

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



KwikTrip INC.



PEPSI
BEVERAGES
COMPANY



GarageExperts
Epoxy Flooring · Cabinets · Storage
of the Fox Valley

ebaymotors



BankFirst



CONGER



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 and of course Coker Tire is here to support our customers. If you haven't been to the Iola Car Show, you really should plan to be here in the future, you will not be disappointed."

"The Iola 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!"

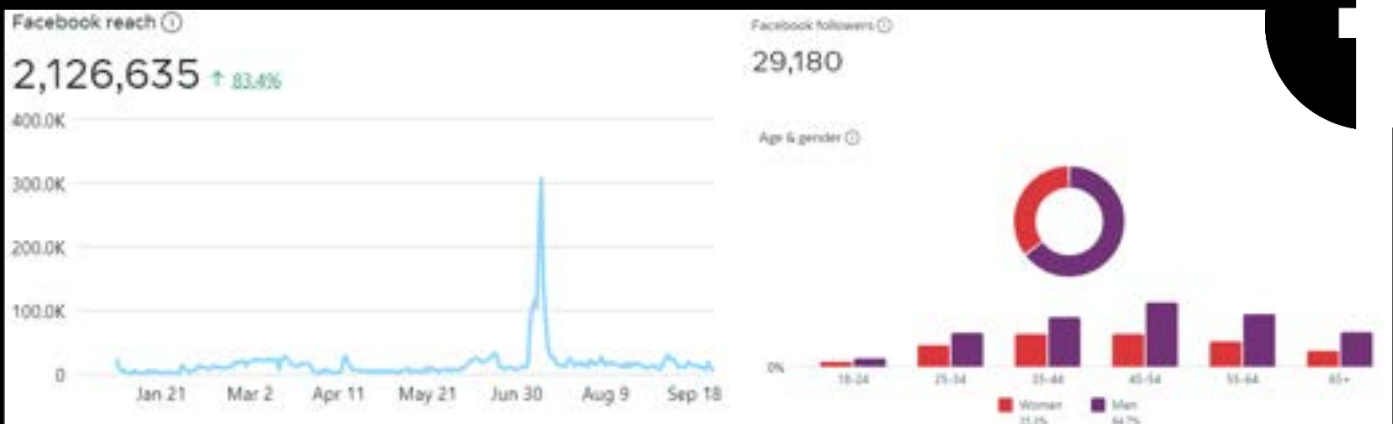
**Jack Morton Worldwide
Chevrolet Rep**



22.7k Subscribers

Open Rate: 36%

Click-Through Rate: 4.15%



90-Day Engagement Rate 2.67%



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 SIZES



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!

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