



# 2024

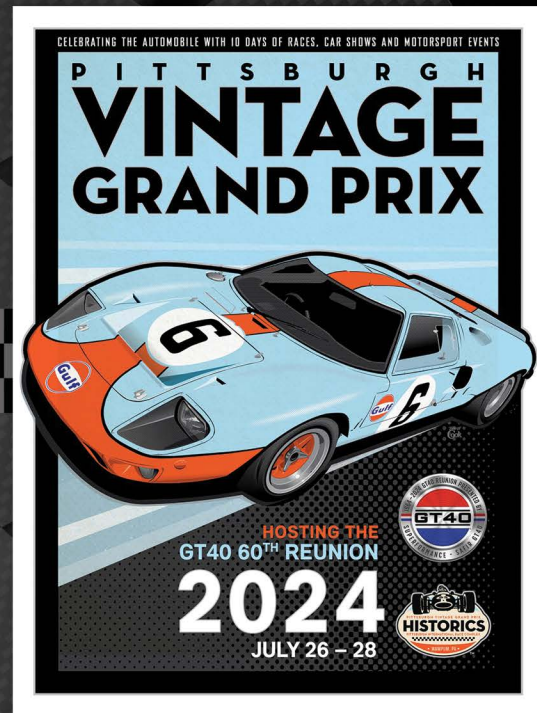
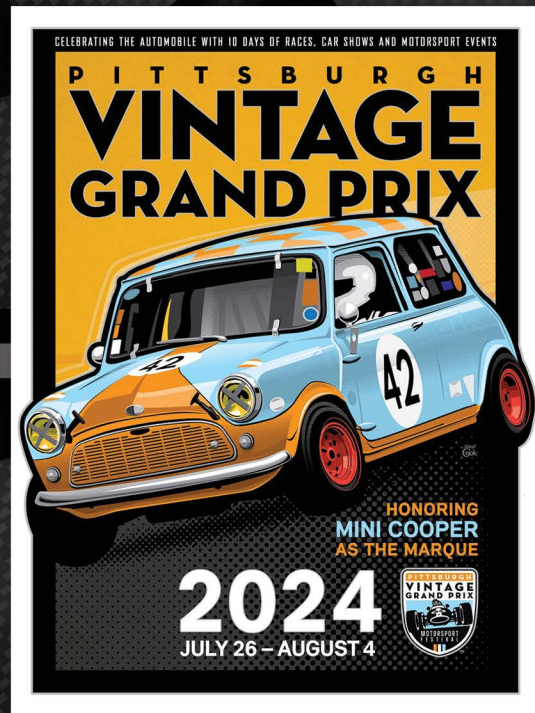
## PITTSBURGH VINTAGE GRAND PRIX

10-Day Motorsport Festival  
July 26 - August 4, 2024



**EVENT OVERVIEW & SPONSORSHIP OPPORTUNITES**

# THE COUNTRY'S LARGEST



# MOTORSPORTS FESTIVAL



A 10-Day Motorsport Festival with vintage races, car shows, and parties. Schenley Park Race Weekend delivers 100,000 spectators, 3,000 show cars and 125 sponsors and vendors.



125 Racers compete over a challenging 2.3-mile circuit through the streets of Schenley Park that are lined with hay bales and stone walls while spectators watch from the car show and sponsor tents on the golf course.



The International Car Show at Schenley Park attracts a wide variety of collector cars, concours quality vehicles, and every major marque is well represented.

# UNIQUE SPONSORSHIP PARTNERSHIPS

The PVGP can place you and your products at high-visibility venues to promote your brand and customize events to meet your activation needs and objectives.



Our Blacktie Gala, Tune-Up Party and Stampede events all sell out. They attract auto enthusiasts and affluent individuals.



Since 1983 the PVGP has donated \$6.75 million to its charity partners benefitting individuals with autism and intellectual disabilities.



# 2024 PVGP MOTORSPORTS FESTIVAL



## PVGP Historics at Pitt Race

**JULY 26 - 28, 8:00 AM - 5:00 PM**

This is a 3-day weekend of historic racing and activities at the spectacular Pittsburgh International Race Complex in Beaver County. 250 racers compete in 6 race groups. VIP Parking, Charity Rides, and Karting are also part of the activities. Sponsors can display, get on track or entertain clients. The GT40 Reunion joins us this year for a car show and races.

## Black Tie & Tailpipes Gala

**FRI, JULY 26, 7:00 PM - 11:00 PM**

The PVGP throws a formal party to launch our 10-day event. This black-tie formal is one of the hottest tickets in Pittsburgh during the summer. The event sells out each year. The 2024 event is headed downtown to the fabulous PPG Wintergarden. Sponsorship packages include tickets and recognition.



## Shadyside Invitational Car Show

**MON, JULY 22, 5:00 PM - 9:00 PM**

This exclusive car show is staged on Shadyside's Walnut Street, where several thousand shoppers view 125 rare, classic and exotic vehicles. Cars participate by invitation only and include show cars rarely seen at other car events. This is a prelude to the upcoming weekend's International Car Show.

# Waterfront Car Show

**MON, JULY 29, 4:00 PM - 9:00 PM**

Enthusiasm for Race Weekend starts to build at the Waterfront in Homestead. This event has 600 cars of all types, including custom cars, street rods, tuners, race cars and motorcycles. The vast parking lot is perfect for a display and the surrounding roads are ideal for a Ride & Drive event.



# Sewickley Stampede & Roundup

**TUE, JULY 30, 5:30 PM - 9:00 PM**

This event debuted in 2023 with great success and fanfare. The Stampede is a parade of cars through downtown Sewickley that starts at 5:30 PM. The party gets underway at 6:00 PM at the Hotel and Rosa's Cantina at 509 Beaver Street. Sponsorships include tickets and signage.



# Downtown Pittsburgh Car Display

**WED, JULY 31, 10:30 AM - 2:00 PM**

With Race Weekend fast approaching, the PVGP puts on a city-wide car display in downtown Pittsburgh with car displays at Market Square and PPG Place. Sponsors receive signage, recognition and parking spots for featured cars.



# Tune-Up Party

**WED, JULY 31, 6:00 PM - 9:00 PM**

The party is anchored at the SouthSide Works, filling Town Square and the streets around the Cheesecake Factory and Shop 412. This event has developed into an excellent opportunity to display new cars. Sponsorship includes complimentary car show spots, advertising, signage and VIP passes.



# Race Weekend Reception

**FRI, AUGUST 2, 6:30 PM - 9:00 PM**

A line-up of 100 or more race cars departs the paddock in Schenley Park at 6:30 pm and parade along the track into Oakland for a driver's reception. The racers and crews are given a private reception and then they parade back to the paddock.



# International Car Show at Schenley Park

**AUGUST 3 - 4, 9:00 AM - 5:00 PM**

3,000 cars cover the Golf Course creating one of the region's largest car shows. British Car Day is on Saturday, with all other shows displayed all weekend. Participants are arranged within specific manufacturer shows. Mini will be the honored Marque of the Year with an additional focus on Microcars.



# Vintage Race Practice & Qualifying Sessions

**SAT, AUGUST 3, 9:00 AM - 5:00 PM**

Our vintage race cars warm up in the morning racing through Schenley Park's streets to qualify for Sunday's featured races. Racers are arranged into race groups according to engine size and year. Sports cars up through the early 1970s are eligible.



# Vintage Race Day at Schenley Park

**SUN, AUGUST 4, 9:00 AM - 5:00 PM**

Race Day begins with a roar as our country's largest vintage race on city streets starts at noon. Drivers consider it the most challenging vintage course in the world. Racers are on track in the morning, warming up and making final adjustments in preparation for the featured Helltown Brewing Winners Circle Races.



# WHY SPONSOR THE GRAND PRIX?

## AUDIENCE

- Attendees: 200,000+ over 10 days.
- Media: 3+ Million Impressions.
- Year-round promotional opportunities to maximize target market reach.

## WEBSITE PVGP.ORG - 2023

- 1.3 million total visitors.
- Peak Traffic: 40,000 visitors during Race Week
- 350,000 page views

## FACEBOOK - 2023

- Post Reach: 858,900
- Post Engagement 148,056
- Followers: 13,500

## INSTAGRAM - 2023

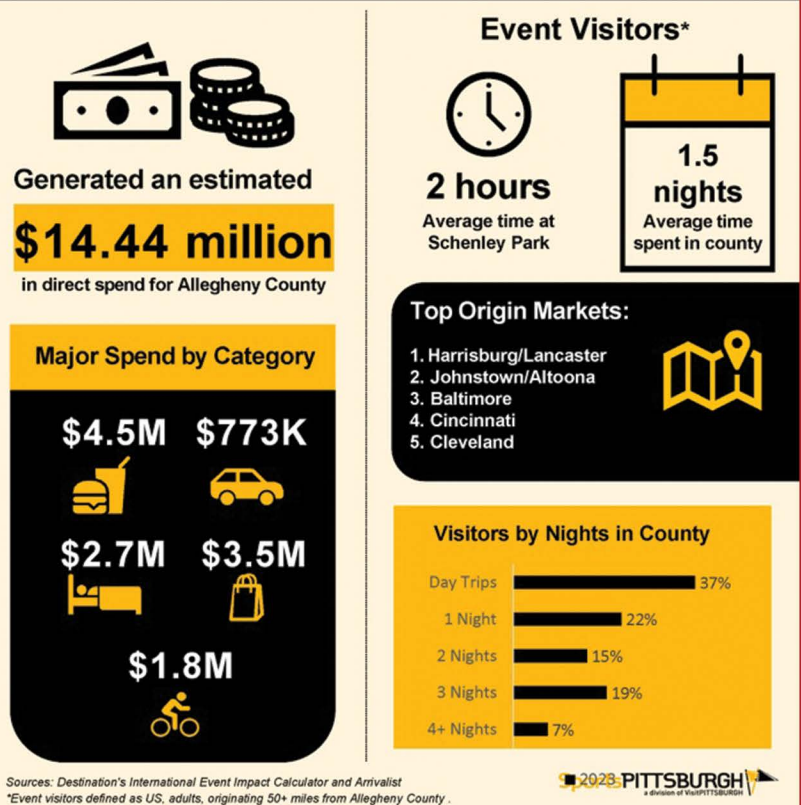
- Followers: 8,300
- Reach: 52,000
- Visits 23,370

## TOTAL SOCIAL MEDIA FOLLOWERS

- 25,000+ Followers on Facebook, Instagram, X and YouTube

## Pittsburgh Vintage Grand Prix Event Analysis

Event Dates: July 22-23, 2023



## CUSTOM SPONSORSHIP OPPORTUNITIES

- Year-round "boutique" events and exposure to your target market.
- Category exclusivity is available.
- On-site audience engagement through activation at 10 unique events.
- National and international reach.
- Promotional packages to highlight corporate sponsors.
- Private Parties and Hospitality/Host events with exclusive audience interaction.
- Opportunities to entertain clients through exclusive opportunities.
- Display opportunities for auto dealers and manufacturers.
- Single-day event offerings.

# GET NOTICED

PVGP social media is always fresh, relevant, and engaging. Driven by dynamic photographic and video content. We hashtag and share posts from all our sponsors so you can add to the story and elevate your presence and the conversation. As a sponsor, PVGP will promote you throughout the year on our website and social media channels.

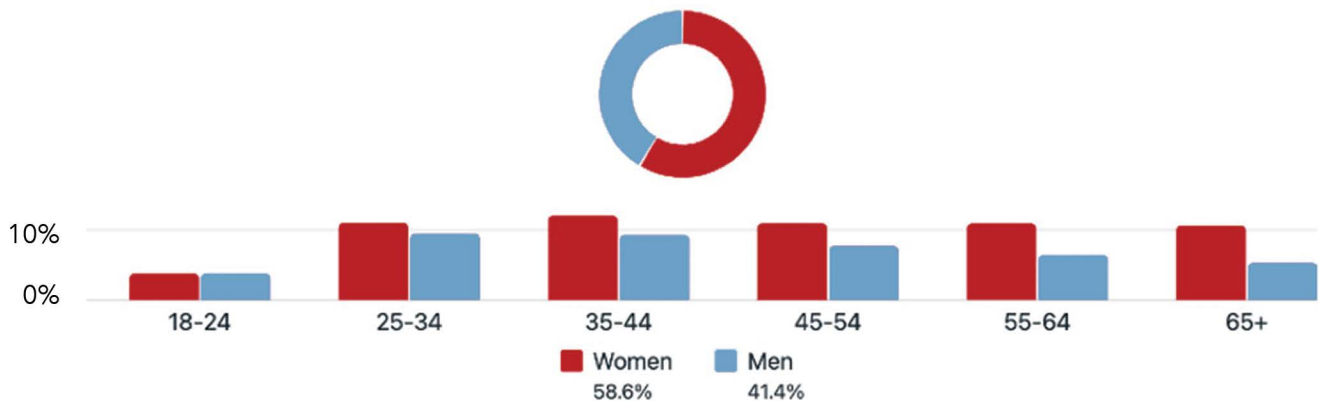


## Estimated audience size ⓘ

218,100,000 - 256,600,000

People on Facebook and Instagram in United States and 2 other filters selected

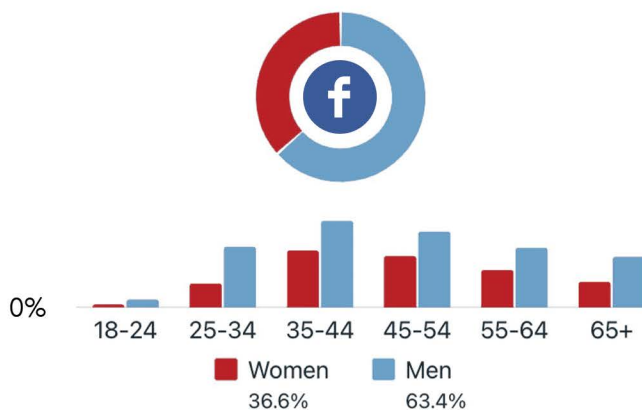
## Age & gender ⓘ



## Facebook followers ⓘ

13,669

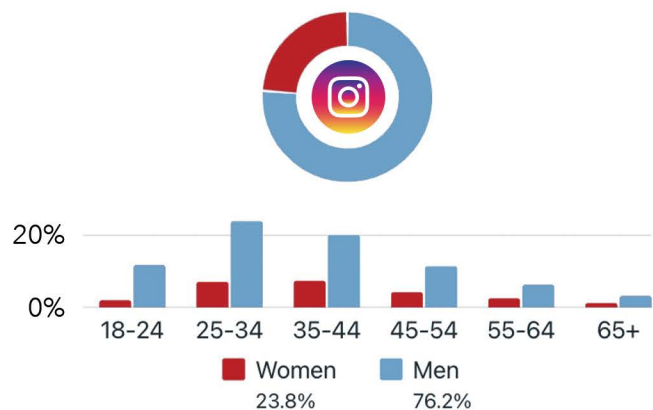
## Age & gender ⓘ



## Instagram followers ⓘ

8,103

## Age & gender ⓘ



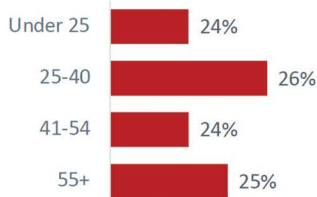


# PVGP

## VISITOR DEMOGRAPHICS

200,000 SPECTATORS ATTEND OUR ANNUAL EVENT

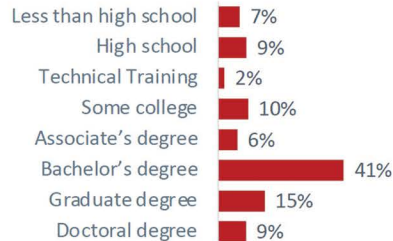
### Age



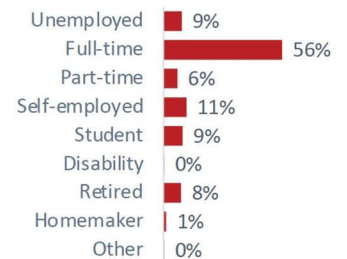
### Household Income



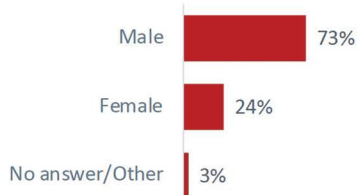
### Education



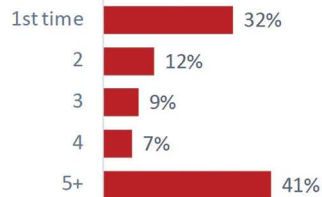
### Employment



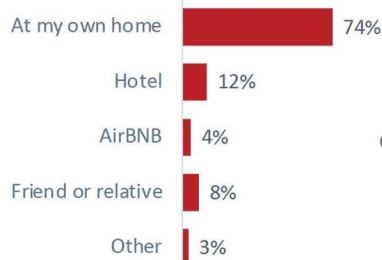
### Gender



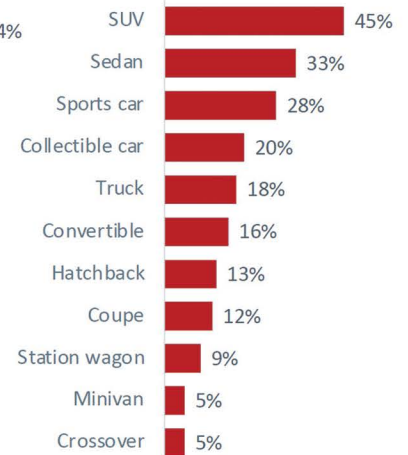
### No. Times Attended Grand Prix



### Pittsburgh Accommodations



### Vehicles Owned



Source: Study by Schmidt  
- July 2022



# PVGP ADVERTISING AMENITIES



## OUTDOOR ADVERTISING

Sponsors at or above the Gold level appear on our Lamar billboards. The PVGP receives 42 full-size billboards one month before the event. Sponsors must commit by May 1.

**Target Population (18+ Adults)** . . . . . 1,873,759  
**Total Campaign Reach** . . . . . 48.49%  
**Total Campaign Frequency** . . . . . 6.8x



## WEBSITE

The PVGP.ORG website is an excellent source of information with over 100,000 users, 350,000 page views, and an average viewing time of two and a half minutes. Sponsor pages contain links to their selected websites and custom pages are created for interested sponsors.



## LOGOS ON POSTERS

3,000 Race Posters are sold at Race Week events and online. Fans and auto enthusiasts have been collecting them since 1983. 3,000 smaller 2-sided promotional posters are distributed throughout the city to promote the event and our sponsors. Logos of Silver sponsors and above are included on each.



## RACE PROGRAM ADVERTISING AND EDITORIAL

Our full-color 100+ page Commemorative Race Program contains information and articles about the Grand Prix and a detailed Schenley Park map. 7,500 copies are sold and distributed.

**Full Page:** 7 3/8" W x 9 1/2" H - \$1,750  
**Half Page:** 7 3/8" W x 4 3/4" H - \$1,000  
**Quarter Page:** 3 1/2" W x 4 3/4" H - \$600  
**Business Card:** 3 1/2" W x 2" H - \$400



## BROCHURES

20,000 8-panel brochures are distributed at auto events and car shows throughout the spring and summer. Brochures are also available for sponsors to distribute. Sponsors at the Silver level and above will have their color logo included on the back cover

# 2024 SCHENLEY PARK SPONSORSHIP PACKAGES



There is no other event quite like this in Pittsburgh or the country. Imagine a beautiful park setting complete with rolling hills, shade trees and 3,000 show cars lining the fairways at Schenley Park, watching rare vintage cars race through the streets to the delight of tens of thousands of fans.

The PVGP offers an extensive selection of sponsorship opportunities. Race Weekend at Schenley Park is the perfect venue to activate your sponsorship; showcase your product; entertain customers and employees, or watch the races and car shows with friends and family.

Our sponsorship packages have a provision for you to erect a tent or display at Schenley Park, or you can select passes into our Lamar VIP Pavilion where your guests can enjoy complimentary food and drink in this exclusive tent at turn 15 of the racetrack. Packages have different allowances for tent sizes. We can also create a custom package to suit your needs.



## **BRONZE**

This entry-level package provides an economical way to place a 10' x 20' or 20' x 20' tent on the show field. Race Program advertising and banner placement are included.



## **SILVER**

These packages are ideal for sponsors who want to entertain on the golf course. This allows a 20' x 40' and 30' x 40' tents and is one of our most popular packages. You can display cars outside of your tent.

## **GOLD**

Sponsors can erect a 40' x 40' tent at Schenley Park or bring their own show properties. This is a popular package for auto dealers and manufacturers wishing to display up to 8 vehicles. This package includes the sponsor's logos on our posters.



## **PREMIER**

This is a package for sponsors who wish to take full advantage of Schenley Park's hospitality opportunities, plus the promotional exposure with our billboard partners. Square footage allowance increases to 2,400 and allows for multiple locations of display materials or tents.

## **PATRON TENTS**

The growing popularity of our event combined with limited real estate on the golf course has created a new opportunity for organizations to host a single-day tent. The PVGP erects tents by turn 16 and provides large round tables and chairs for you to host an event on Saturday, August 3, or Sunday, August 4. Single-day prices, including tent/tables/chairs, are \$5,500 for a 20' x 20' Bronze Patron Tent and \$8,000 for a 20' x 30' Silver Patron Tent. Sponsor amenities, Race Program ad, banners and parking passes are included. Availability is limited.



# 2024 SPONSORSHIP PACKAGES

PACKAGE	BRONZE		BRONZE PLUS		SILVER	
<b>Cost</b>	\$5,000		\$8,500		\$14,000	
<b>ADVERTISING</b>	<b>AMENITIES</b>	<b>VALUE</b>	<b>AMENITIES</b>	<b>VALUE</b>	<b>AMENITIES</b>	<b>VALUE</b>
<b>Race Week Program Ad</b>	1/4 Page	\$600	1/4 Page	\$600	1/2 Page	\$1,000
<b>Logo on Website</b>	Yes	\$1,500	Yes	\$1,500	Yes	\$1,500
<b>Logo on PVGP Posters</b>					Yes	\$4,000
<b>Logo on 2-Sided Posters</b>			Yes	\$750	Yes	\$750
<b>Logo on Lamar Billboards</b>						
<b>SCHENLEY PARK</b>						
<b>Max Tent (Square Feet)</b>	200	\$3,000	400	\$6,000	600	\$9,000
<b>Or Single Day VIP Passes*</b>	12	\$3,000	16	\$4,000	30	\$7,500
<b>Single-Day Parking Passes</b>	6	\$150	8	\$200	12	\$300
<b>Weekend Wristbands</b>	12	\$150	16	\$160	30	\$300
<b>PITT RACE</b>						
<b>Single Day Historics Passes</b>	4	\$100	4	\$100	8	\$200
<b>PREMIUMS</b>						
<b>Official PVGP Posters</b>	4	\$40	4	\$40	4	\$40
<b>Race Programs</b>	4	\$40	4	\$40	4	\$40
<b>Event Pins</b>	4	\$20	4	\$20	4	\$20
<b>Value to Sponsor</b>		\$6,575		\$10,410		\$26,900
<b>YOUR COST</b>		<b>\$5,000</b>		<b>\$8,500</b>		<b>\$14,000</b>

\* Value of the tent is used in overall estimated sponsor value. VIP passes cost \$250 each/per day.

# 2024

## SPONSORSHIP PACKAGES (CONTINUED)

PACKAGE	SILVER PLUS		GOLD		PREMIER	
<b>Cost</b>	\$17,500		\$22,000		\$35,000	

ADVERTISING	AMENITIES	VALUE	AMENITIES	VALUE	AMENITIES	VALUE
<b>Race Week Program Ad</b>	1/2 Page	\$1,000	1 Page	\$1,750	1 Page	\$1,750
<b>Logo on Website</b>	Yes	\$1,500	Yes	\$1,500	Yes	\$1,500
<b>Logo on PVGP Posters</b>	Yes	\$4,000	Yes	\$4,000	Yes	\$4,000
<b>Logo on 2-Sided Posters</b>	Yes	\$750	Yes	\$750	Yes	\$750
<b>Logo on Lamar Billboards</b>	Yes	\$5,250	Yes	\$5,250	Yes	\$5,250

### SCHENLEY PARK

<b>Max Tent (Square Feet)</b>	800	\$12,000	1,000	\$15,000	600	\$22,500
<b>Or Single Day VIP Passes*</b>	50	\$12,500	75	\$18,750	30	\$25,000
<b>Single-Day Parking Passes</b>	20	\$500	25	\$625	12	\$750
<b>Weekend Wristbands</b>	40	\$400	50	\$500	30	\$750

### PITT RACE

<b>Single Day Historics Passes</b>	10	\$250	12	\$300	8	\$400
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### PREMIUMS

<b>Official PVGP Posters</b>	6	\$60	8	\$80	20	\$200
<b>Race Programs</b>	6	\$60	8	\$80	20	\$200
<b>Event Pins</b>	6	\$30	8	\$40	15	\$75

<b>Value to Sponsor</b>		\$26,800		\$34,875		\$39,125
<b>YOUR COST</b>		\$17,500		\$22,000		\$35,000

\* Value of the tent is used in overall estimated sponsor value. VIP passes cost \$250 each/per day.

# VIP PAVILION

**LAMAR**



Sponsor packages include tickets to the Lamar VIP Pavilion as an option to erecting and catering your own tent. Lamar hosts this VIP Pavilion near turn 15 along the racecourse in Schenley Park on the August 3-4 weekend. Food, refreshments, beer and wine are provided with linen-covered tables and cushioned chairs in the comfort of a private tent. Trackside tables are provided for race fans who want to get close to the action. Tickets are only available to sponsors and cannot be purchased separately. Sponsors can purchase additional daily tickets for \$250 each.

Relax in comfort under the spacious tent and mingle with VIPs and media. Guests receive a wristband that allows re-enter at any time that day. The tent is open 10:30 AM until 4:00 on the weekend. Children under age 10 must be accompanied by an adult, but do not require a ticket.





# **PITTSBURGH VINTAGE GRAND PRIX ASSOCIATION**

**1000 Gamma Drive, Suite 106, Pittsburgh, PA 15238**

**[www.pvgp.org](http://www.pvgp.org)**

**Dan DelBianco - Sponsorship**

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