



SANTA BARBARA
INVITATIONAL CONCOURS

2026 SPONSORSHIP OPPORTUNITIES

November 7th & 8th 2026
Santa Barbara Polo
& Racquet Club

A Vision Rooted in Legacy. Designed for Impact



The 2026 Santa Barbara Invitational Concours is the culmination of years of thoughtful planning and a lifelong passion for the automobile. Taking place November 7–8, this inaugural experience has been carefully curated to become one of the American Riviera’s most distinguished lifestyle events.

My vision for the Concours was born in childhood – attending automotive gatherings and “assisting” my father in the garage as he and his friends restored their latest treasured find. My sister shared that same enduring love for motorcars throughout her life. When she passed unexpectedly, I committed to honoring her legacy in a meaningful and lasting way. The Santa Barbara Invitational Concours is both a tribute and a promise – to celebrate heritage, craftsmanship, and the enduring spirit of the automobile.

Guided by an accomplished and deeply committed Board of Directors, we are building more than a car show. We are establishing a premier, judged Concours competition and refined lifestyle weekend that celebrates design excellence, historical significance, innovation, and community engagement.

We believe the automobile transcends generations and geography – captivating the emerging collector with a first acquisition as profoundly as the most established global connoisseur. It is art. It is engineering. It is culture. It is legacy.

The Santa Barbara Invitational Concours is designed to align with brands that value heritage, excellence, and influence. Together with our partners, we are creating an experience that honors the past while driving forward impact for future generations.

We invite you to join us in shaping a new tradition on the American Riviera.

See you in November!

Linda Rosso



NATIONAL ADVISORS



RICHARD DOUCETTE

Richard is the founder of the renowned Boston Cup Classic Car Show and brings exceptional expertise and prestige to the Santa Barbara Invitational Concours. For fourteen years, he has successfully organized the Northeast's premier invitation-only collector automobile event, showcasing 100 significant classic vehicles on the historic Boston Common. His extensive knowledge and judging experience—particularly with classic Mercedes-Benz automobiles at leading concours events—along with his longstanding relationships with collectors and enthusiasts nationwide, make him an invaluable advisor to the Santa Barbara Invitational Concours.



LILLY PRAY

With more than 24 years of experience in concours judging and a deep passion for the automobile, Lilly brings exceptional expertise and enthusiasm to our event. Her love for cars began in the garage alongside her father, renowned collector Malcolm Pray, whose commitment to automotive preservation and excellence shaped her early appreciation for the hobby. That foundation led her to become one of the most respected judges in the country. Lilly also serves as Chief Judge of the Hilton Head Concours, a testament to her leadership in the field. We are honored to welcome her distinguished experience to the Santa Barbara Invitational Concours.

BOARD OF DIRECTORS

Linda Rosso – Director
George Leis – Treasurer

Diane Brighton – Secretary
Keith Moore – Member



FEATURED CONCOURS EVENTS



THE SANTA BARBARA CONCOURS TOUR: A SCENIC JOURNEY

Saturday, November 7, 2026
9:00 AM – 12:00 PM



SUNSET SOIRÉE

Saturday, November 7, 2026
4:30 PM-7:30 PM



THE MOTOR CAVE (VIP ACCESS ONLY)

Sunday, November 8, 2026
10:00AM – 4:00 PM



TEA, TORQUE AND TIARAS (VIP ACCESS ONLY)

Sunday, November 8, 2026
10:00AM – 4:00 PM



LOCATED JUST 84 MILES NORTH OF LOS ANGELES, THE SANTA BARBARA POLO & RAQUET CLUB REDEFINES THE TRADITIONAL EVENT VENUE. SPRAWLING ACROSS 87 ACRES, 'THE SBIC VENUE' FEATURES 3 POLO FIELDS AND AN ARRAY OF INDOOR AND OUTDOOR SPACES TO INSPIRE UNFORGETTABLE EXPERIENCES.





WHY BECOME A SPONSOR



Get your brand in front of Concours spectators and participants with this special opportunity throughout the various venues.

As a sponsor, your company becomes an integral part of the Concours experience. This is your opportunity to stand on a global stage, with your brand prominently showcased during award presentations, private receptions, and defining moments throughout the event. With lasting recognition connected to your sponsored award, your brand will be aligned with the distinguished legacy of the Concours.

Your Sponsorship VIP tickets provide premier access to experience the Concours in comfort while entertaining clients, prospects, employees, and guests in one of the most exclusive settings at the Santa Barbara Invitational Concours. There is no better way to connect directly with this highly curated group of participants. Interested in alternatives to traditional sponsorship packages? Ask about our customized In-Kind sponsorship opportunities.

Sponsors are essential to the event's success—elevating hospitality, enhancing guest experiences, and celebrating extraordinary automobiles. Partner with us to engage a discerning audience that values luxury, craftsmanship, heritage, and distinction.

SPONSORSHIP TIERS & MENU



PRESENTING SPONSOR | \$50,000

Exclusive Presenting Sponsorship Available - for additional fee

GOLD SPONSOR (2) Available | \$25,000

Sunset Soiree Sponsor • Patron of the Concours Sponsor

SILVER SPONSOR (10) Available | \$10,000 - \$15,000

American Riviera Scenic Tour Sponsor • Main Stage Sponsor • Emcee Sponsor
• VIP Riviera Reserve - Cigar and Spirits Lounge • VIP Motor Cave & Sports Tent • VIP Tea, Torque & Tiaras • Judges Sponsor • Trophy & Awards Sponsor
• Photography Sponsor • Volunteer Booth Sponsor (SOLD)

COMMUNITY SPONSOR (8) Available | \$2,000 - \$7,500

Media Sponsor • Live Auction Sponsor • Apprentice Judge Sponsor • Concours Elegance & Design Sponsor • Technology Sponsor • VIP Valet Parking Sponsor • Entrant Placard Sponsor • Friends of the Concours • Vendor Booth

Our partnership opportunities are designed for distinguished automotive manufacturers, private banking and wealth management firms, luxury hospitality brands, automotive specialists, premier real estate companies, and insurance brokerage agencies seeking meaningful engagement with a highly curated audience.

Sponsors receive exceptional visibility throughout the entire campaign lifecycle, with prominent placement in pre-event marketing, on-site branding, live event coverage, and post-event communications. As a Preferred Sponsor, your brand helps shape the narrative—driving engagement, expanding reach, and positioning your company at the forefront of every key moment surrounding the Santa Barbara Invitational Concours.





SPONSORSHIP TIER BENEFITS

PRESENTING SPONSOR | \$50,000

PREMIER BRAND POSITIONING

- Prominent logo placement across event materials, signage, awards staging & linked website placement
- Inclusion in press releases & primary media communications
- Branded signage integrated in alignment with event aesthetics

NAMED EXPERIENCE INTEGRATION

- Exclusive naming rights to one curated lifestyle experience
- Integration into Awards Presentations
- Perpetual recognition on designated trophies

MEDIA & PRINT PRESENCE

- Back cover full-page advertisement
- Exclusive four-page brand feature in Concours Magazine
- Inclusion in digital, email, social campaigns

ONGOING BRAND RECOGNITION

- Continued post-event media, photography & video visibility

VIP HOSPITALITY & GUEST EXPERIENCE

- 10' x 20' branded Hospitality Tent accommodating up to 50 guests
- 25 VIP Concours Credential
- 25 Sunset Soirée Tickets

**Presenting Gold & Silver Sponsors, along with their guests, enjoy enhanced privileges such as valet parking, exclusive pre-party gatherings, and personalized, private tours.*

GOLD SPONSOR | \$25,000

BRAND POSITIONING

- Logo placement in event materials, signage & linked website listing

EXPERIENCE INTEGRATION

- Inclusion within a signature lifestyle experience
- Integration into select event moments

MEDIA & PRINT PRESENCE

- Full-page magazine advertisement
- Two-page brand feature
- Inclusion in digital & post-event communications

VIP HOSPITALITY & GUEST EXPERIENCE

- Hospitality Tent or Lounge in primary location
- 15 VIP Credentials
- 10 Sunset Soirée Tickets



SPONSORSHIP TIER BENEFITS



SILVER SPONSOR | \$10,000 - \$15,000*

BRAND POSITIONING

- Logo placement in event materials

MEDIA & PRINT PRESENCE

- Half-page magazine advertisement
- Inclusion in digital & recap communications

VIP HOSPITALITY & GUEST EXPERIENCE

- Hospitality Tent or Lounge in primary location
- 4 VIP Credentials

*Enhanced on-site visibility, brand prominence & hospitality access increase at higher investment levels within this tier.

COMMUNITY SPONSOR | \$2,000 - \$7,500*

BRAND POSITIONING

- Brand acknowledgment in select event materials & communications

EXPERIENCE INTEGRATION

- Participation in a curated hospitality or community moment
- On-site Brand Table

EVENT ACCESS

- 2-4 Event Tickets

**Enhanced visibility & ticket allocations scale with sponsorship level within this range.*





KNOW YOUR AUDIENCE

Santa Barbara: At a Glance

EXCLUSIVE LOCAL AFFLUENCE

The top 5% of households average \$693,398 annually, with 43% of the local population exceeding the collector income average of \$144,000.

CONCENTRATED SPENDING POWER

32.8% of area families earn over \$200,000 annually, a pre-qualified audience of active high-end car buyers and luxury consumers.

MONTECITO INCOME PROFILE

Median household earnings in this primary collector enclave are \$222,966, with average incomes exceeding \$338,400.

HOPE RANCH INCOME PROFILE

Households in this prestigious neighborhood reports average annual earnings of \$168,883.

AFFLUENT NEIGHBORING MARKETS

Adjacent coastal enclaves like Summerland feature average household incomes exceeding \$155,000.

MASSIVE TOURISM IMPACT

Annual visitor spending totals \$2.24 Billion, providing exposure to affluent global travelers.

ESTABLISHED COLLECTOR CULTURE

The region is a primary hub for world-class private car collections and the California Concours circuit.

TOP-TIER CONSUMER BASE

Santa Barbara ranks #1 in California for luxury vehicle density, with exotic and high-end registrations 25% higher than the state average.



KNOW YOUR AUDIENCE

The Santa Barbara Car Culture: A Living Museum



BILLION-DOLLAR HERITAGE

Local collections represent over \$100 million in combined assets, often showcased at elite philanthropic galas and community fundraisers.

ACTIVE PRESTIGE CLUBS

High-engagement chapters including the Porsche Club of America (SBR) and Fast Lane Drive, which cater to affluent enthusiast networks.

WEEKLY HIGH-END MEETUPS

Regular gatherings that bring together a dedicated community of owners and showcase a rotating selection of collector cars.

ESTABLISHED EVENT TRADITIONS

Event like Lotusland's Petal to the Metal serve as a proven model for successful sponsorship, consistently drawing high-net-worth collectors and industry leaders.

HISTORIC CULTURAL INTEGRATION

A unique culture where historic motor vehicles are celebrated as part of the city's architectural and social heritage.

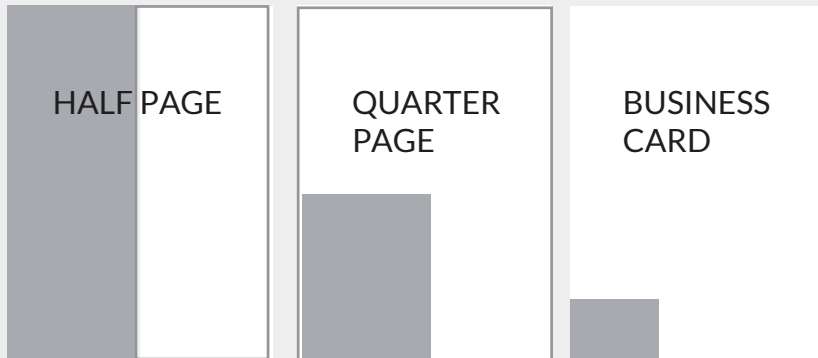
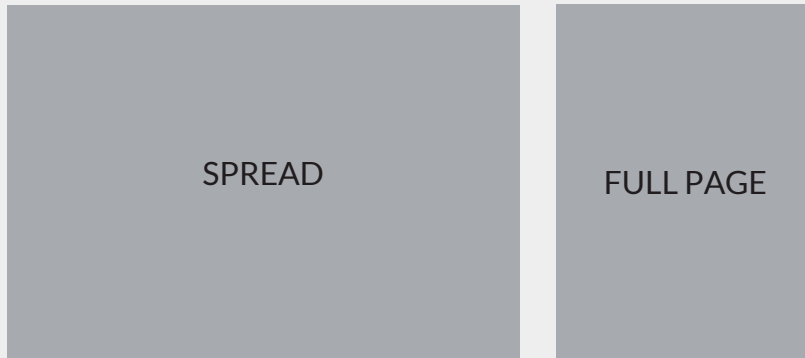
COLLECTOR CAR OWNERSHIP:

- Millennial (Ages 28–43): 25%
- Gen Z (Ages 12–27): 22%
- Gen X (Ages 44–59): 19%
- Baby Boomers (Ages 60–78): 13%
- Silent Generation (Ages 79–98): 11%





ADVERTISING OPPORTUNITIES



EXCLUSIVE MARKETING OPPORTUNITY

This inaugural event is designed to attract a discerning audience from Santa Barbara and prominent collector markets across California and beyond. Align your brand with luxury, craftsmanship, and heritage through placement in the Santa Barbara Invitational Concours Magazine.

BACK COVER | \$3,000

INSIDE FRONT COVER | \$2,000

TWO PAGE SPREAD | \$2,500

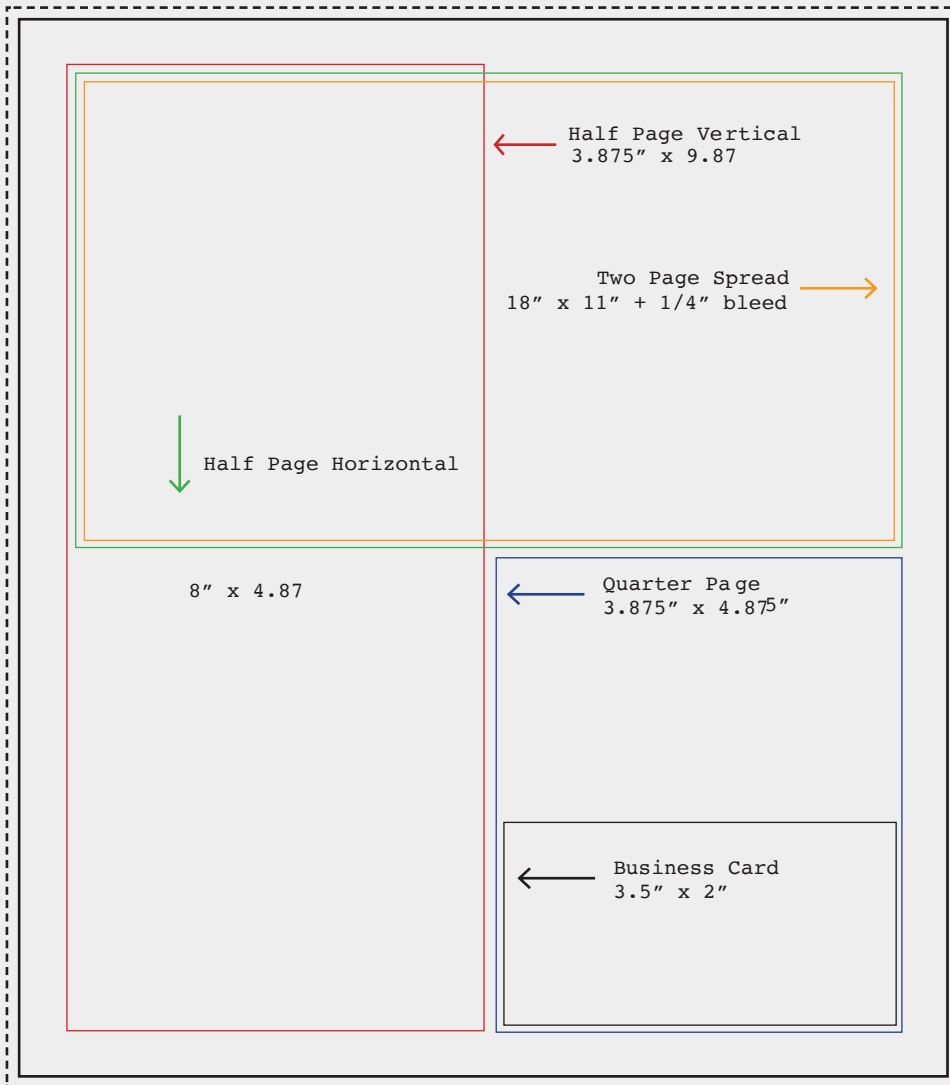
FULL PAGE | \$1,500

HALF PAGE* | \$1,500

QUARTER PAGE | \$500

BUSINESS CARD | \$200

ARTWORK SPECIFICATIONS



● HALF PAGE VERTICAL

3.875" x 9.875"

● HALF PAGE HORIZONTAL

8" x 4.875"

● QUARTER PAGE

3.875" x 4.875"

● BUSINESS CARD

3.5" x 2"

● TWO PAGE SPREAD

18" x 11" + 1/4" bleed

← COVER OR FULL PAGE

9" x 11" + 1/4" bleed

DISPLAY ARTWORK REQUIREMENTS

- All ads are four color (CMYK)
- PDF (distilled at high resolution) or EPS Files (preferred with all fonts outlined)
- High resolution bitmap files (TIFF, JPG) are acceptable, but be advised that bit map text may print blurry.

DISPLAY ARTWORK DEADLINE SEPTEMBER 1, 2026

- Advertising artwork must be received by September 1, 2026. Format PDF (high resolution) or EPS files preferred with fonts outlined.
- Please email ads to: LR@SBInvitational.org



THE CONCOURS SHOW & COMPETITION



Stroll through a curated assembly of the world’s most distinguished collector automobiles, showcased on a field that celebrates heritage, craftsmanship, and timeless design. This extraordinary presentation features significant marques and visionary manufacturers alongside bespoke vendors offering rare finds and refined luxuries.

Take time to explore the dynamic Manufacturer Showcases before retreating to the signature hospitality of our VIP Lounges—The Motor Cave and Tea, Torque & Tiaras—where exclusive, curated experiences await. You are also invited to browse the official Concours shops, featuring a selection of commemorative memorabilia and elegant collectibles. The day concludes with the prestigious Awards Presentation, a moment of celebration where excellence is honored and the coveted Best of Show distinction is bestowed.

AUTOMOTIVE CLASSES

- EUROPEAN LUXURY | PRE WAR
- EUROPEAN LUXURY | POST WAR
- EUROPEAN POST WAR | OVER 3 LITRE
- EUROPEAN | OVER 3 LITRE
- EUROPEAN | UNDER 3 LITRE
- AMERICAN LUXURY | PRE WAR
- AMERICAN LUXURY | POST WAR
- AMERICAN SPECIAL INTEREST | PRE 1972
- AMERICAN SPORTS CARS | TO 1970
- AMERICAN FACTORY MUSCLE | TO 1987
- MUSTANG 1964.5 TO 1970 | ALL
- PORSCHE 930
- PORSCHE 911 AIR COOLED | TO 1998
- FERRARI V12 | COLOMBO V12
- MERCEDES 300 | TO 1963
Coupe and Roadster
- 30 UNDER 30
Under 30 Years of Age & \$30K
- PRESERVATION & SURVIVOR
- HOT RODS & CUSTOMS
- RACE CARS
- HYPER & SUPERCARS | TO PRESENT
- WOODIES | ALL
- MOTORCYCLES | ALL



SEMINARS & FORUMS

A hallmark of the Concours weekend.

Planned topics will include:

- The art and design of the automobile
- Collecting trends and market insights
- Restoration and preservation best practices
- Motorsports history and storytelling
- The future of automotive design & mobility
- Women in automotive collecting and leadership
- Emerging young collectors and next-generation enthusiast



THE SANTA BARBARA CONCOURS TOUR: A SCENIC JOURNEY

Embark on an extraordinary Saturday morning adventure as we lead you on along the legendary Pacific shoreline. Your journey winds through the serene beauty of Montecito and past sweeping acres of sun drenched vineyards. Crafted for those who savor the thrill of the open road and the elegance of refined travel. This is more than a tour - it's a celebration of European grandeur brought to life on the American Riviera.



AUCTION

We are thrilled to expand the Santa Barbara Invitational Concours weekend with a premier collector car auction at the Santa Barbara Polo & Racquet Club – the perfect setting for an unforgettable automotive marketplace. This auction will bring exceptional consignments, passionate collectors, and high-energy bidding to an already world-class weekend of automotive lifestyle experiences.

If your organization is interested in being part of this landmark inaugural event, we would love to begin the conversation.



THE CONCOURS EXPERIENCE



Designed for our most discerning guests, the VIP Lounges offer an elegant space to host clients or build new connections amidst the timeless atmosphere of the Santa Barbara Invitational Concours.

Situated at the prestigious Santa Barbara Polo & Racquet Club, these private lounges serve as a sophisticated extension of the show field, embodying the same refined style and heritage as the remarkable automobiles on display. These spaces are intentionally designed for the art of high-level hospitality; whether you are entertaining key stakeholders in an intimate setting or forging new partnerships with fellow collectors and industry leaders, the environment facilitates meaningful engagement with ease and sophistication.

These areas provide a dedicated home base for the event's most influential attendees, allowing for a seamless transition from the activity of the show field to a more focused atmosphere. Within these thoughtfully appointed spaces, guests can enjoy a quiet moment of relaxation with a cup of tea, catch up on the day's games, or participate in curated tastings.

The culinary experience further elevates this networking environment, offering a gourmet menu of coastal-inspired small plates and elegant desserts. Each offering is perfectly paired with a selection of premium wines, expertly crafted cocktails, and rare spirits chosen to reflect the refinement of the occasion. By blending world-class automotive culture with the storied lifestyle of the Santa Barbara Polo & Racquet Club, the VIP Experience ensures that every client interaction and new connection is framed by an atmosphere of undeniable prestige.



TEA, TORQUE & TIARAS

Welcome to this beautifully curated space celebrating elegance, style, and the passion of car collectors. Come unwind and indulge in the magic of the Concours, savor fine regional wines, sip champagne from sparkling flutes, or enjoy a cup of hand-blended tea served in delicate antique China teacups—each one with its own story to tell.

Relax, connect, and enjoy the finest things in life while the automobile collections complement your experience.



THE MOTOR CAVE: WHERE HORSEPOWER MEETS GAME DAY

Step into the ultimate VIP lounge, where the thrill of high-performance cars meets live sports action. With massive LED screens and a lively atmosphere, catch the latest scores while enjoying premium crafted cocktails, and gourmet sports fare with a twist. Relax, engage with clients, fellow car aficionados and fuel your adrenaline—all without leaving the show field.



THE RIVIERA RESERVE: CIGAR AND SPIRITS LOUNGE

Throughout the weekend, guests will enjoy hand-rolled cigars prepared by master torcedores, paired with a curated selection of premium spirits, fine wines, and artisanal tastings. Nestled within the picturesque Polo Grounds, the lounge offers a relaxed yet sophisticated environment where collectors and guests can pause between viewing extraordinary automobiles to savor rich aromas, complex flavors, and lively conversation, adding another layer to the Concours lifestyle weekend.



WHO WE SUPPORT



Automotive Department – We support Automotive students pursuing degrees in Automotive Engineering, Design, and Mechanics. The Automotive Services and Technology program offers courses that allow students to learn about the many different types of vehicles driving on the road. Students learn how to perform maintenance, as well as how to service and repair different systems on vehicles safely to industry standards. Students perform hands-on work in the newly renovated, state-of-the-art, automotive labs on campus. The Automotive Service and Technology program is certified by the National Automotive Technicians Education Foundation (NATEF), holding the highest level of accreditation, Master Level. This ensures that students learn about the eight major systems of the automobile in depth, which prepare students for industry Automotive Service Excellence (ASE) certification tests. Completion of this program sets students on a path to enter the automotive industry in a variety of positions in a job market that has a large demand for skilled workers for many years to come. We support this program because it welcomes students of every age and background, providing access to meaningful learning that builds lifelong skills.



From academic support and mentorship to creative arts and sports programs, the United Boys & Girls Club strives to nurture the whole child, fostering confidence, resilience, and a sense of belonging. The club is more than a place to spend time - it's a second home where children can explore their passions, build lasting relationships, and develop the skills they need for a brighter future. Together, we are transforming lives and empowering the next generation of leaders in our community. For Students of all ages!



We support this agency's century-long commitment to uplifting community members in need, ensuring essential services and compassionate care remain accessible to all. The agency's mission is to strengthen and advocate for families and individuals of all ages and diversities, helping to create and preserve a healthy community. The agency offers a wide range of services; Mental Health Counseling for youth, individuals, couples, and seniors, Parent Education Programs, Senior Programs aimed at independent living, Financial Literacy, Resource and Referral Programs, Family, Children and Individual Guidance Programs, and Health Programs.

SPONSORSHIP COMMITMENT FORM



SPONSOR NAME: _____

REPRESENTATIVE NAME & TITLE: _____

ADDRESS: _____

OFFICE NUMBER: _____ CELL: _____

EMAIL ADDRESS: _____

SPONSORSHIP LEVEL: _____ SPONSORSHIP AMOUNT: \$ _____

ADDITIONAL CONTRACT ADDITIONS OR ADDITIONS AGREED UPON: _____

CREDIT CARD NUMBER: _____ EXPIRATION DATE: _____ CVC: _____

I (name) _____ AGREE TO PAY THE FOLLOWING AMOUNT \$ _____

RELEASE AND WAIVER OF LIABILITY: RELEASE AND WAIVER OF LIABILITY: I, the Sponsor, hereby agree to indemnify, defend and hold Santa Barbara Invitational Concours Committee, their officers and agents (all hereinafter referred to as the "The Santa Barbara Invitational Concours") harmless from any loss, liability, costs, attorneys' fees, or damages arising from actual or threatened claims or causes of action resulting from the negligence or intentional actions of the Santa Barbara Invitational Concours as it relates to the Sponsor, or each's respective officers, contractors, members, guests, volunteers, or participants, including any indirect, consequential, or punitive damages. Any controversy, claim, or dispute arising from or relating to this Release and/or the Santa Barbara Invitational Concours shall, at the option of the Santa Barbara Invitational Concours, be settled through non-binding mediation or binding arbitration conducted in accordance with the rules of the American Arbitration Association or through an action brought in any court of competent jurisdiction. In connection with any such mediation, arbitration, or court action, the prevailing party shall be entitled to recover reasonable attorneys' fees and costs. THE SPONSOR EXPRESSLY WAIVES THE RIGHT TO A TRIAL BY JURY. The Sponsor gives permission to The Santa Barbara Invitational Concours for the use of any photographs and information supplied by the Sponsor, and to take any photographs of the Sponsor, the Sponsor's officers, contractors, agents, or guests, and to use such photographs or information with or without the Sponsor's name. I authorize The Santa Barbara Invitational Concours, and its assigns and agents to copyright, use and publish the same in print and/or electronically. I understand that this is a RAIN or SHINE event, my sponsorship is in no way affected by inclement weather. I understand that the Governor of the State of California and the County of Santa Barbara have placed restrictions on businesses and are requiring them to take certain precautions to prevent further transmission of COVID-19 infections. I: (a) represent, warrant, and certify that at no time during the 14 days preceding did I have any of the following symptoms: fever or chills; cough; shortness of breath or difficulty breathing; fatigue; muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; or diarrhea; (b) represent, warrant, and certify that at no time during the 14 days preceding have I been around anyone who has tested positive for COVID-19; (c) agree to do whatever is required by applicable federal, state, and local regulations, including without limitation complying with all applicable travel restrictions and quarantine requirements; and (e) agree to strictly adhere to all signage posted anywhere on-premises regarding COVID-19 infection prevention. COVID-19 Release: I, for myself, my heirs, and assigns, hereby waive any and all claims, demands, causes of action, or any claims for relief whatsoever against and release The Santa Barbara Invitational Concours nce Committee organizers from all liability, claims, causes of action, demands, losses, and damages, now or in the future, related to my having or contracting COVID-19 or other illness arising out of or in connection with my attendance. I have read the above and accept the terms and conditions

SPONSOR (PRINTED NAME): _____ DATE: _____

SIGNATURE: _____

I AGREE TO THE ABOVE SPONSORSHIP AGREEMENT, THE RELEASE AND WAIVER OF LIABILITY, I AM THE AUTHORIZED REPRESENTATIVE FOR THE ABOVE SPONSOR. *Credit cards will be charged a 4% Fee* Please make all checks payable to:

Santa Barbara Invitational Concours and mail to: 1187 Coast Village Road, Suite 1, Montecito, CA 93108

CONTRIBUTING SPONSORS



THE RUSSEL L. MAGUIRE FOUNDATION INC.

DANUTA BENNETT, GEORGE LEIS, DIANE BRIGHTON, KEITH W. MOORE,
BRENDON TWIGDEN, MARIA MCCALL, MARGARET ZANCANELLA

LOIS H. MOORE AND MARK TREMAINE

We make it easy to reach the best prospects for luxury goods and services such as exotic cars, real estate and financial services, as well as luxury travel and entertainment. Best of all, by getting involved now, you'll be guaranteed a place in the event for future years as it has become one of the leading attractions of its kind.

**FOR FURTHER INFORMATION CONTACT LINDA ROSSO: LR@SBINVITATIONAL.ORG | 209.601.8918 CELL | 805.883.8527 OFFICE
1187 COAST VILLAGE ROAD, SUITE 1, MONTECITO, CA 93108 | WWW.SBINVITATIONAL.ORG**

NONPROFIT # 93-2143819



SCAN TO REGISTER
All vehicle entries must
be submitted online.