

# 2017 Sponsorship Packet

High quality events, high caliber marketing

Produced by

**HAP·PEN·STANCE**  
**EVENTS**

Mike Tolliver, Founder & CEO

425.770.7979 | [Mike@HappenstanceEvents.com](mailto:Mike@HappenstanceEvents.com)

Cynthia Johnson, Operations Manager

360.907.4218 | [Cynthia@HappenstanceEvents.com](mailto:Cynthia@HappenstanceEvents.com)

# 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

**HAP·PEN·STANCE**  
**EVENTS**

# Events & Planning

A large outdoor car show is taking place on a sunny day. The scene is filled with numerous vintage cars, including a prominent red car in the foreground and a white car with its hood open. People are seen walking around, examining the vehicles, and talking to each other. The background is dominated by a dense line of tall evergreen trees under a clear blue sky. The overall atmosphere is bright and festive.



# 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

**HAP•PEN•STANCE  
EVENTS**

# 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



**HAP·PEN·STANCE  
EVENTS**

# 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**



## *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.

**HAP·PEN·STANCE  
EVENTS**



# 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

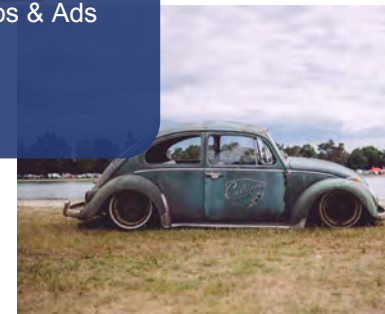
- Giving Challenge
- Packet Pick-up
- Air-Ride Limbo
- Awards Ceremony
- Dyno Area
- And others...

## 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...



**HAP·PEN·STANCE**  
**EVENTS**









# 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



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

# Event Packages

	<b>Participating</b> \$1,000 (per event)	<b>Supporting</b> \$2,500 (per event)	<b>Presenting</b> \$4,000 (per event)	<b>Title</b> \$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!

**HAP·PEN·STANCE**  
**EVENTS**

**Cynthia Johnson**  
Operations Manager

www.Happenstanceevents.com  
Cynthia@Happenstanceevents.com  
360.907.4218  
425.274.5285  
5624 NE 4th Ct Suite 201  
Renton WA 98059

**HAP·PEN·STANCE**  
**EVENTS**

**Rene Reham**  
VP - Strategy

www.HappenstanceEvents.Com  
Rene@Happenstanceevents.com  
360.970.4345  
425.274.5285  
5624 NE 4th Ct Suite 201  
Renton WA 98059

**HAP·PEN·STANCE**  
**EVENTS**

**Mike Tolliver**  
ceo & founder

www.Happenstanceevents.com  
Mike@Happenstanceevents.com  
425.770.7979  
425.274.5285  
5624 NE 4th Ct Suite 201  
Renton WA 98059