

2017 Sponsorship Packet

High quality events, high caliber marketing

Produced by

HAP·PEN·STANCE
EVENTS

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Who is HappenStance Events?



Event Planning

We produce some of the premiere automotive events on the west coast for over 10 years, including some of the largest classic, fitment and unique automotive events in the nation.

- StanceWars - A Premium Fitment Event in Seattle, Vegas, and Texas
 - Massive reach among the Automotive Enthusiasts 200+ Million
- The Old School Reunion - A pre-88 Import Classic Event Seattle & Las Vegas
- #SoEuro Springmeet Oktobugfest -Classic Aircooled and European enthusiasts

Event Logistics and Rentals

We bring over seven years of event production and operations experience, ten years of marketing in both traditional and digital media, and 5+ years of business management consulting.

Produced and assisted in production of events throughout the Seattle and West Coast area including:

- All HappenStance Events
- West Coast - Hot Import Nights
- Waterwerks Series
- DriftCon Series
- Northwest Toy Drive

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Events & Planning



Single Automotive Events & Demographics

Age and Gender

Average age: 31

53% are between 18-34

79% attendees are male

Relationships

51% married

21% have children at home

Income & Occupation

Average HHI: \$96,000

52% income \$75k to \$199k

49% white collar jobs

19% professional industry

Profile

Attendees are highly motivated, hardworking, and loyal. Seek adventure, and challenge themselves.



Premiere Automotive Events in Seattle Area

Unique venues, high quality production, the best automotive awards in town. HappenStance Events are second to none in the Seattle Area. As some of the largest events in the country, HappenStance events have become destination events for enthusiasts and builders from all over the world.



April 24th 2017

2016 4460 Attendees

2015: 2776 Attendees

2014: 1660 Attendees



June 11th 2017

2016 1238 Attendees

2015: Limited 997 Attendees

2014: Limited 824 Attendees



August 13th 2017

2016 636 Attendees



October 21st 2017

2016 666 Attendees

2015: 805 Attendees

2014: 712 Attendees

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StanceWars Series Events & Demographics

Experience StanceWars one show at a time.

Age and Gender

Average age: 22
47% are between 18-24
63% attendees are male

Relationships

24% married
12% have children

Reach & Social Media

Weekly 3-900,000
Fan Base 350,000+

Automotive

Avg years driving: 8
Avg vehicle age: 3
Events per year: 9

Spending

\$31,000 Avg



StanceWars started in 2010 as a Single event. Now we are moving slowly across America. As we continue growing to a series, showcasing unique venues around the United States. Doubling each year in attendance. Growing our brand nationally.

Seattle - July 7-9th 2017
2017 : Est 10,000+
2016: Act 9699 Attendees
2015: Act 8000 Attendees
2014: Act 4400 Attendees

Las Vegas - April 1nd 2017
2017: 2000+
2016: Act 1838 Attendees
2015: Act 800 Attendees

New Jersey\NYC Sept 16-23rd
2017: Est 1500+

Houston November 18th 2017
2017: 2000+
2016: Act 1338 Attendees



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New Events & Demographics Targets

Age and Gender

Average age: 18-34
54% are between 18-34
79% attendees are male

Relationships

49% married
31% have children

Income & Occupation

Average HHI: \$21-49,000
+ 76% college-educated

Automotive

Avg years driving: 3-18
Avg Age of Vehicle: 6-18
Events per year: 5
Motivation: exercise



Honda Heat

Las Vegas Sunday April 2nd 2017

Seattle Saturday June 24th 2017

Honda Motors is the leading motor company with millennials and we plan to capture some of that market share in areas that are lacking a quality event

The Old School Reunion

Las Vegas

Sunday April 2nd 2017

Continuing on the success of the Seattle show and the open availability of the venue in Las Vegas we are taking our oldest event to Las Vegas. With a high demographic surrounding the area this should be a well-attended event.



Exposure & Sponsorship

Exposure & Impressions



Title/Presenting
Your logo goes where the event logo goes which includes all promotional material.

Pay for Exclusivity*
Your brand is the only industry specific category attendees see at our events.

Digital Advertising
14 MILL+ Social Media Followers
1 million page views annually
5,000+ email list

On-Site Engagement
Signage, booths, and active engagement for 50,000+ spectators.



Other Sponsorship Areas

- Giving Challenge
- Packet Pick-up
- Air-Ride Limbo
- Awards Ceremony
- Dyno Area
- And others...

Branding Available

- VIP Lounge
- Flags
- Tents
- Promotional Items
- Restrooms
- And others...

Potential Benefits







- Digital Guide Ads
- Digital Media Logos & Ads
- Event booths
- Logo inclusion
- And others...



Sponsorship Package Examples

	Sponsor Benefits	Exposure	Participating	Supporting	Presenting	Title
ON-SITE	Logo Inclusion	1+ million			✓	✓
	Category Exclusivity*			✓	✓	✓
	Event Booth (10'x10')	5,000+ per event	✓	✓	✓ x 2	✓ x 3
	Comped Entries			✓ x 3+	✓ x 5+	✓ x 10+
PRINT	On-site Signage	2,000+	✓	✓	✓	✓
	Logo on Event Shirt	100,000+		✓	✓	✓
	Collateral in Attendee Packets	50,000+	✓	✓	✓	✓
	Press Release				✓	✓
DIGITAL	Social Media Announcement	18,000+ followers	✓	✓	✓	✓
	Social Media Advertisements		✓ x 2	✓ x 3	✓ x 5	✓ x 10
	MailChimp E-Blast	4,000+ per send		✓	✓	✓
	Event-specific E-Blast	1,800+ per send	✓	✓	✓	✓
	Video Placement	200,000+	✓ x 1 quarter	✓ x 1 half	✓ x 1 full	✓ x 2 full

Event Packages

	Participating \$1,000 (per event)	Supporting \$2,500 (per event)	Presenting \$4,000 (per event)	Title \$8,000 (per event)
	\$1,500	\$2,000	\$3,000	\$5,000
	\$750	\$1,000	\$1,500	\$2,000
	\$250	\$500	\$750	\$1,000
	\$1,000	\$2,500	\$3,500	\$5,000
	\$750	\$1,000	\$1,500	\$2,000



Happenstance Events offers 30% off on a multiple shows sponsorships if they are paid in full 20 days prior to the first event.

Marketing Opportunities

What we can bring to you



Transport Sign-age: Our Show hauler acts like a rolling billboard with an average mileage totaling well over 22,000. The National Highway Association calculates major highways get an average of 31 views per mile, that's over 375,000 views/yr. Last Year we took the platform to four of our events and eight other events on the west coast. Some packages include your logo on our transporter.

All Events Sponsor

30sqft included with paid sponsorship.

More Than \$10K in Sponsorships

15sqft included with paid sponsorship.

Other Opportunities

Roll Call \$800

5sqft \$1000

10sqft \$1500

Wheel Sponsor

Fuel Sponsor

For More Information Please Contact us!

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