth Size

- Standard Booth (Up to 400 sq. ft.) \$1,995 \_\_\_\_\_
- Premium Booth (401 sq. ft. to 1,200 sq. ft.) \$2,995 \_\_\_\_\_
- Superior Booth (Over 1,200 sq. ft. \$2.95 per sq. ft.) \_\_\_\_\_ sq. ft. x \$2.95 \_\_\_\_\_

## A La Carte \*Indicates Exclusive Sponsor

- Directory Ad Upgrade \$495 \_\_\_\_\_
- Daily Tower/PA Announcements \$495 \_\_\_\_\_
- Social Media Promo \$495 \_\_\_\_\_
- Goodie Bag Inserts \$495 \_\_\_\_\_
- Directory Feature Story \$995 \_\_\_\_\_
- Shade Tent Sponsorship \$995 \_\_\_\_\_
- Co-Branded Goodie Bag Provider\* \$1,995 \_\_\_\_\_
- Attendee Pocket Guide Sponsor\* \$2,495 \_\_\_\_\_
- Gate Sponsorship\* \$2,495 \_\_\_\_\_
- Tower Signage 4' by 12' \$2,995 \_\_\_\_\_
- Special Guest Partner starting at \$4,995 \_\_\_\_\_

**Sponsorship Investment** \_\_\_\_\_

# **EXCLUSIVE PRESENTING SPONSOR**



**SPONSOR PASS**  
**FULL COLOR DIRECTORY AD**  
**WEBSITE LOGO PLACEMENT**  
**EVENT ADMISSION TICKETS**  
**FENCE LINE SIGNAGE 4X8**  
**BROADBAND INTERNET ACCESS**  
**SUPER SATURDAY GIVEAWAY**  
**SUPERIOR BOOTH**  
**OVER 1,200 SQ. FT.**

**CORE BENEFITS  
& BOOTH SIZE**

## **UNIQUE BENEFITS**

**LOGO INCLUSION ON POSTER, REGISTRATION FORM AND OTHERS  
AS PRESENTING SPONSOR**

**GOODIE BAG BRANDING**

**SPOTLIGHTED LOGO AND LINK ON WEBSITE**

**PROMINENT TOWER SIGNAGE**

**HIGHLIGHTED PRE- & POST EVENT SOCIAL MEDIA POSTS**

**PRE- & POST EVENT PRESS RELEASES**

**MARQUEE SPECIAL GUEST SPONSOR**

**TOWER ANNOUNCEMENT**

**HOSPITALITY ROOM ACCESS**

**\$49,995**