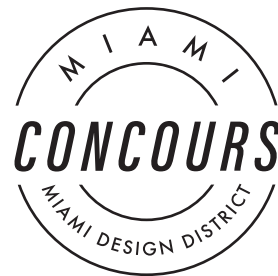




MIAMI CONCOURS

SPONSORSHIP DECK
FEB 16, 2025



duPont
REGISTRY™

MIAMI DESIGN DISTRICT®

ABOUT

The Miami Concours is an exhibition of the world's most significant post-war automobiles and examples of excellence in modern design and engineering, expertly placed throughout the Miami Design District.

Established in 2018, the event is the first of its kind in Miami, bringing together automotive high design, luxury fashion and design architecture.

The 2024 edition featured over 250 hand-picked entries of the most sought-after exotic post-war automobiles, entered by some of the country's most prominent collectors.



KEY FIGURES

VISITORS

50k+ affluent collectors
and car aficionados

More foot traffic in MDD than
Art Basel weekend

SOCIAL MEDIA

8M reached

1.4M followers

1,300+ visitor posts

COLLECTOR DATA

150 Collectors

\$30M avg net worth



LOOKING BACK

2018

13k visitors

The first Miami Concours took place in the Miami Design District.

2021

22.2k visitors

Addition of Drive-In Movie Night in Jungle Plaza.

2024

31.5k visitors

\$200M+ worth of exotic & rare cars.

2019

19.3k visitors

Introduction of the Red Carpet Presentation.

2022

24.7k visitors

Honored James Glickenhaus and Supercar Visionaries.

2020

22.7k visitors

Addition of the Private Collectors Dinner.

2023

26k visitors

Celebrated Lamborghini's 60th Anniversary.





MIAMI CONCOURS 2024



2025 & BEYOND

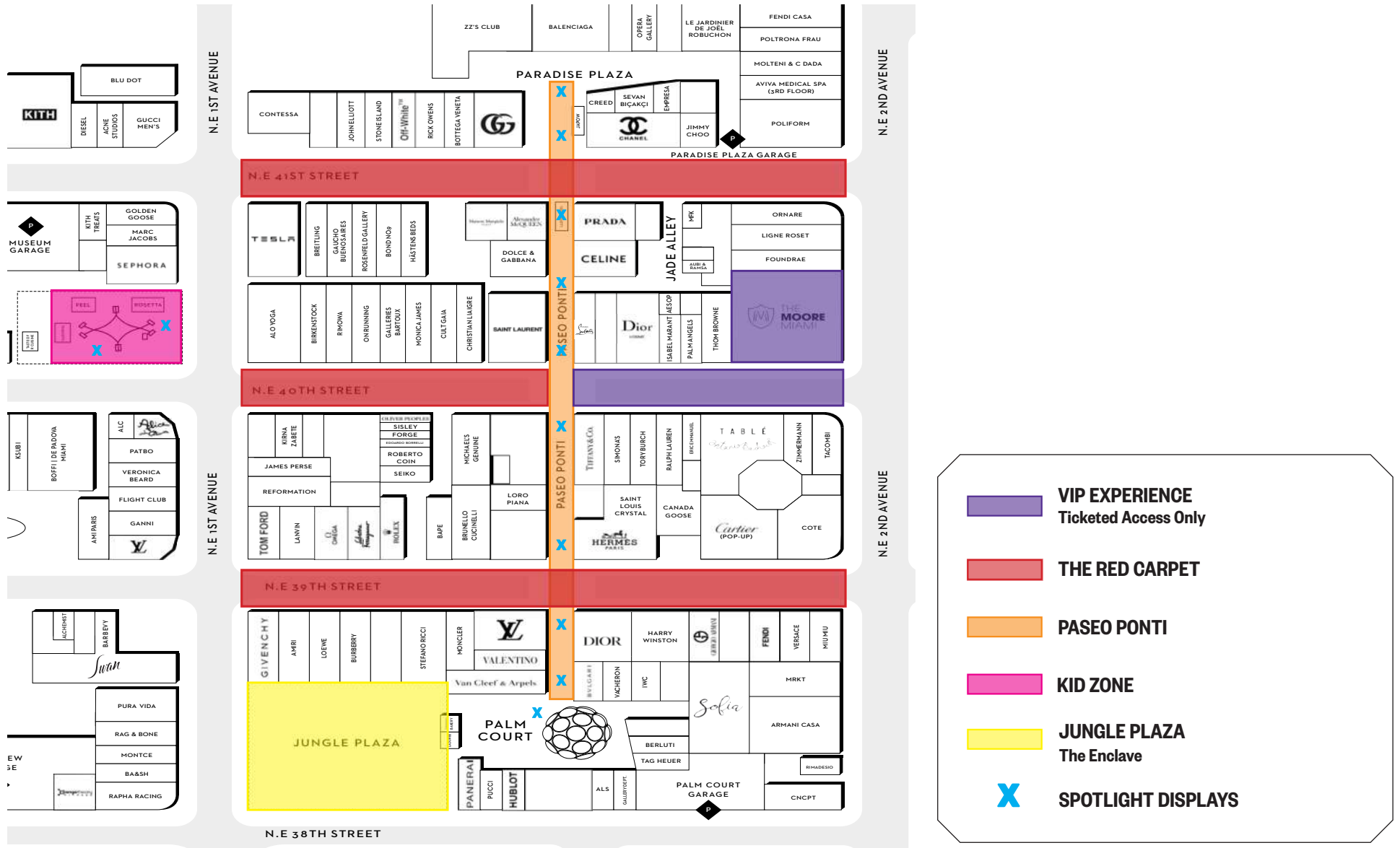
DESIGN DRIVEN: THE INTERSECTION OF AUTO, ART & FASHION

The Miami Design District has become a global destination for best-in-class art, architecture, design, fashion, food, home furnishings, jewelry and watchmaking. Combined with a masterfully curated car showcase and cultural experience - Miami Concours is a new breed of automotive show: an immersive celebration of high design rooted in automotive, art and fashion.

In 2025 and beyond, Miami Concours includes a curated and expanded VIP Experience, philanthropic engagements and interactive panels featuring leaders in the automotive, marine and fashion design world.



KEY DISTRICT PLACEMENTS



MIAMI CONCOURS PROGRAMMING

SUNDAY

8 am - 11 am

Collector's Breakfast - Invite Only

11 am - 5 pm

Red Carpet

The Enclave at Jungle Plaza

People's Choice Awards

VIP Experience*

The Moore Miami and Private Red Carpet Club Experience on NE 40th St

VIP Passport to In-Store Events*

Private Personal Shopping Experiences*

MONDAY

District Sounds

Open Air Concert

** VIP Only*



8TH ANNUAL MIAMI CONCOURS

Venue: Miami Design District - 39th, 40th and 41st Street

Date: Sunday, February 16 11am - 5pm

Ambiance: Red Carpet Event showcasing the finest luxury automobiles and high-end collectibles

Audience: Open to the public with Premium VIP upgrades

Kids Zone: Kids activation at Sweet Bird North benefitting **Ride2Revive**

Miami Concours Located in a prime street-facing area within the

Merch Pop-up: Design District, offering exclusive merchandise

Sponsorship Automotive or Product Displays

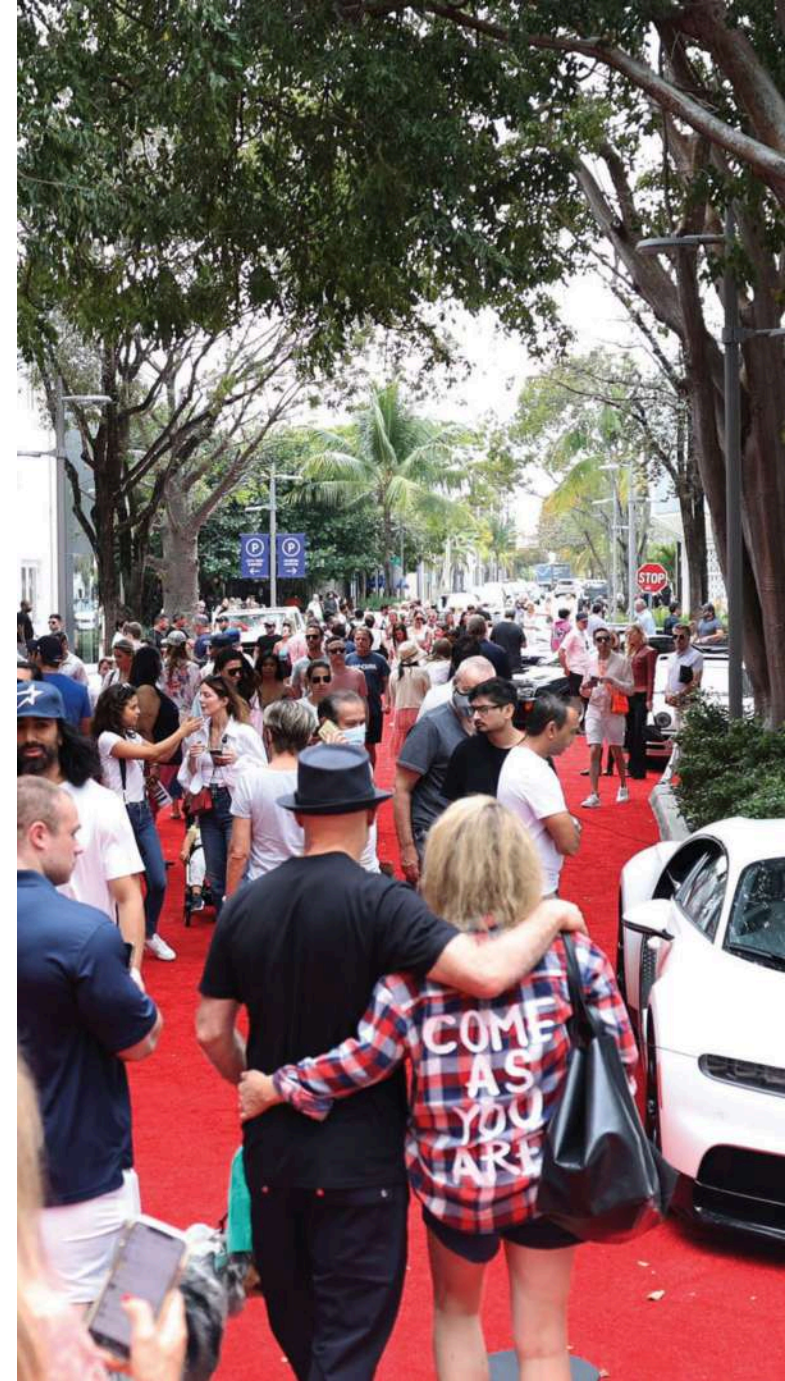
Opportunities: Collector Partnerships

Custom Activations

Livestream Takeover

Product Unveiling / Debut

Street Takeovers



THE ENCLAVE

- Venue:** Jungle Plaza
- Date:** Sunday, February 16 11am - 5pm
- Audience:** Open to the public
- Featuring:** An engaging open-air marketplace for all things automotive and beyond. The Enclave offers vendors the chance to display a diverse range of items such as luxury motorbikes or boats. Jungle Plaza provides more space for larger displays and allows brands to curate and customize their installations off the red carpet.
- Sponsorship Opportunities:**
- Automotive or Product Displays
 - Custom Activations with Booths or Signage
 - Product Unveiling / Debuts / Sampling
 - Branded Bar or Seating Area
 - Culinary Collaborations
 - Live DJ Sets



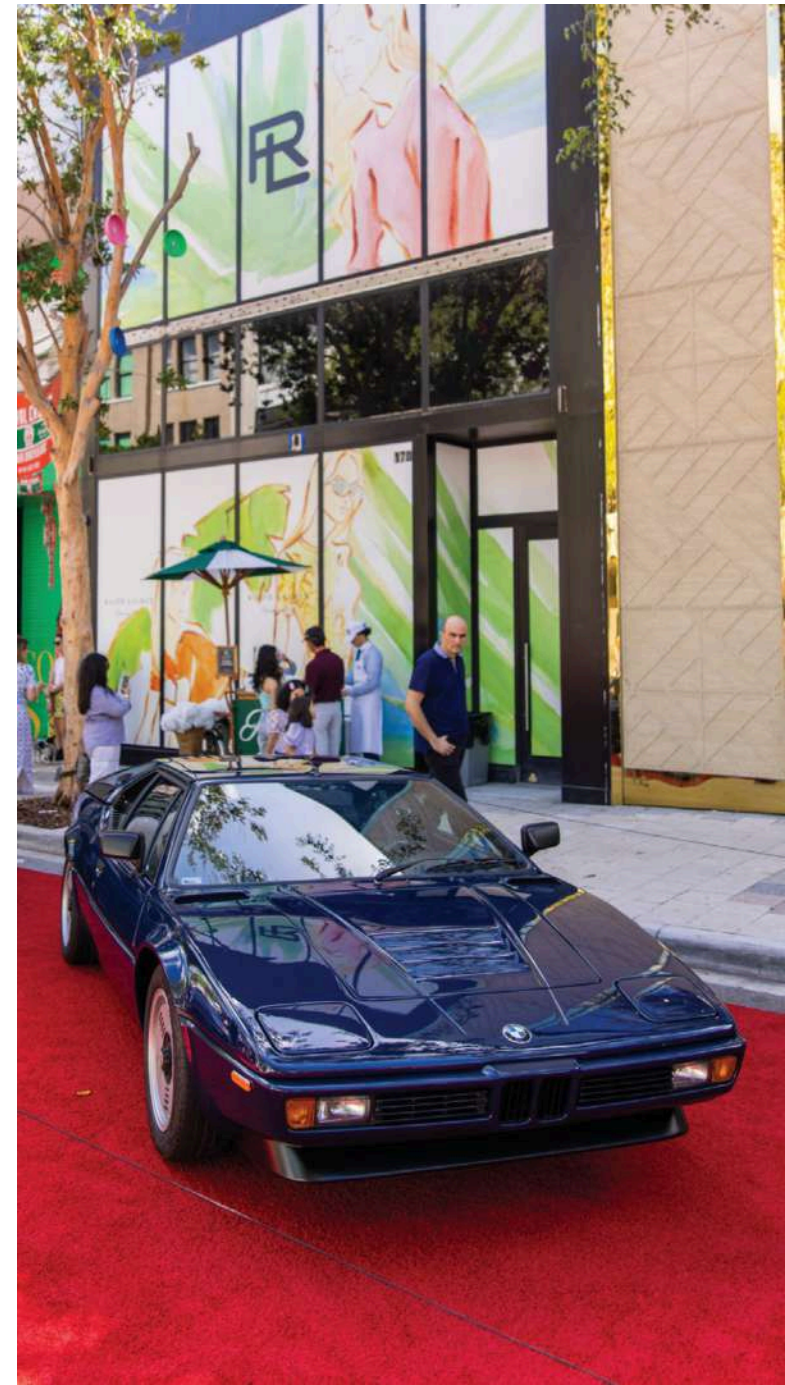
IN-STORE EVENTS

- Venue:** Miami Design District
- Date:** Sunday, February 16
- Time:** Scheduled or Drop In
- Audience:** VIP Ticket Holders or General Public
- Sponsorship Opportunities:**
- Book Signings
 - Brand Immersion
 - Custom Activations
 - Guest Appearances
 - Luxury Gifting
 - Private Personal Shopping Experiences
 - Product Unveiling / Debut
 - Product Customization
 - Special Promotions
 - Tastings
 - VIP Passport to In-Store Events



VIP EXPERIENCE

Venue:	Miami Design District
Date:	Sunday, February 16 11am - 5pm
Ambiance:	Exclusive Areas of Miami Concours for VIP Guests
Audience:	UHNW Car Enthusiasts, Influencers & Tastemakers
40th Street Takeover:	Private Red Carpet Club Experience on ticketed access half of 40th Street with premium hospitality, product showcases and private car viewings and unveilings
The Moore Miami VIP Lounge:	Exclusive lounge access & Members-Only amenities
Sponsorship Opportunities:	Automotive or Product Displays Collector Partnerships Custom Activations Livestream Takeover Luxury Gifting Product Unveiling / Debut



DISTRICT SOUNDS

- Venue:** Jungle Plaza
- Date:** Monday, February 17 7pm - 9pm
- Entertainment:** Featuring Grammy-nominated Cuban artist CIMA FUNK (not for distribution - to be confirmed)
- Audience:** Open to the public with exclusive VIP lounges
- Sponsorship Opportunities:** Brand Activations
Display Cars
Livestream Takeover
Product Sampling
VIP Lounge



CHARITY PARTNER – RIDE2REVIVE

Ride2Revive is a non-profit foundation that offers events to provide children with life-threatening illnesses and their families with memorable experiences. The foundation's events are designed to make children happy, give them a day to be themselves, distract children from their health struggles, revitalize children's senses, and instill hope and benefitting hospitals.

Some of the events **Ride2Revive** offers include an annual track event, hospital visits, and speedway events.

Ride2Revive was founded by siblings Brett and Brooke David, who lost their father to heart disease in 2007. The Davids want to set an example for their generation to “pay it forward.”





PRESENTING PARTNER

250k

ACCESS

VIP tickets, complimentary parking and working credentials

ACTIVATION REAL ESTATE

(6) Red Carpet Display Cars

(2) Spotlight Car Positions

Activation space opportunities in the Design District

MARKETING OPPORTUNITIES

Overall event presenting naming rights

Premium visibility on international, national and local press, event website, invitations and social network channels

Optional - Product Debut / Unveiling, Speaking Opportunities, Naming of Award Category, Livestream Takeover, Gifting Opportunities

ADVERTISING

2-page spread ad in duPont REGISTRY & Design District magazines

Premium placement logo in printed Miami Concours advertisements

CHARITY CONTRIBUTIONS

Opportunity to support the Miami Concours charity partner - **Ride2Revive**



DIAMOND AUTOMOTIVE PARTNER 100k

ACCESS

VIP Tickets, complimentary parking and working credentials

ACTIVATION REAL ESTATE

(2) Red Carpet Display Cars

(1) Spotlight Car Position

Activation space opportunities in the Design District

MARKETING OPPORTUNITIES

Premium visibility on international, national and local press, event website, invitations and social network channels

Optional Opportunities - Product Debut / Unveiling, Speaking Opportunities, Naming of award category, Livestream Takeover, Gifting Opportunities

ADVERTISING

2-page spread ad in duPont REGISTRY & Design District magazines

Premium placement logo in printed Miami Concours advertisements

CHARITY CONTRIBUTIONS

Opportunity to support the Miami Concours charity partner - **Ride2Revive**



PLATINUM VIP PARTNER

100k

ACCESS

VIP Tickets, complimentary parking and working credentials

ACTIVATION REAL ESTATE

(2) Red Carpet Display Cars

Activation space opportunities in the Design District

MARKETING OPPORTUNITIES

Presenting naming rights of VIP area

Visibility on international, national and local press, event website, invitations and social network channels

Optional Opportunities - Product Debut / Unveiling, Speaking Opportunities, Naming of Award Category, Livestream Takeover, Gifting Opportunities

ADVERTISING

1-page ad in duPont REGISTRY & Design District magazines

Tiered placement logo in printed Miami Concours advertisements

CHARITY CONTRIBUTIONS

Opportunity to support the Miami Concours charity partner - **Ride2Revive**



GOLD PARTNER

50k

ACCESS

Tickets for The VIP Experience & Complimentary Parking

ACTIVATION REAL ESTATE

Prominent activation in the Miami Design District

MARKETING OPPORTUNITIES

Visibility on international, national and local press, event website, invitations and social network channels

Optional - Product Debut / Unveiling, Speaking Opportunities, Naming of Award Category, Livestream Takeover, Gifting Opportunities

CHARITY CONTRIBUTIONS

Opportunity to support the Miami Concours charity partner - **Ride2Revive**

SILVER PARTNER

25k

ACCESS

Tickets to The VIP Experience & Complimentary Parking

MARKETING OPPORTUNITIES

Visibility on event website and social network channels

Optional - Product Debut / Unveiling & Livestream Takeover, Gifting Opportunities

CHARITY CONTRIBUTIONS

Opportunity to support the Miami Concours charity partner - **Ride2Revive**



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PREMIER GIFTING PARTNER 10k - 50k

VIP GIFTING SUITE

Miami Concours Gifting Suite Partner - 50k+

Co-brand a luxury Gifting Suite for VIPs Collectors and influencers featuring high-end products for an immersive experience. Personalized gift selection and delivery for high-level attendees.

Branded Gifting Stations - 10k+

Custom-branded displays allow attendees to engage with products and select premium gifts to take home.

VIP GIFTING PARTNER

Miami Concours VIP Gifting Partner - 10k+

Opportunity for product placement in VIP Lounge, Collectors' hotel rooms, VIP/Collectors Gift Bags or Gifting Suite alongside exclusive Miami Concours merchandise and luxury brand gifts. Potential for brand exclusivity and curated products.

AUTOMOTIVE DISPLAY

5k - 20k

VIP Red Carpet - 20k*

(1) Automotive Display in the VIP Area of the Red Carpet

Red Carpet - 10k*

(1) Automotive Display on the Red Carpet

The Enclave - 5k*

(1) Automotive Display in The Enclave during Red Carpet Day

* Per Vehicle





BESPOKE PARTNER

10k

Miami Concours “Spotlight Series” on Social Media:

Exclusive online content series featuring the partner before and during the event, showcasing their brand and vehicles to generate buzz.

Collector Partnership:

Collaboration opportunities with Collectors to bring in a high-end automobile.

Design District Vehicle Display:

4-day showcase of a high-profile vehicle in a prime location to highlight design and luxury.

Brand Story Live Segment on Stage or in VIP

Social Media & Influencer Activations

And more. We would love to collaborate with you!



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