



— NICOLE MEGUIAR'S —

# Benedict Castle

**CONCOURS**  
CAR SHOW

May 17 & 18, 2025 - Riverside, CA

# 2025 PROPOSAL

Benefiting



CAMIL 2024



Known as “The Car Guys’ Car Show,” the Benedict Castle Concours Car Show is unique in bringing together all elements of the car hobby.

Founded in 2013 by Nicole Meguiar, we celebrate the diversity of the car hobby with the common theme being **PASSION!**



# WHY WE DO IT



All proceeds from the Concours Car Show go to benefit Teen Challenge—the oldest, largest, and most successful program in the world for setting people free from their addictions, with over 3,000 centers worldwide and an 86% cure rate.

The Benedict Castle campus is home to over 100 students who are in a 12-month residential program which is FREE to attend, supported solely by private donors and this event.



**Lives changed because of you!**



We have it all — stunning Concours Classics, Rocking Hot Rods, Powerful Muscle Cars, Wild Exotics, Killer Kustoms, Rumbling Race Cars, Tricked Out Trucks, Blazing Motorcycles and so much more. With hundreds of unique vehicles on display on the beautiful Benedict Castle grounds, there's something for everyone at our show!

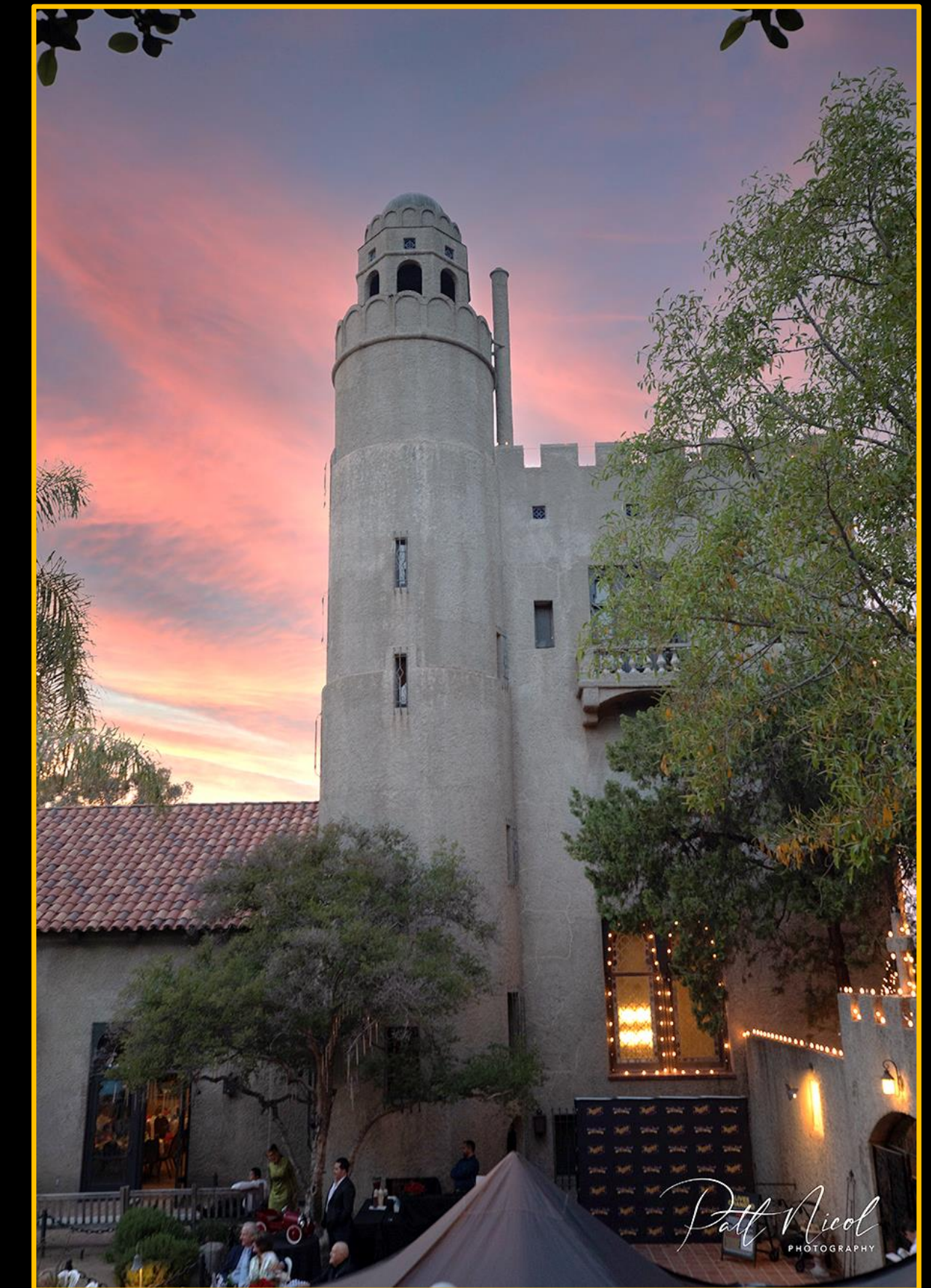
[Click here to see  
2024 Show  
Highlights Video](#)

Scan QR Code:





**Our venue is like no other!**  
Cars are parked on the acres of lush grass surrounding the historic Benedict Castle in Riverside, California. Event guests are invited to explore the grounds and even take a docent-led tour of the iconic castle.



NICOLE MEGUIAR'S  
*Benedict Castle*  
CONCOURS  
CAR SHOW

Patt Nicol  
PHOTOGRAPHY



[Click here to see Car Guy  
Celebrity Highlights](#)

Scan QR Code:



Car Guy Celebrities are on hand to sign autographs, participate in panel discussions, and be a part of special presentations.

**Spectators have access to these Car Guys unlike any other event!**





Custom trophies are awarded to the top vehicles.

[Click here to see how the Trophies are made](#)

Scan QR Code:



In addition to the amazing car show, guests can enjoy the VIP Pavilion, live auctions, Castle Tours, High Tea and Car Guy autograph session.







2024 Grand Marshal Chip Foose



On Saturday evening before the show, we host an exclusive Gala Dinner. Limited to only 220 tickets, guests enjoy a relaxing evening with great food, fun entertainment, and Car Guy fellowship.

[Click here to see 2024 Gala Highlights](#)



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# Our history of legendary Grand Marshals



Wayne Carini



Linda Vaughn



George Barris



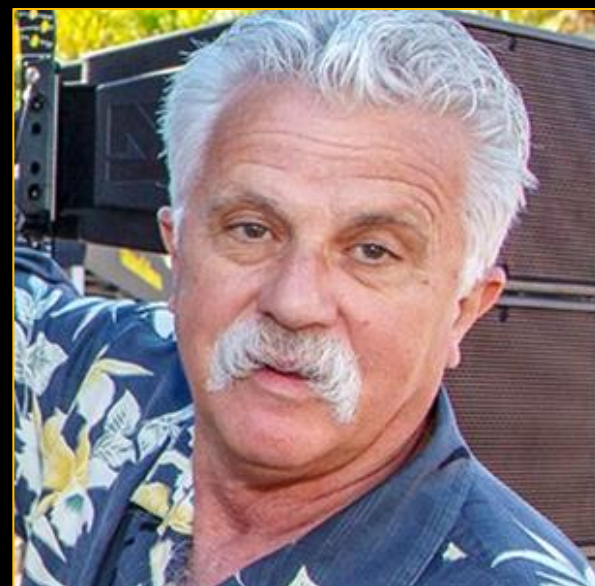
Bruce Meyer



Gene Winfield



Ed "Isky" Iskenderian



Corky Coker



Chip Foose

# 2025 Co-Grand Marshals



# Barry & Karen Meguiar



# Opportunity awaits... Partner with us!

National and local businesses enjoyed tons of exposure from last year's Benedict Castle Concours Car Show crowd which included automotive enthusiasts and car owners from across the Car Culture Capital of Southern California (and beyond, with our videos and socials!).

**Our event gives you direct access to your current and potential customers.**





It can't be overstated that you partnering with us literally changes lives as all proceeds go directly to Teen Challenge: the oldest, largest and most successful drug and alcohol recovery program in the world, serving Southern California for over 60 years at no cost to the students.

1. Excellent exposure for your company
2. Contributions are Tax Deductible
3. Lives Changed!

Teen Challenge is a registered 501 (c) (3) nonprofit organization, and all donations/contributions are tax-deductible as allowed by law.



[Click here to learn more about Teen Challenge](#)

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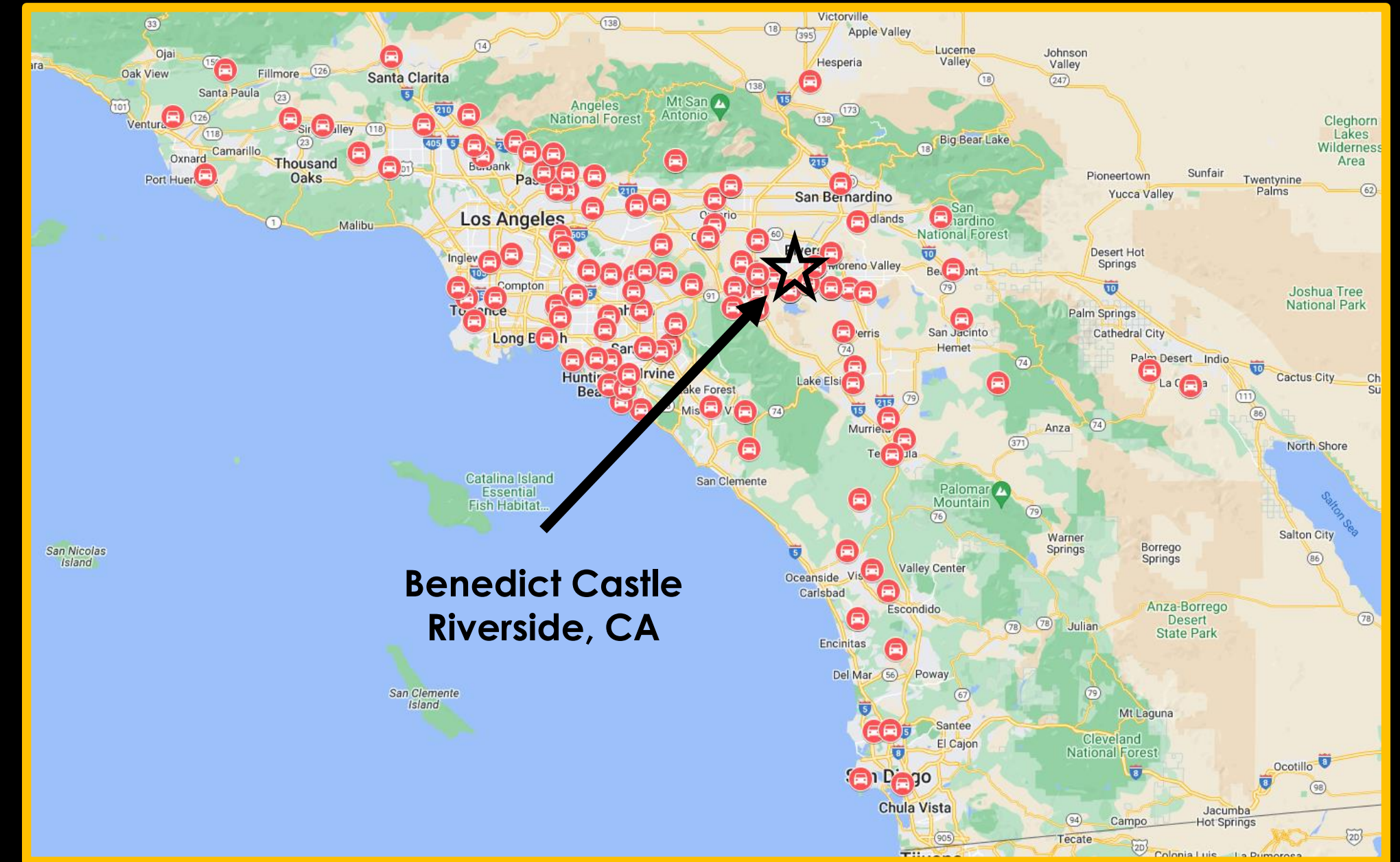
# 2024 Benedict Castle Concours Car Show Event Numbers:

- 3,500+ Spectators on the day of the Show
- 5,000 Event Programs printed and distributed
- 254 Vehicles on display
- 210 Gala Dinner attendees (sold out)
- 120 High Tea attendees (sold out)
- 42 Trophies awarded

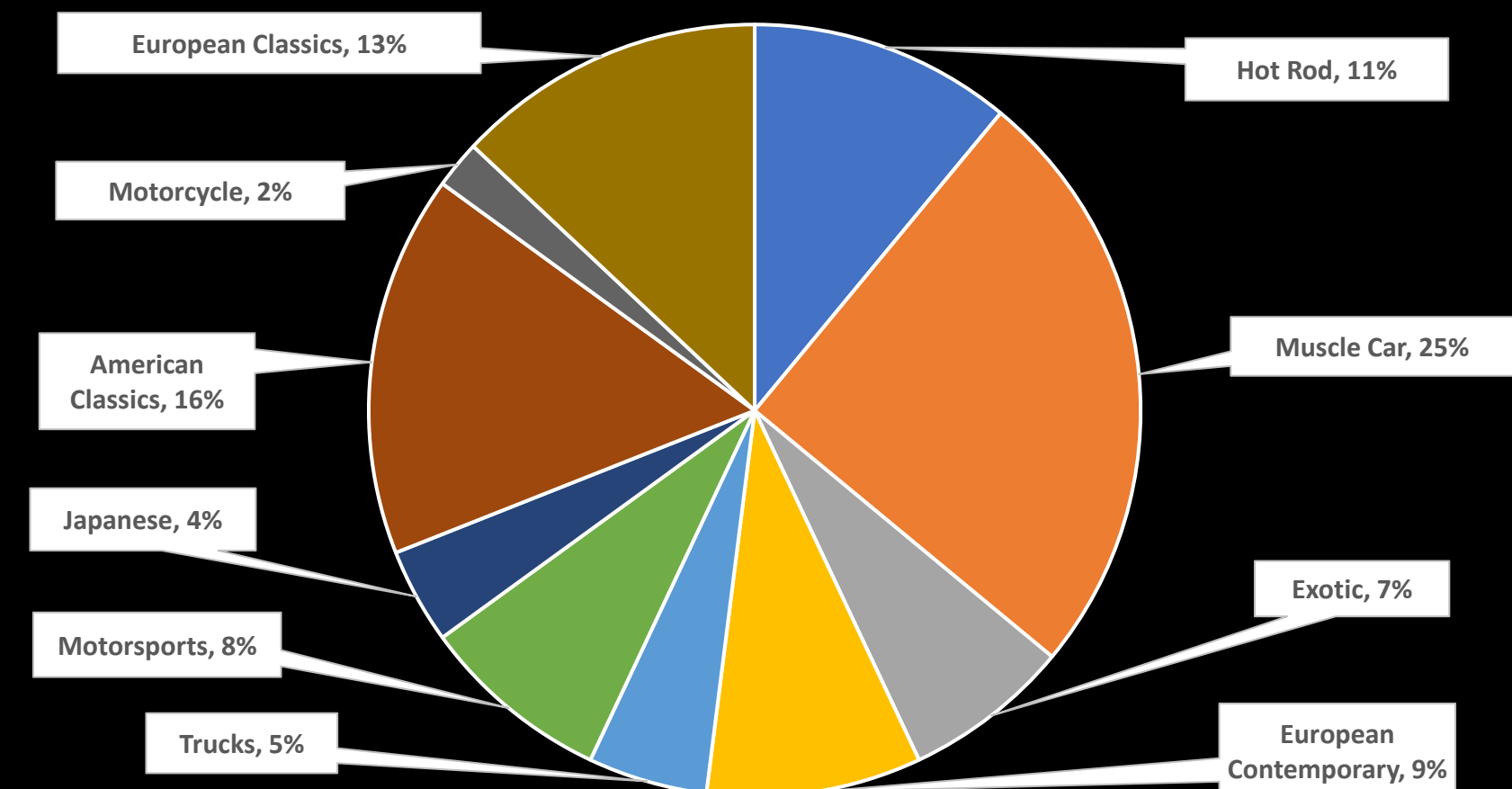
## Online Reach:

- Facebook: 8.6K followers
- YouTube: 23K Video Views with more content being added
- Email Campaign Recipients: 2,700+ and growing  
Delivery: 99%, Opens: 59%, Clicks: 20%

## Vehicle Entrant Location



## Vehicle Registration Type



We have a limited number of spaces available for vendors and brand activation. Engage with thousands of automotive enthusiasts in the SoCal area.





Sponsorship opportunities for exclusive aspects of the show are available.



Pat Nicol PHOTOGRAPHY



# Early sponsors get maximum value with year-round marketing on printed promotional materials:

- Show Tickets (10,000+ printed)
- Promotional Flyers (20,000+ printed)

Ticket Size: 8"x3"



Flyer Size: 5"x7"





# Benedict Castle Concours Car Show Video content “Brought to you by **YOUR COMPANY**”

YouTube Search

**Benedict Castle Concours Car Show**  
@BenedictCastleConcours

Benedict Castle Concours Car Show is unique in celebrating the best about... >

[benedictcastleconcours.com](https://benedictcastleconcours.com) and 1 more link

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

- Benedict Castle Concours Car Show: Featuring Mike... Car Guy Legends 7:21
- 2023 Benedict Castle Concours Gala Highlights... 2:37
- 2023 Benedict Castle Concours Car Show... 1:01
- 2023 Benedict Castle Concours Car Show... 1:01
- Benedict Castle Concours Car Show Highlight Reel 1... 1:12
- Benedict Castle Concours Car Show Founder: Nicole... 2:36



We have additional video content ‘in the can’ – ready for sponsorship!

The ultimate brand activation opportunity!  
Include your product samples, marketing materials, and other items to promote  
your company in the Goody Bag given to all Vehicle Entries.



Have a product you want to get in front of our audience?  
Consider offering samples to vehicle entrants and/or  
show attendees!

Scan QR Code:



[Click here to see the 2023 Goody Bag](#)



# Sponsorship Packages

## **Tier One Sponsor: \$20,000**

- Your Company on all event press releases, ads, flyers, posters and event banners (primary line)
- Event Program Advertisement: Full Page, Inside Cover or Inside Back Cover or Double Page Spread (your choice/first available)
- Four Pages of editorial about Your Company in the Event Program
- Your Company Logo featured on home page of [www.BenedictCastleConcours.com](http://www.BenedictCastleConcours.com)
- Your Company Logo on the banners at the show entrance and at the stage
- Your Company Logo featured on Benedict Castle Concours Virtual Car Show website for one year
- Private Hospitality Tent for you and your guests the day of the show
- Benedict Castle Concours social media recognition posts
- 10 VIP Passes which include breakfast, lunch and refreshments all day in the VIP Pavilion
- 4 Saturday Night Gala Dinner Tickets
- Public Address recognition event wide all day
- Up to 25 prime banner locations (sponsor provides banners)
- Vendor Booth (10'x30') or Other Space to be discussed

**Sponsorship Packages  
may be tailored to fit  
your needs!**

## **Tier Two Sponsor: \$5,000**

- Your Company Logo on all event press releases, ads, flyers, and event banners (secondary line)
- Event Program Advertisement: Full Page
- Your Company Logo on the banners at the show entrance and at the stage
- Benedict Castle Concours social media recognition posts
- 5 VIP Passes which include breakfast, lunch and refreshments all day in the VIP Pavilion
- 4 Saturday Night Gala Dinner Tickets
- Public Address recognition event wide all day
- Up to 10 prime banner locations (sponsor provides banners)
- Vendor Booth (10'x20')

## **Tier Three Sponsor: \$2,500**

- Event Program Advertisement: Full Page
- Your Company Logo on the banners at the show entrance and at the stage
- 2 VIP Passes which include breakfast, lunch and refreshments all day in the VIP Pavilion
- 2 Saturday Night Gala Dinner Tickets
- 5 banner locations (sponsor provides banners)
- Vendor Booth (10'x10')



# Sponsorship Opportunities and Vendor Space

## **VIP Pavilion Sponsor: \$7,500**

Where the elite will mingle and enjoy an exclusive breakfast and lunch along with refreshments all day. A great opportunity for networking with other VIPs of the car hobby under the shade of the "Your Company Pavilion." All event press will include Your Company name.

## **Grandstands Sponsor: \$7,500**

Prominent, custom-made signage for the grandstands from which spectators enjoy the Celebrity Car Guy's Panel, Special Presentations, and Awards Ceremony. Have Your Company's logo right at the center of the action!

## **Saturday Night Gala Presenting Sponsor: \$5,000**

Saturday night before the Benedict Castle Concours Car Show, we hold an exclusive dinner event at the castle where the "who's who" of the car hobby enjoy an evening of fine dining and entertainment. This year we will honor our **Grand Marshal--Chip Foose!** An excellent opportunity to get Your Company's name in front of an influential crowd of enthusiasts. All event Press will include Your Company name.

## **High Tea & Fashion Show Sponsor: \$5,000**

A Benedict Castle Concours tradition which reaches a different demographic amongst the cars, decision-makers abound amongst tasty treats reserved for this elegant event within the event. All Press will announce Your Company as the Host.

## **Stage Sponsor: \$5,000**

Significant signage front and center to all the activity where awards will be presented, the celebrity panel discussion takes place, and all announcements are made from. All stage, signage announcements and Press to be called by Your Company name.

## **License Plate Sponsor: \$5,000**

Only Your Company Logo and the Concours logo on all entrant License Plates. The License Plates are each unique, stating details about the car and owner name and are displayed with each car for attendee and judge reference. You'll find many past Benedict Castle Concours License Plates proudly displayed in shops and garages across Southern California!

## **Goody Bag Sponsor: \$2,500**

Your Company Logo printed in color on the high-quality black Goody Bags given to all registrants and on display all around the event. The bag will be used by recipients for personal use at other events! (300+ bags created)

## **Lanyard Sponsor: \$2,000**

Your Company Logo on the Lanyards that will be worn for the entire event by all registered show car owners, Judges, Event Staff, Volunteers, Exhibitors, Media, Vendors and VIP Guests. Sponsor to provide Lanyards.

## **Benedict Castle Concours Video Sponsor: \$1,000 per video**

We will produce several videos featuring highlights of the 2024 event just as we did for the 2023 Concours. This is your chance to have Your Company associated with one of the videos to be highlighted on our socials and featured on YouTube ongoing.

## **Vendor Booth Pricing**

10'x10': \$300  
10'x20': \$550  
10'x30': \$800



# Event Program Advertising

- 5,000 limited edition copies produced

- 120+ pages

- High quality, full color

- Original Editorial features:

\* Cars

\* Car Guys

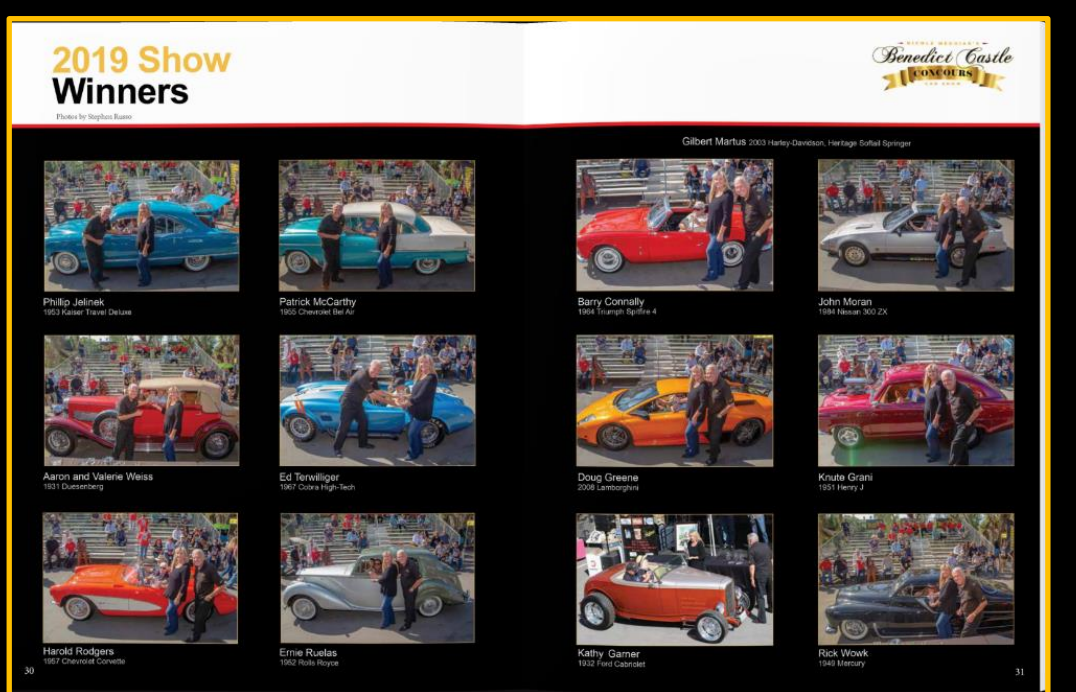
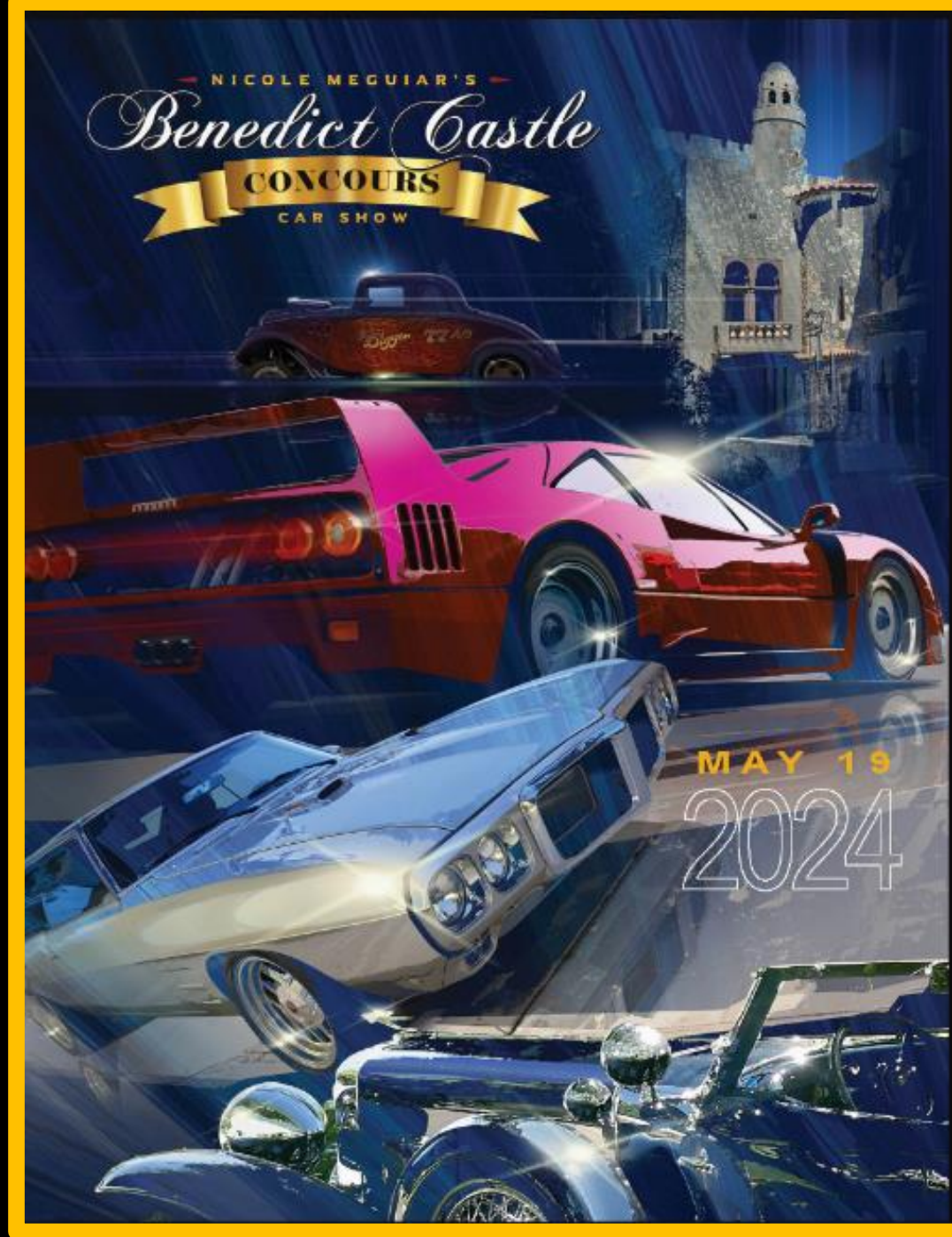
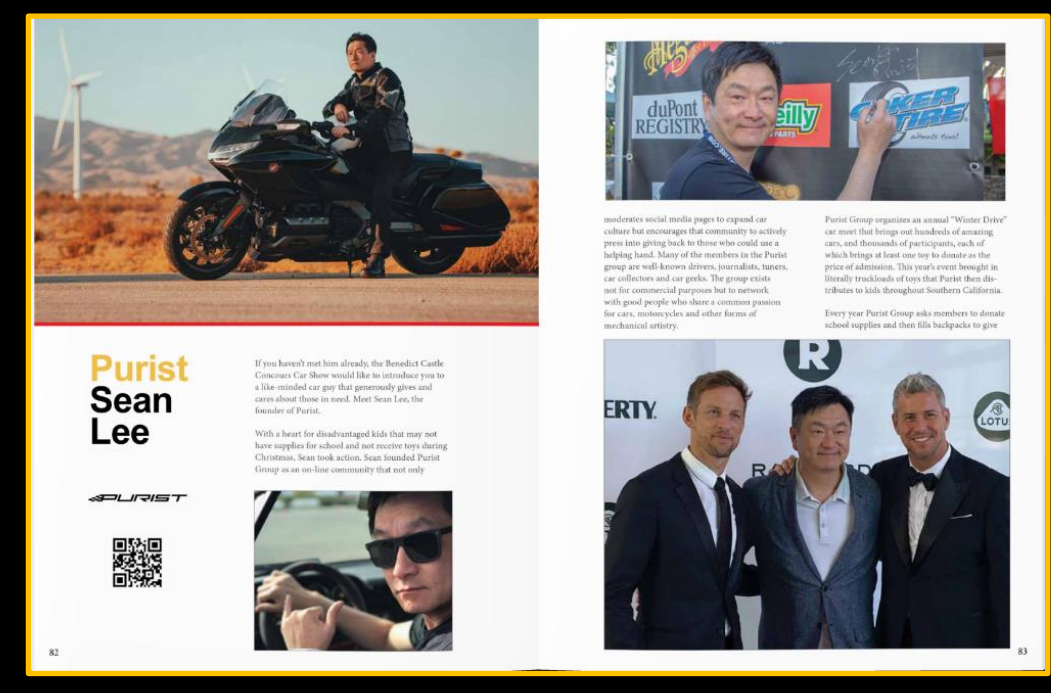
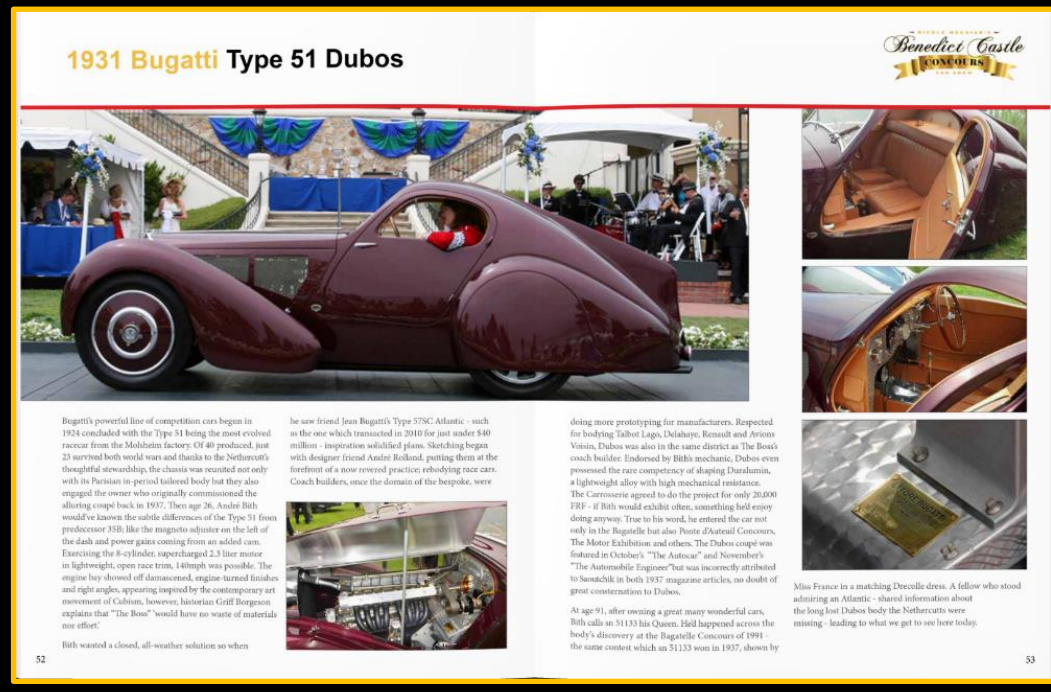
\* Automotive Industry

\* Featured Companies

\* Past Winners

- Coffee table worthy!

**\* Limited advertising space available — 35% or less of the publication available for ads \***



Click here to view the entire 2024 Event Program

Scan QR Code:



# 2025 Benedict Castle Concours Car Show Event Program Advertising Rates

Every ticket holder and vehicle registrant will receive a glossy, full color, premium-quality Event Program free of charge. Our Event Program presents a unique advertising opportunity for both local and national businesses. 5,000 copies printed, 120+ pages.

**\*\*\* Limited advertising space available — 35% or less of the publication available for ads \*\*\***

- **Four Page Editorial Feature + Full Page Ad: \$3,500**
- **Four Page Editorial Feature: \$3,000**
- **Two Page Editorial Feature + Full Page Ad: \$2,500**
- **Two Page Editorial Feature: \$1,800**
- **Double Page Spread Ad: \$1,800**
- **Full Page Ad: \$1,000**
- **Half Page Horizontal Ad (With Bleed): \$600**
- **Quarter Page Vertical Ad (No Bleed): \$300**
- **Business Card Ad: \$100**

Full Page Details: Safety Area: 7.5"x10", Trim: 8.5"x11", Bleed: 8.75"x11.25"

Half Page Details: Safety Area: 7.5"x4.75", Trim: 8.5"x5", Bleed: 8.75"x5.25"

Quarter Page Details: Trim: 3.75"x4.75"

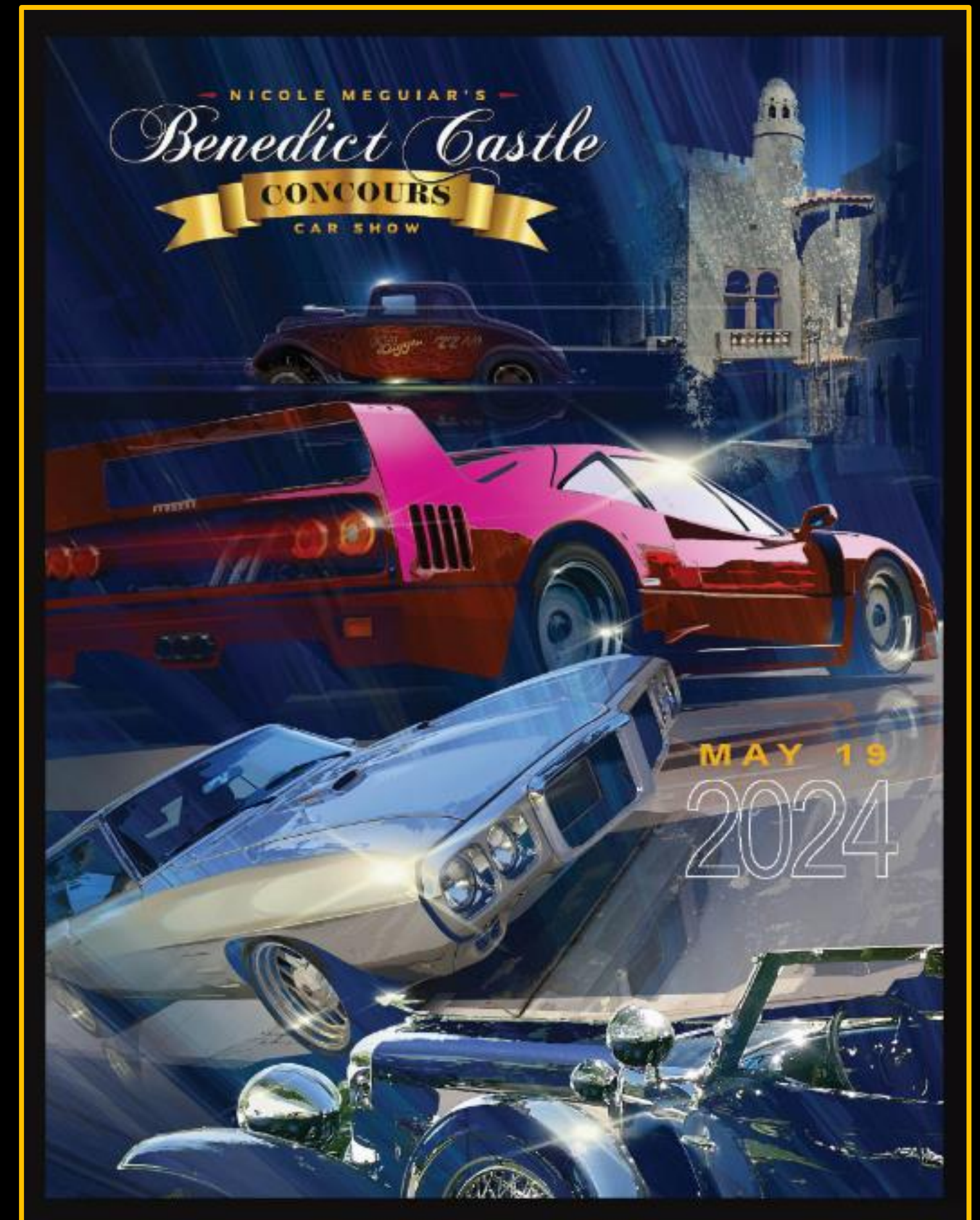
Business Card Details: Trim: 3.5"x2"

#### Acceptable formats:

- Photoshop EPS with a minimum resolution of 266 ppi
- TIFF with a minimum resolution of 266 ppi at final size
- JPEG with a minimum resolution of 266 ppi at final size
- Press optimized PDF
- For business cards, simply submit a business card

**Submission Deadline April 1, 2025**

Please submit all artwork to Don Nicholson at: [info@BenedictCastleConcours.com](mailto:info@BenedictCastleConcours.com)



[Click here to view the  
2024 Event Program](#)



Scan QR Code:



# Sponsorship opportunities with the Benedict Castle Concours Virtual Car Show



The on-line hotspot for car owners to post pictures and descriptions of their rides to share with the world!

**Site Sponsorship: \$900/Year**

Your Company Logo and link to your website featured at the bottom of every page of the Virtual Car Show for one year.

Scan QR Code:



[Click here to see the Virtual Car Show](#)

# LIVES CHANGED

— BECAUSE OF —  
**YOU**

Thank you for considering  
partnering with us for the  
**2025 Benedict Castle  
Concours Car Show!**



Please direct all inquiries to Don Nicholson at:  
[info@BenedictCastleConcours.com](mailto:info@BenedictCastleConcours.com)

