

CAR CLASSIC 2018
ICONIC DESIGN:
70 YEARS
OF ARTCENTER
INFLUENCE

PARTNERSHIP OPPORTUNITIES AND BENEFITS

	Title	Lead	Supporting	Car Design Studios
	\$25,000+	\$10,000-\$15,000	\$5,000-\$7,500	\$5,000
BRANDING				
Naming Rights ("Car Classic is presented by")	•			
Verbal mention (in opening remarks)	•			
Environmental graphics	•			
E-blast (unique)	•			
E-blast (shared)	Logo	Logo	Line-listing	
Content pre-role	Logo			
Content end credits		Logo	Line-listing	
Digital signage	Logo	Logo	Line-listing	Line-listing
Event website	Logo + link	Logo + link	Logo	Line-listing
Printed materials	Logo	Logo	Line-listing	Line-listing
Event signage	Logo	Logo	Line-listing	Line-listing

AMPLIFICATION				
Social media	2 posts	1 post	1:1 trade	
Press release	Quote	Mention	Mention	
Dot magazine story (online)	Unique	Mention	Mention	

INTEGRATION				
Exhibition booth	10' x 20'	10' x 10'	Unique table	
Vehicle/product display	•	•		•
Attendee shuttle/ride and drive	•			
Consumer engagement/sampling	•	•		•
Involvement in panel or judging	Panelist or Judge*	Judge*		

ACCESS				
All-access tickets**	20	12	6	4
On-site parking	10	6	3	2

*All panel/judge opportunities are at the sole discretion of ArtCenter staff
 **Includes early access to the show; private industry breakfast and all-day meal pass

RELEVANT METRICS		
Attendees: 2,000	YouTube: 8,500 + subscribers	E-blast circulation: 70K+ 20.2% average open rate
Printed materials: 4K+	Social footprint: 136K+ followers***	Panel attendance: 350 people
ArtCenter website traffic: 1.8M+ unique views (2018 YTD)	Car Classic site traffic: 3M unique views (2017)	

***Facebook, Instagram, LinkedIn, Twitter

For more information about partnership opportunities, please contact Jenny Noa at 626 396-2426 or jenny.noa@artcenter.edu.

