



# 2026 PARTNERSHIP OPPORTUNITIES

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APRIL 12 • MAY 3 • JUNE 14 • JULY 12 • AUGUST 23 • SEPTEMBER 27 • OCTOBER 18 • NOVEMBER 15  
CHESTERBROOK CORPORATE CENTER | 1300 MORRIS DR, WAYNE, PA 19087 | 7:30 AM TO 12:00 PM



Founded in 2021 as a passion project in a small lot in Bryn Mawr, Pennsylvania, Main Line Cars & Coffee has grown into the region's premier monthly automotive event, welcoming more than 2,500 vehicles each month. The show features a broad spectrum of automobiles, from vintage classics to modern exotics, bringing together enthusiasts across all segments of the automotive community. MLCC is distinguished by its carefully curated layout, with dedicated sections for supercars, Porsches, classics, and other marques, allowing individual communities to gather within their own space while remaining part of a single, inclusive event. A strong emphasis on safety and professionalism defines the experience, with a dedicated detail of hired police officers providing on-site security and traffic control, enabling collectors to comfortably bring multi-million-dollar vehicles. Hosted at the Chesterbrook Corporate Center, the event offers exceptional accessibility and a modern setting. Each year, MLCC also supports a range of charitable initiatives, including a major food drive in partnership with the Porsche Club of America and Philabundance, reinforcing its commitment to community impact and responsible automotive enthusiasm.





Attendees of Main Line Cars & Coffee represent one of the most engaged and purchase-ready automotive audiences in the region, ranging from passionate enthusiasts to seasoned collectors of rare, high-value vehicles. Notably, 37% of attendees have multiple show vehicles, signaling deep collection depth and sustained purchasing behavior. Many participants have made significant financial investments in their cars through acquisition, restoration, customization, and ongoing ownership, reflecting a strong appreciation for quality, craftsmanship, and premium brands. The event's structured, professional environment consistently attracts business owners, executives, collectors, and families, creating a rare blend of affluence, authenticity, and accessibility. For sponsors, MLCC delivers direct, face-to-face access to an audience that values long-term relationships and real-world brand interaction, something traditional digital advertising cannot replicate.



## Targeted Reach at Scale

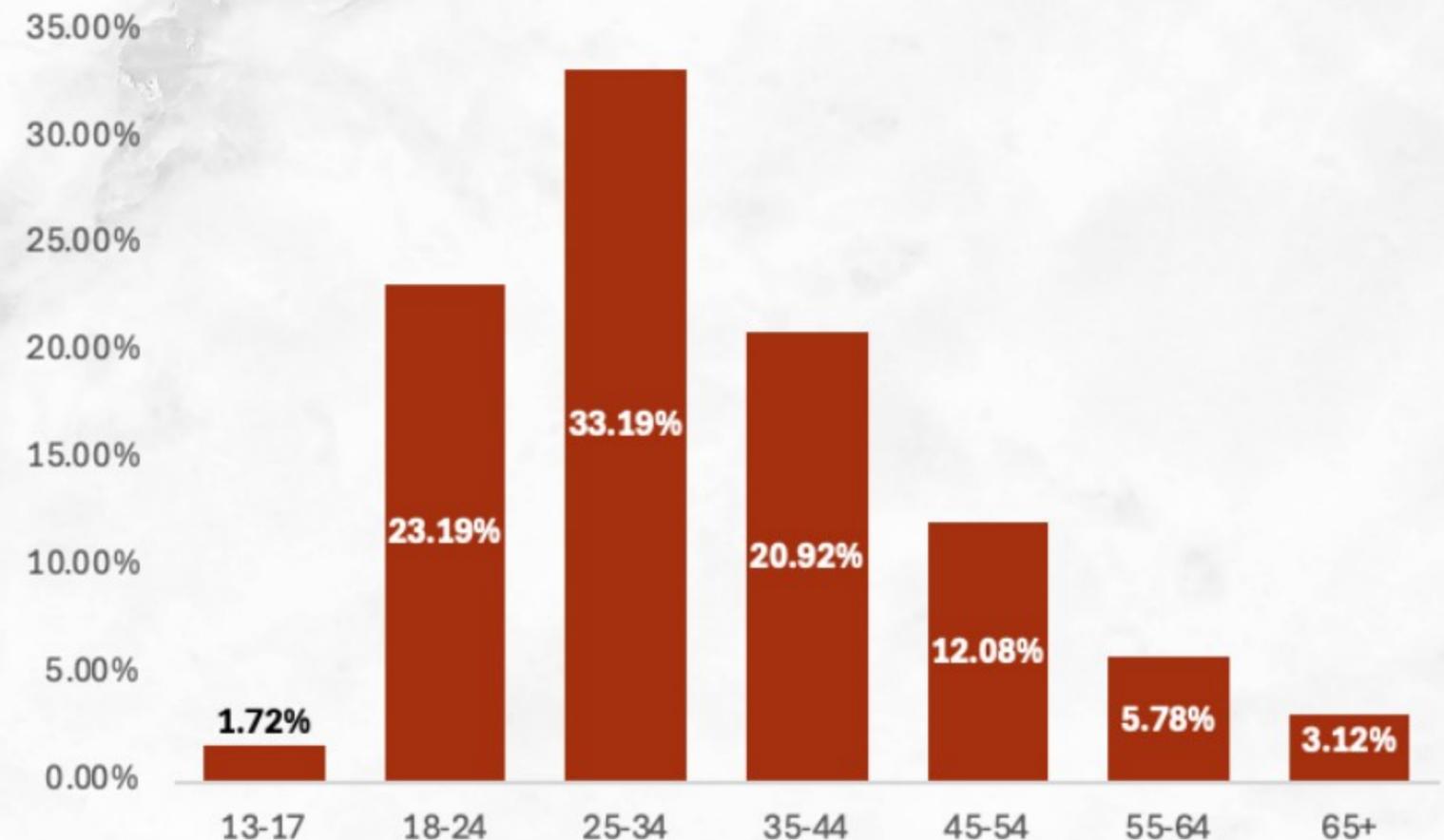
Main Line Cars & Coffee delivers meaningful scale both on-site and digitally, combining large in-person attendance with sustained visibility beyond event day. Each event hosts **2,000–2,500 show vehicles and thousands of additional spectators**, while MLCC's owned digital channels extend sponsor exposure before and after each gathering. This includes an **8,000-person show vehicle owner email list, 20,500 Instagram followers generating 1–2 million monthly views, 6,100 Facebook followers, and 94,000 website visitors in 2025**. Together, this ecosystem provides sponsors with repeated impressions from a highly targeted audience, reinforcing brand recognition through both physical presence and ongoing digital engagement.





## Align with the Most Active Buyers

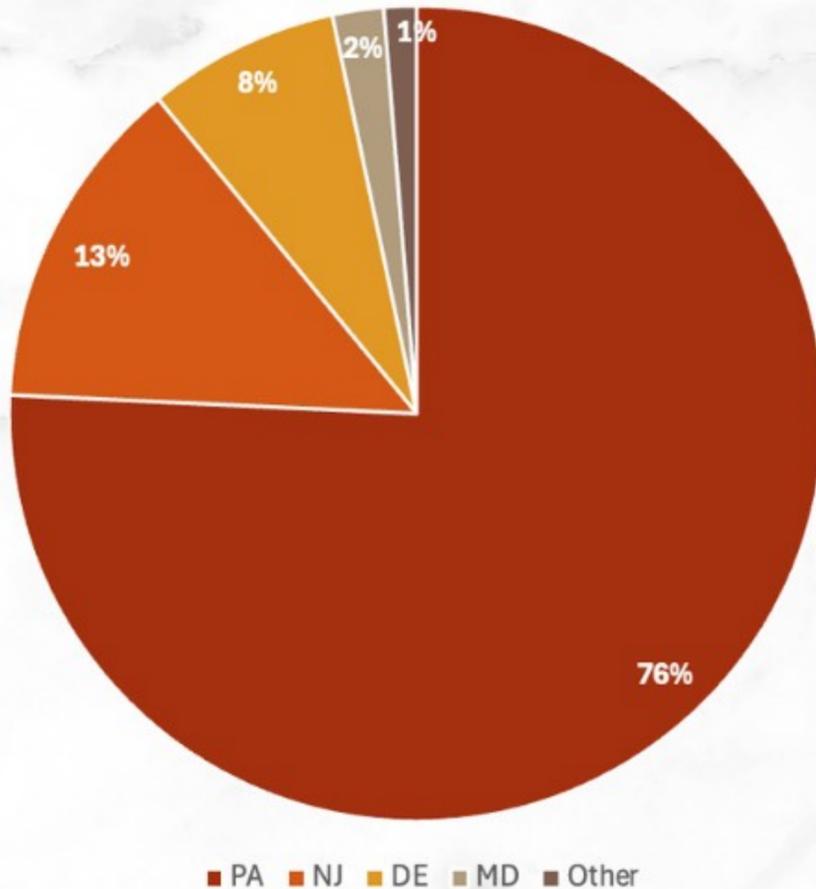
66% of attendees fall within the core 25–54 age range, representing established professionals and collectors with active purchasing power and long-term brand loyalty. *(Data taken from social media analytics. Actual attendees skew older than reflected online)*





## Geographic Concentration

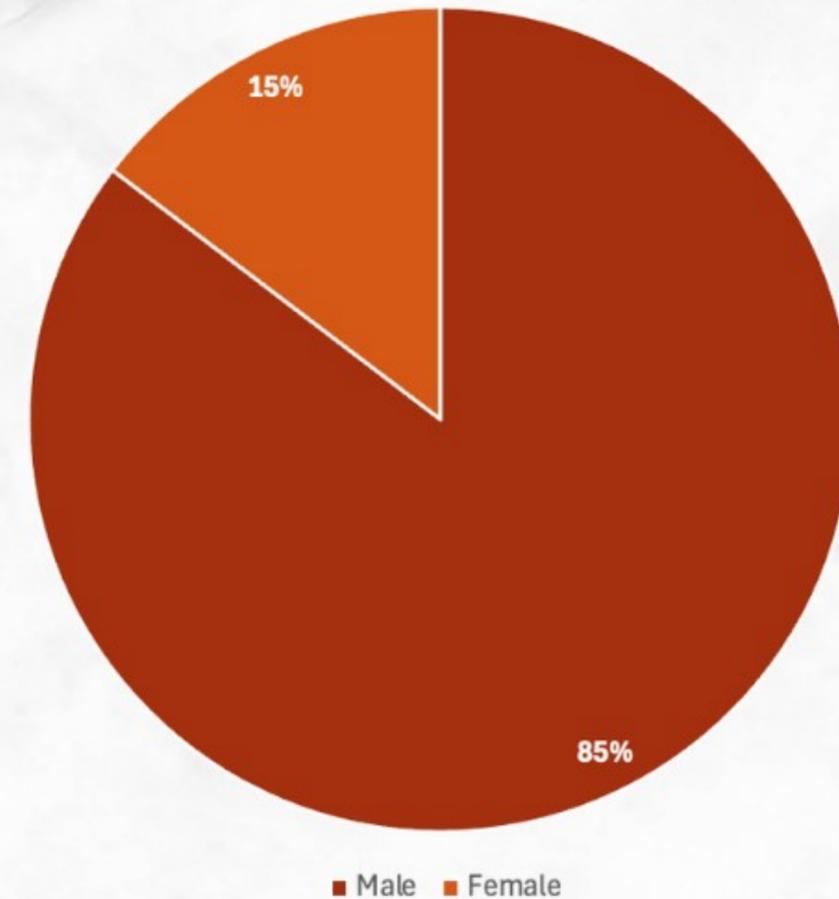
MLCC's audience is highly concentrated in Pennsylvania and surrounding states, delivering dense local and regional exposure for brands targeting the Philadelphia Main Line and nearby affluent markets. *(State distribution data is based on show vehicle registration information)*





## Collector-Focused Demographics

MLCC's audience is predominantly male, consisting primarily of vehicle owners and automotive enthusiasts. (Data taken from social media analytics. On-site gender distribution is more balanced than social media metrics reflect, as many male followers bring their partners)





## Sponsorship Structure

MLCC sponsorships are built around on-site footprint, measured by reserved parking spaces that serve as a brand's physical presence at the event. Each space accommodates either a vehicle or a 10×10 tent, allowing sponsors to create a showroom-style activation rather than a passive logo placement.

Sponsors may participate monthly or commit to an annual partnership covering all eight 2026 events. **Annual partners receive priority placement and a 20% cost savings compared to monthly participation.**

All base sponsorships include full marketing freedom within the sponsor's designated footprint on event day. Brands may display vehicles, tents, signage, and materials, invite clients or partners, and engage attendees directly. Additional visibility and experiential opportunities are available through optional add-on activations.



# Recommended Footprint by Industry

These guidelines outline the typical number of reserved spaces by industry to ensure meaningful brand presence and effective on-site engagement. Recommendations are **based on historical performance**, visibility needs, and how each industry leverages **client interaction**.



## **Car Dealers & Dealer Groups — 6–8 Spaces**

- Ideal for showcasing new and pre-owned inventory
- Creates a cohesive, high-impact lineup rather than a single vehicle
- Historically drives qualified leads and post-event sales activity

## **Insurance, Law Firms & Financial Institutions — 4–6 Spaces**

- Vehicles act as a visual magnet, drawing attendees into the space
- Well-suited for client hosting and inviting collectors' vehicles, which naturally increases traffic and credibility

## **Detailing, PPF, Ceramic & Restoration — 2–4 Spaces**

- Space for a tent, table, and show-quality vehicles to attract attention
- Ideal for client hosting and building long-term relationships

## **Automotive Parts, Modifications & Accessories — 3–6 Spaces**

- Room for a tent and table to create a polished, immersive display
- Show vehicles help demonstrate products in a real-world context
- Strong setup for client engagement, product education, and lead generation

## **Home, Construction & Lifestyle Brands — 2–4 Spaces**

- Space for a tent and table to present a clean, elevated brand presence
- Vehicles help draw attention while conversations drive conversion
- Effective for client hosting and relationship-based marketing

## **Jewelers, Art & Merchandise Vendors — 2–3 Spaces**

- Allows for a well-curated display without overcrowding
- Cars and visual presentation help increase foot traffic
- Best suited for brands focused on aesthetics, craftsmanship, and impulse engagement

# Annual Sponsorship Levels

Annual sponsorships include participation in **all 2026 events** and **priority placement ahead of monthly sponsors**. Tiers are **defined by the number of reserved spaces**. Partners typically invest \$5,000–\$15,000 per season, depending on footprint, industry, and desired presence.

## **Flagship Partner** – \$9,950 Annually

- **Unlimited** reserved parking spaces at all eight events
- Flagship placement within the Sponsor Area
- Full marketing freedom within the designated footprint
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within the footprint
- Flagship logo placement and company write-up on the MLCC website
- Flagship placement on the Main Line Cars & Coffee sponsor banner

## **Premier Partner** – \$4,800 Annually

- **Eight (8)** reserved parking spaces at all eight events
- Premier placement within the Sponsor Area
- Full marketing freedom within the designated footprint
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within the footprint
- Premier logo placement and company write-up on the MLCC website
- Premier placement on the Main Line Cars & Coffee sponsor banner

## **Priority Partner** – \$4,200 Annually

- **Six (6)** reserved parking spaces at all eight events
- Priority placement within the Sponsor Area
- Full marketing freedom within the designated footprint
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within the footprint
- Priority logo placement and company write-up on the MLCC website
- Priority placement on the Main Line Cars & Coffee sponsor banner

## **Signature Partner** – \$3,550 Annually

- **Four (4)** reserved parking spaces at all eight events
- Priority placement within the Sponsor Area
- Full marketing freedom within the designated footprint
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within the footprint
- Priority logo placement and company write-up on the MLCC website
- Priority placement on the Main Line Cars & Coffee sponsor banner

## **Feature Display Partner** – \$3,200 Annually

- **Three (3)** reserved parking spaces at all eight events
- Select placement within the Sponsor Area
- Full marketing freedom within the designated footprint
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within the footprint
- Select logo placement and company write-up on the MLCC website
- Select placement on the Main Line Cars & Coffee sponsor banner

## **Enhanced Presence Partner** – \$2,900 Annually

- **Two (2)** reserved adjacent parking spaces at all eight events
- Notable placement within the Sponsor Area
- Full marketing freedom within the designated footprint
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within the footprint
- Notable logo placement and company write-up on the MLCC website
- Notable placement on the Main Line Cars & Coffee sponsor banner

# Monthly Sponsorship Options

Monthly sponsorships provide participation in a single MLCC event and are **ideal for brands exploring an introductory presence**. For strong visibility at the event, a minimum three-space footprint plus additional visibility elements is recommended.

## Expanded Vendor Footprint – \$500 per event

- **Three (3)** reserved parking spaces
- Participation in a single Main Line Cars & Coffee event
- Full marketing freedom within your designated footprint on event day
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within your footprint
- Additional reserved spaces can be added for \$50/space

## Standard Vendor Footprint – \$450 per event

- **Two (2)** reserved parking spaces
- Participation in a single Main Line Cars & Coffee event
- Full marketing freedom within your designated footprint on event day
- Ability to display vehicles, tents, tables, and branded materials
- Permission to sell products or services on-site
- Ability to invite clients or partners to display vehicles within your footprint

## Introductory Vendor Footprint – \$350 per event

- **One (1)** reserved parking space
- Space accommodates a vehicle or 10×10 tent
- Participation in a single Main Line Cars & Coffee event
- Full marketing freedom within your designated footprint on event day
- Permission to sell products or services on-site
- Ability to distribute promotional materials



# Digital Add-Ons

Digital add-ons **extend sponsor visibility beyond the event itself**, reaching attendees before and after each Main Line Cars & Coffee gathering through MLCC's owned digital channels, **including exclusive event naming rights opportunities.**

**Exclusive Event Naming Rights For the Full 2026 Season. – \$30,000**

## **“Main Line Cars & Coffee fueled by [Sponsor]”**

- Whenever the name Main Line Cars & Coffee is **written or spoken**, it will be referenced as “Main Line Cars & Coffee fueled by [Sponsor]”
- This includes, but is not limited to:
  - Email marketing and sponsor announcements
  - Social media posts and captions
  - Event flyers and digital promotions
  - Branded on-site materials
  - Verbal announcements during each event
  - Event signage, banners, and wayfinding
- Maximum brand visibility and repetition across all MLCC communications
- Direct brand alignment with the region's most prestigious monthly automotive gathering

## **Newsletter/Event Reminder Email**

- Distributed ahead of each event
- A reminder of the upcoming event date, time, and location
- A recap and professional photos from the previous event
- Highlights from the automotive world, including major race results, notable car releases, and industry news

## **Annual Email Activation**

Features 8 placements

- Top placement - \$5,500
- Mid placement - \$4,200
- Footer placement - \$2,900

## **Monthly Email Activation**

Features 1 placement

- Top placement - \$850
- Mid placement - \$650
- Footer placement \$450

## **Social Media Reposts - \$500**

MLCC will repost sponsor-created story or feed post content to its Instagram story for a 24-hour period.

Ideal for promoting:

- Limited-time offers or promotions
- Product launches or announcements
- Event-specific messaging

# On-Site Signage & Visibility Add-Ons

Signage extends visibility beyond a sponsor's designated footprint through a combination of placements tailored to their preferred visibility profile. All signage is produced, installed, and removed by MLCC and remains active for all eight events, **priced on a per-unit basis.**

## **Main Corridor Feather Flag** - 11.5' - \$1,000

- Feather flag placements along the primary vehicle corridor
- Positioned where every show vehicle drives past
- Designed for impressions as attendees enter the event

## **Sponsor / Supercar Lot Entrance Feather Flag** - 11.5' - \$1,250

- Feather flag placed at the entrance to the Sponsor and Supercar Lots
- High-impact visibility at one of the most desirable and photographed areas of the event
- Branding aligned with the event's highest-value vehicles and foot traffic

## **Featured Vehicle Feather Flag Placement** - 11.5' - \$5,000

- Feather flag positioned directly behind the most notable attendee vehicle
- Vehicles selected based on rarity and attendee interest
- Placement behind the most photographed cars at the event, generating the highest digital visibility of any on-site activation in post-event photos and media



## **Attendee Gifts & Branded Items** - Custom

Branded attendee gifts are developed through a collaborative process, allowing sponsors to participate in the selection, design, and branding of the item. This ensures the final product aligns with both the sponsor's brand and the MLCC audience.

Examples include, but are not limited to:

- Branded driving gloves
- Branded cigar cutters or cigar cases
- Branded key fobs or leather accessories
- Branded coffee sleeves

Gift quantities, distribution points, and branding approaches may be customized.

## **Additional Custom Activation Opportunities** - Custom

Custom activations are available for brands seeking a more tailored or experiential presence.

- Custom on-site activation build-outs
- Fully bespoke sponsor activations aligned with specific brand objectives



# VIP Post-Event Lunch Experiences

MLCC will host a limited series of ticketed VIP post-event lunches throughout the season at select high-end restaurants. These experiences are designed to extend engagement beyond the show field and foster deeper relationships in a relaxed, private setting.



**Post-Event Lunch** – Priced per location based on available seating

## **Branding & Visual Presence**

- Branding on printed menus, with sponsor message or contact information discreetly placed at the bottom
- Table tents placed on every table for consistent brand visibility
- Feather flags positioned outside the restaurant entrance

## **Relationship & Client Engagement**

- Sponsor salespeople seated at tables to socialize naturally throughout the meal
- Ability to invite key clients or prospects to attend the lunch
- Use the lunch as a private client relationship-building experience
- Reinforcement of premium brand perception through hospitality and setting

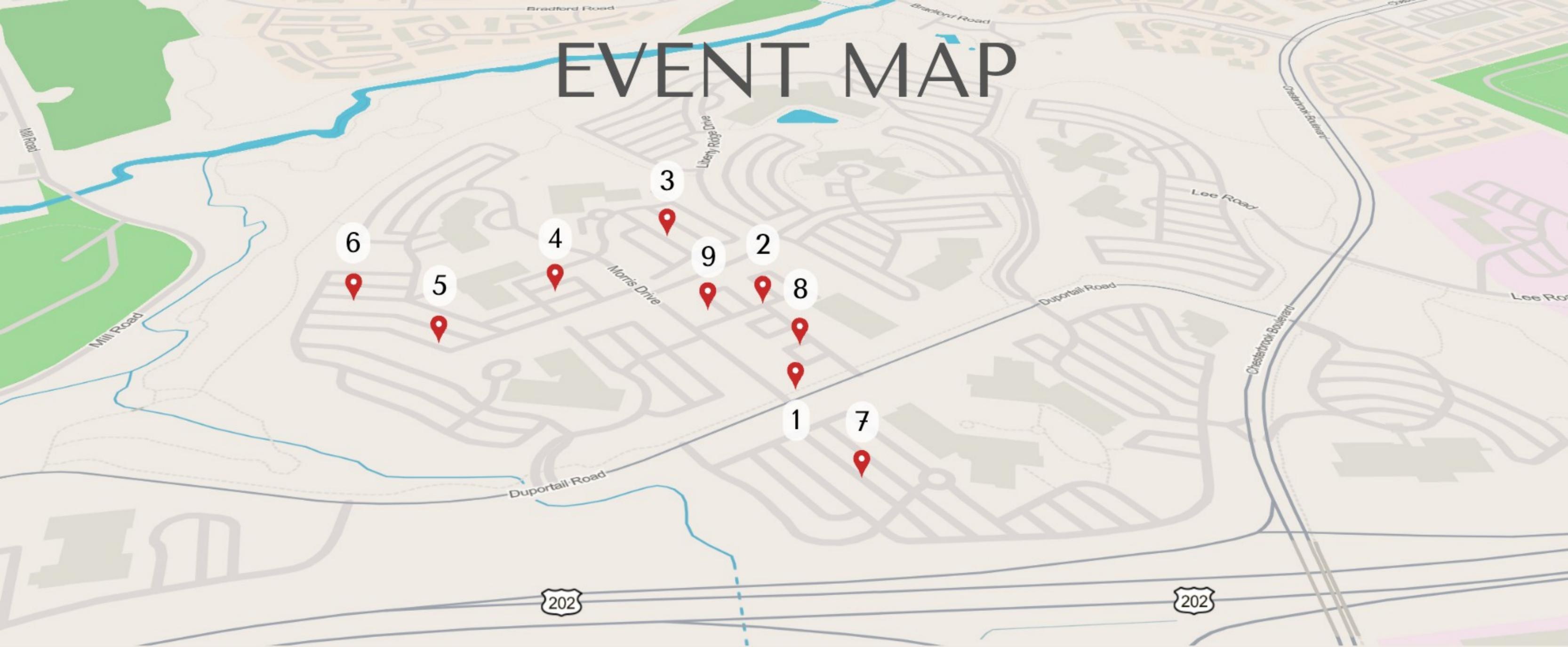
## **Tabletop & Take-Home Touchpoints**

- Small branded take-home items placed at each setting (cigar cutters, matchbooks, or similar lifestyle accessories)

## **Food & Beverage Integration**

- Signature cocktail or beverage named after the sponsor

# EVENT MAP



- |                              |                     |                      |
|------------------------------|---------------------|----------------------|
| 1. Show Car Entrance         | 4. German Car Lot   | 7. Spectator Parking |
| 2. Sponsor / Supercar Lot    | 5. American Car Lot | 8. Food Trucks       |
| 3. Porsche / Classic Car Lot | 6. Japanese Car Lot | 9. Restrooms         |



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# Contact Us

Brett Mezrow

610-787-9683

[www.mainlinecarsandcoffee.com](http://www.mainlinecarsandcoffee.com)

[mainlinecarsandcoffee@gmail.com](mailto:mainlinecarsandcoffee@gmail.com)