



McCull

2021 Sponsorship Deck



2021 Event Overview

MCCALL'S MOTORWORKS REVIVAL
AT THE MONTEREY JET CENTER



Celebrating 30 years!

Welcome

A MESSAGE FROM GORDON MCCALL



Hello Everyone,

I'm Gordon McCall, your host for McCall's Motorworks Revival at the Monterey Jet Center.

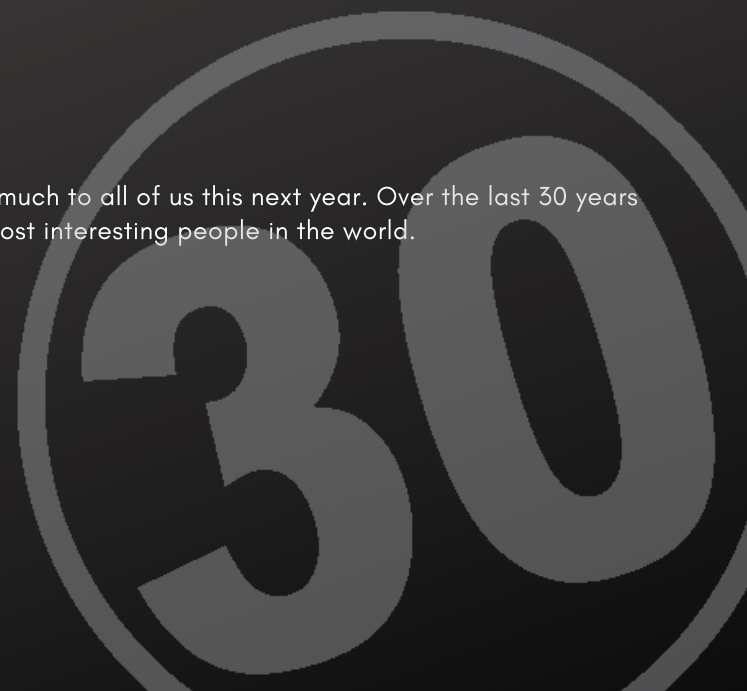
2021 marks our 30th year of hosting this event, and little did we know the name "Revival" would mean so much to all of us this next year. Over the last 30 years we've assembled some of the most iconic and historic aircraft and automobiles along with some of the most interesting people in the world.

Please join us as we plan a special celebration to commemorate these past 30 years.

We look forward to seeing all of you here in August.

So, until then- Stay Healthy and we'll see you here next year.

Gordon McCall
President and CEO
McCall's Motorworks Revival



Save the Date

MCCALL'S MOTORWORKS REVIVAL | WEDNESDAY, AUGUST 11, 2021



MCCALL

Celebrating 30 Years!

2021 Theme: *MEGA-WATT | ELECTRIC*

Renowned throughout the automotive world as the official greeting and kick-off for the Monterey car week, McCall's Motorworks Revival is celebrating its 30th year in 2021 with another stellar evening at the Monterey Jet Center.

This year we will feature an array of electric powered vehicles along with electric themed decor and entertainment elements after dark. We also have several special "destination" sponsorship opportunities for our 30th celebration with distinctive, exclusive activations and targeted marketing elements for your review.

Distinguished for its exclusive VIP and celebrity guest list and world-class luxury brand sponsors, Gordon McCall's event displays vintage automobiles, aircraft and motorcycles alongside state-of-the-art aircraft and the world's finest sports and supercars in existence. Gourmet foods and beverages accompany the evening's festivities and kick off the week in style to complete the over-the-top evening of world-class hospitality.

Join the world's luxury brands and be a part of the SPECTACULAR overload.



MCCALL'S CULINARY EXPERIENCE

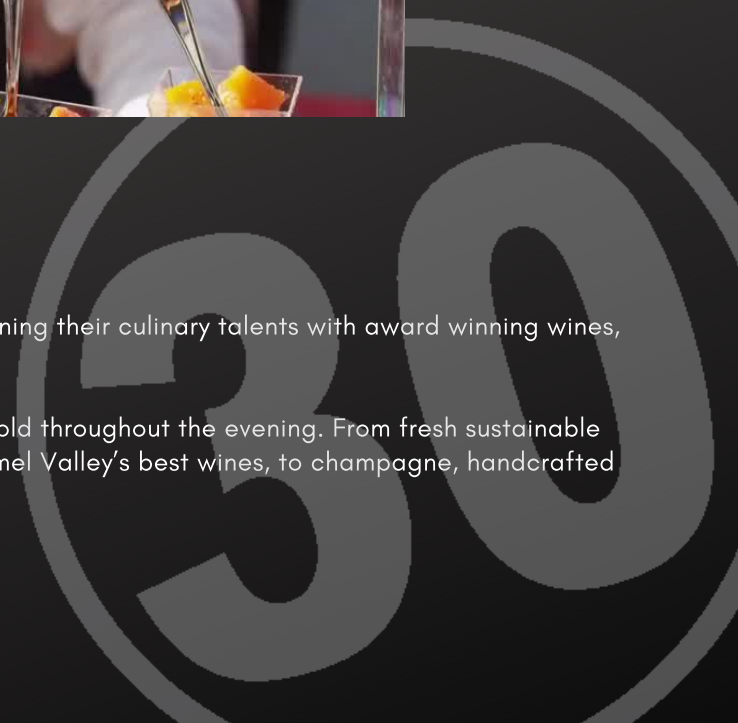


California's Finest Wines and Regional Specialties

McCall's 30th anniversary will bring together California's top Chefs to create a truly unique evening joining their culinary talents with award winning wines, regional growers, and the best of the bountiful California Coast.

McCall's Motorworks VIP guests will enjoy a "strolling feast" as layer upon layer of culinary delights unfold throughout the evening. From fresh sustainable California Caviar, to gourmet specialties presented by our top chefs paired with Napa Valley and Carmel Valley's best wines, to champagne, handcrafted cocktails and bespoke brews, coffee, pastry, and chocolates.

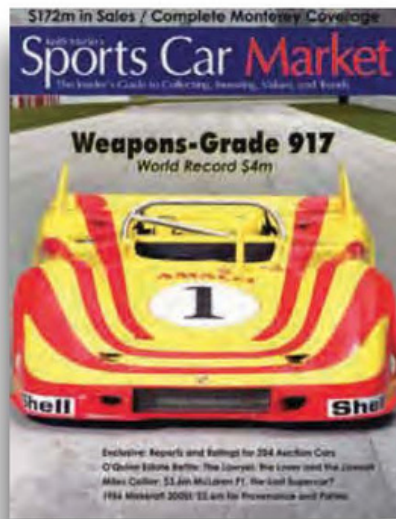
McCall's 30th Anniversary Celebration promises to be an evening to remember.





"Gordon McCall's fabulous Motorworks shindig is a sensational gathering of exquisite machines... VIP guests hob-nob with celebs and legends of the automotive world..."

- Vintage Motorsport



"Gordon McCall, who is the co-founder of The Quail, A Motor-sports Gathering, and mastermind of the Motorworks Revival at the Monterey Jet Center, is a DYNAMO during Monterey Car Week."

- Sports Car Market



"Gordon McCall's Motorworks Revival has become the kickoff to the long Monterey weekend."

- Autoweek



"Gordon McCall's Motorworks Revival party is the week's hot ticket. Centerpiece is a US Navy F18E Super Hornet jet fighter"

- Octane Magazine

A Mecca for Media

Gordon McCall hosts more than 150 select media guests each year. Automotive and luxury brand journalists, television reporters, influencers, and bloggers from the world's most influential publications and social media outlets join to cover the event and share their stories.

"Gordon McCall's Motorworks Revival at the Monterey Jet Center is one of the most exclusive events of its kind in the United States."

- The Peninsula Hotel Magazine

MCCALL'S DEMOGRAPHICS



Gordon McCall's Motorworks Revival at the Monterey Jet Center hosts 3,000+ VIP guests to kick off the world-class automotive week on the Monterey Peninsula. Private jets, the latest in luxury and sports cars, distinctive hand crafted timepieces, and priceless vintage automobiles create the backdrop for invited guests to indulge in an evening of excitement and style featuring California's best foods and wine, sparkling champagne, pastries, and imported caviar.

Age	Gender	Marital Status	Household Income	Ownership
21 - 35, 12%	Female, 44%	Single, 24%	Up to \$250,000, 9%	Multiple Homeowners, 34%
36 - 54, 72%	Male, 56%	Married, 76%	\$250,000 to 1 Million, 57%	Private Jet Owners/Charters, 32%
55+, 16%			1-5 Million, 19%	Average Number of Automobiles Owned, 5
			10 Million+, 15%	

All other demographic information is collected via random sampling of 20% of the VIP guests (approx. 500 pp). Statistics are compiled bi-annually. International attendance has included guests from the following countries: Canada, Kuwait, Bahrain, China, Malaysia, Thailand, Viet Nam, Belgium, Switzerland, Norway, France, Germany, Denmark, Greece, Netherlands, Italy, Spain, Japan, Taiwan, Brazil, Venezuela, Columbia, Mexico, Russia, Hungary, Poland, South Africa, Australia, India.

*Demographics: Age statistics based on attendance/RSVP every two years.

Charity

THE CHP 11-99 FOUNDATION



For more than a decade, Gordon McCall's Motorworks Revival has been a major sponsor and supporter of the CHP 11-99 Foundation.

Generous donations are made throughout the evening by event VIP guests, and Sponsors donate items to support the event charity raffle. Gordon McCall* emphasizes, "We are truly honored to support all families of the California Highway Patrol through our efforts on behalf of the CHP 11-99 Foundation". The CHP 11-99 Foundation provides assistance to CHP families in financial crisis, or in the event of a death, as well as with scholarships for their sons, daughters, and spouses. Funds are received from memberships, donors, businesses, foundations, and fundraising events. Since 1981 the 11-99 Foundation has provided over \$17 million in benefits and scholarships to CHP families.

*Gordon McCall is a Member of the Board of Directors for the California Highway Patrol 11-99 Foundation.

2021 Sponsorship Opportunities

MCCALL'S MOTORWORKS REVIVAL
AT THE MONTEREY JET CENTER



Celebrating 30 years!

2021 Sponsorship Overview

SPONSORSHIP BENEFITS AND VALUE



McCALL

A sponsorship position at McCall's Motorworks Revival provides:

- A multi-day event program to engage with clients in a diverse array of activations.
- A marketing PARTNERSHIP with strategic opportunities to showcase your brand BEFORE, DURING, and AFTER the event.
- Customer engagement at the highest level.
- Access to affluent, discerning, and sophisticated consumers with lifestyles that thrive on unique products and experiences.
- A TWO-WAY conversation that increases your brand's relevance while networking with customers and prospects.
- The Halo Effect: Your brand positioning aligns your product with our target market. WIN-WIN
- A world-class platform for marketing and advertising.
- A relaxed atmosphere to build trust and establish rapport with your best customers.
- A "boutique" atmosphere of curated brands that compliment each other without competing.
- An opportunity for exclusivity as the sole representative for your brand category.
- The ability to customize your brand activation in exclusive ways not possible at other venues during Monterey Car Week.
- Media Guests from world-class automotive and luxury lifestyle publications, social media, and television outlets.
- Networking with everybody's best customers.

2021 Sponsorship Overview

SPONSORSHIP AMENITIES



Each McCall's Motorworks Revival sponsorship package includes:

- A custom designed activation: Display or lounge space for your brand or product including all furnishings and lighting.
- Year-round customized digital marketing campaigns: Before, during, and after the event.
- VIP credentials for your VIP clients/customers.
- Staff credentials with parking passes.
- Branding: Your company name and/or logo on event printed materials.
- Digital Branding: Your company name and/or logo on all digital communications via the event logo block (starting in July).
- Product Placement: Opportunity to provide a branded gift for the event gift bag.
- Additional "Destination" opportunities to exclusively promote your brand within the event.



Wednesday | August 11

2021 SPONSORSHIP "DESTINATION" OPPORTUNITIES



McCALL

Entry/Welcome/ First and Last Impression

Branding, Display, and Social Media Opportunities

Display space for up to two (2) vehicles at main event entrance

Welcome photographs with logo backdrop

OEM's Exclusive Guest Valet

Guest local pick up and drop off at main event entrance

Branding, Display, and Social Media Opportunities

Opportunity for up to 15 vehicles/5:00 pm to 12 midnight

Manufacturer to provide drivers and attendants.

Exclusive Guest Services Lounge

Branding and Display Opportunity

Located near the main entrance

Display space for one car or motorcycle

Guest amenities include:

Coat check, first-aid, lost and found, cell phone charging stations

Hours 4:00 pm to 12 midnight

Exclusive Exhibitors Experience

Limited attendance: 100 pp / 50 vehicles

Branding, Display, and Social Media Opportunities (Pre and Post Event)

Exclusive Red Carpet Club

Exclusive guest area within the event for limited entry credential

Branding, Display, and Social Media Opportunities

Hours 4:00 pm to 10:00 pm | Limited attendance: 700-800 pp

Late Night MEGA-WATT ELECTRIC After Party

Live music and late night snacks

Branding, Display, and Social Media Opportunities

Hours: 9:30 pm to 11:30 pm (Extended event hours)



Thursday| August 12

2021 SPONSORSHIP "DESTINATION" OPPORTUNITIES



McCALL

Exclusive Ride and Drive Event

Area for test drive vehicles /arrival and departure

Backroads driving route included: Straight away, twisties, highway acceleration

Guest parking with attendant

Exclusive Gift Opportunity

Outdoor catering and lounge area

Private launch opportunity

Hours: 10:00 am to 2:00 pm

Private Launch Reception

Private launch opportunity for unveiling or static display

Area may be used for private reception and/or catering as well

All planning and services included

Hours from 10:00 am to 2:00 pm

Exclusive Flight Demonstration

Opportunity to meet and greet clients in a private FBO location

Guest parking with attendant

Gourmet catering and lounge area

Exclusive gift opportunity

Hours: 10:00 am to 2:00 pm





2019 Corporate Sponsor Partners



Food & Wine Partners





For more information or to discuss a unique sponsorship opportunity custom crafted to suit your product and/or branding needs, please contact

Gordon McCall

CEO and Executive Director

McCall Events, Inc.

Gordon McCall's Motorworks Revival

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