



## PITTSBURGH VINTAGE GRAND PRIX ASSOCIATION

*Our country's largest vintage race event...and the only one run on city streets!*

### 2022 Auto Restoration Shop Display



The Pittsburgh Vintage Grand Prix is the country's largest vintage racing event and the only one run on actual city streets. We will celebrate our 40<sup>th</sup> year in 2022 with our 10-day festival comprised of a dozen different events that draw over 250,000 visitors. Your sponsorship helps charity and has many unique marketing and public relations advantages.

- The Race Weekend at Schenley Park hosts an International Car Show and vintage races through the city park streets. Our unique golf course venue provides opportunities to promote, sell and entertain employees, and customers and is ideal for erecting tents or product displays.
- Ten distinct Race Week events present a wide variety of sponsorship options including naming rights, event tickets and logo placement. Custom packages can be created.
- Raise your organization's awareness through our wide array of promotional amenities including billboards, social media, web presence, PA announcements, banners, and race program advertising.
- Since 1983, the PVGP, a 501 (c) (3) charity, has raised over \$6 million to provide residential care, treatment, and support for thousands of individuals with autism and intellectual disabilities in the Pittsburgh region.



## Pittsburgh Vintage Grand Prix Race Weekend at Schenley Park July 23/24, 2022



The Pittsburgh Vintage Grand Prix is our nation's largest vintage race event and the only one run on city streets. Ranked in the top 10 of all car shows, the PVGP is firmly established as one of the world's premier automotive festivals and a destination for national brands, car club gatherings and an ideal venue for sponsor activation. We can put you in front of 100,000 spectators during our Race Weekend at Schenley Park. We blend a 3,000-vehicle car show in a true park setting where spectators watch vintage races through the streets and visit the car displays and vendor tents.

**PITTSBURGH VINTAGE GRAND PRIX • 1000 GAMMA DRIVE, SUITE 106 • PITTSBURGH, PA 15238**



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### Pittsburgh Vintage Grand Prix to Provide:

- Display area within the International Car Show at Schenley Park Car Show on July 23/24 weekend. Only restoration shops are eligible. You must supply your own tent no larger than 10' x 20'. You will be able to park three cars alongside. The PVGP can provide a 10 x 20 tent with two banquet tables and six chairs for an additional \$750. - value \$2,500
- Quarter page color ad in 7,500 Race Programs. They are an excellent year-round advertising tool to promote your shop. value \$600
- Your company name mentioned 4 times each day on a PA announcement. - value \$200
- Placement of 2 sponsor-supplied banners at Schenley Park. Maximum size is 3' x 8'. Sponsor is responsible for producing, hanging and removing banners - value \$500
- 2 posters and 2 race programs. - value \$40

Total value of PVGP Amenities \$3,840

### Restoration Shop to provide:

- Sponsorship fee of \$1,950 payable to the Pittsburgh Vintage Grand Prix Association.
- The PVGP can provide a 10' x 20' tent with two banquet tables and six chairs for \$750
- High-rez PDF of your 3 1/2" W x 4 3/4" H race program ad. Island ad, no bleeds emailed to [delbianco@pvgp.org](mailto:delbianco@pvgp.org) by June 15.

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