

*December*  
*15 - 17, 2023*



After years of traveling the world as a Formula 1 race driver, my lifelong love for the community of Key Biscayne has grown deeper with time. Today, I am proud to present **Concours d'Elegance Key Biscayne** a world-class luxury car event that attracts enthusiasts to celebrate automotive heritage, and raises funds for The Miami Project to cure paralysis. With careful planning, effective marketing, and strategic partnerships this event has the potential to become an annual highlight on the automotive calendar, leaving a lasting impact on both participants and the communities it supports. We hope you will join us in December and be part of this beautiful journey.







## EXPERIENCE THE WORLD'S BEST *Luxury Cars*

From **Friday, December 15th** to **Sunday, December 17th, 2023** - Key Biscayne will be the ultimate luxury car capital of the world, and Emerson Fittipaldi – two-time Formula 1 World Champion, two-time Indianapolis 500 Champion and CART Champion – will play host to cars and drivers from all over the world.

With the Miami Grand Prix making a triumphant return to Miami, our focus will be on Luxury, Vintage, and Formula 1 with a judged Automobile exhibition. Enjoy the opportunity to explore the beautiful grounds, test drive incredible vehicles, interact with unique vendors, and celebrate the true spirit of motoring.







## DISCOVER *Key Biscayne*



The Village of Key Biscayne is 1.25 square miles, sits prominently on a barrier island off the coast of Miami, and is a thriving and vibrant community only minutes from downtown. With more than 14,800 residents, our international community treasures our roots as a haven for those seeking an island lifestyle. Incorporated in 1991, the community purposely created a local government to give voice to our residents and guide our future while collaborating with neighboring municipalities and agency partners. Key Biscayne and its surrounding area offers the perfect combination of land and sea to celebrate automotive culture.

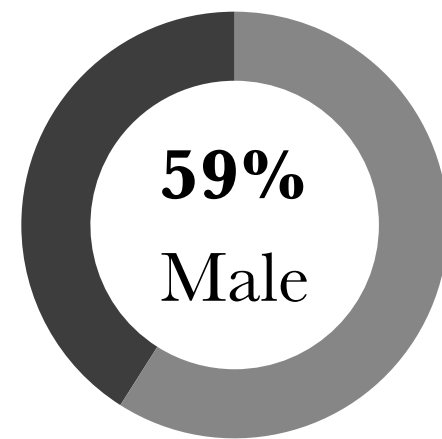




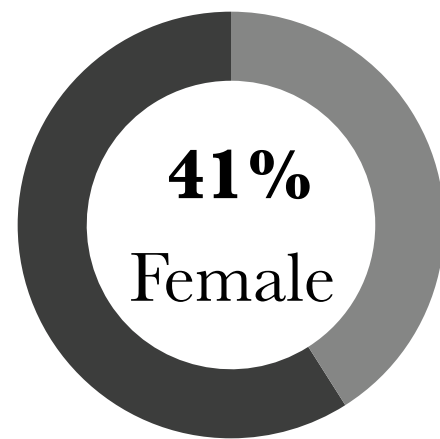
## DISCOVER *Key Biscayne*



Primary Segmentation: **40 - 60 year**



**59%**  
Male



**41%**  
Female



Executives and Entrepreneurs



Families and Community



**7,000,000+** Visitors Per Year



**\$226,086** Average Household Income



**15,000** Residents - 25% Growth from 2010-2023



**12,080** Single-Family Homes and Condominium Units



**\$1,246.700** Median Home Value





## SCHEDULE OF EVENTS

*Friday, December 15th*

Concours D' Elegance Key Biscayne Welcome Reception  
**Key Biscayne Yacht Club**

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*Saturday, December 16th*

Inaugural Ceremony presenting the brand new Lotus, Evija electric super car.  
**Monaco Square**

Concours D' Elegance Exhibition of Vintage, Luxury and F1 Cars,  
Test Drives, Hospitality Suites, Live Music, Concessions and more.  
**Village of Key Biscayne Park**

Fundraiser Dinner Gala hosted by Emerson Fittipaldi  
**Key Biscayne Ritz Carlton**

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*Sunday, December 17th*

Concours D' Elegance Exhibition of Vintage, Luxury and F1 Cars,  
Test Drives, Hospitality Suites, Live Music, Concessions.

Award Ceremony presented by Emerson Fittipaldi and judges.  
**Village of Key Biscayne Park & Monaco Square**





## PARTNERSHIP *Opportunities*

The Concours D' Elegance Key Biscayne draws together thousands of the world's automotive enthusiasts. The Concours D' Elegance Key Biscayne offers significant return on your investment with a multitude of ways in which you can activate.

From sponsoring key events and activities, to being part of the Awards Ceremony presenting trophies and awards, or having your brand used by all our entrants, judges, and volunteers via gifts and amenities, there is sponsorship opportunity for all.

### **As a partner of the Concours D' Elegance, you will:**

- Align your name with excellence. You share in the success of this renowned event.
- Reach out to a select and focused market. The Concours plays host to aficionados of automotive and style, key industry representatives and a multitude of entrepreneurs and families.
- With the support of our partners, contribute to deserving charities.

### **Sponsorship Categories:**

- Special Events
- Concours Hospitality
- Awards Ceremony
- Display and Exhibition
- Advertising
- Gifting







## PARTNERSHIP *Display and Exhibition*

### Automobile Display and Brand Exhibition

The Concours Village located in Key Biscayne Village Green is accessible all day Saturday and Sunday for car displays and vendor exhibitions. The high-pedestrian traffic site welcomes spectators to interact and engage with the automobiles, test drive, enjoy concessions, retail, live music, and more.

Benefits include:

- Exclusive area within the Concours Village
- Logo inclusion in the event invitation
- Opportunity to interact with attendees
- Hi-Res Images from the Event
- Inclusion on the Concours Official website

***Participation starts at: \$3,000***





## PARTNERSHIP *Special Events*

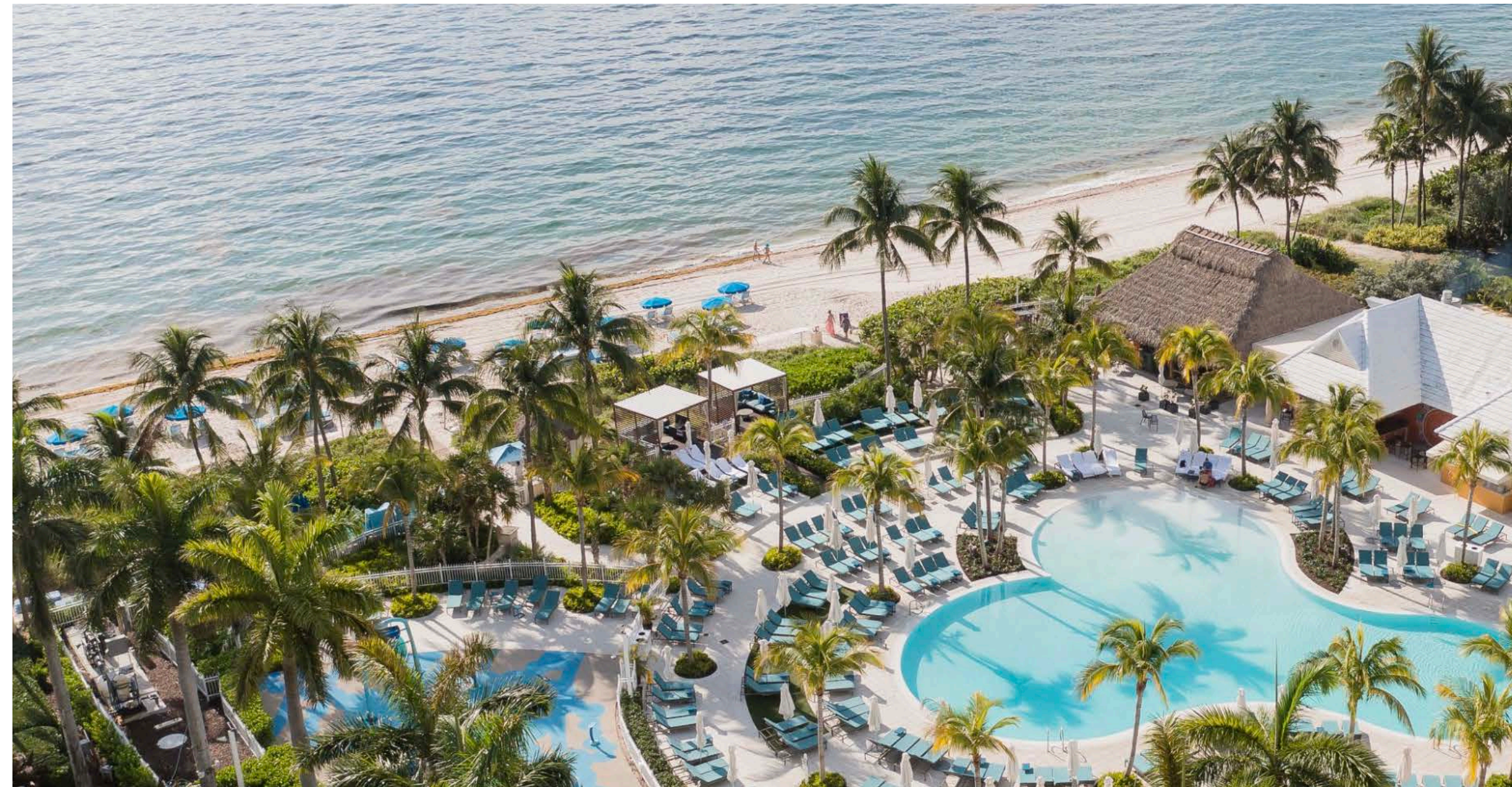
### Club d'Elegance Welcome Reception at the Key Biscayne Yacht Club

Provides access to the upper level of Concours spectators—uniquely up-scale audience. The Key Biscayne Yacht Club is dedicated to fostering a sense of pride and connectedness within the community. The Clubhouse has over one thousand Members, strong and steeped in tradition. With breathtaking views of Biscayne Bay, there is no better place to kick off the Club d' Elegance.

Benefits include:

- Official Partner of Club d' Elegance Key Biscayne
- Logo inclusion in the event invitation
- Opportunity for branded activation
- Hi-Res Images from the Event

***Participation starts at: \$1,500***



### Club d'Elegance Fundraising Gala at the Key Biscayne Ritz Carlton Hotel

Reach VIP patrons by joining the Fundraising Gala honoring The Miami Project to Cure Paralysis. The dining experience will feature a Silent Auction, Live Music, and a special tribute to Emerson Fittipaldi.

Benefits include:

- Official Partner of Club d' Elegance Key Biscayne Fundraising Gala
- Logo inclusion in the Step and Repeat
- Exclusive dining table for 10 guests
- Opportunity to contribute prices for Silent Auction
- Hi-Res Images from the Event

***Participation starts at: \$5,000***





## PARTNERSHIP *Award Ceremony*

### Concours d'Elegance Key Biscayne Ritz Carlton Award Ceremony

Be part of the Award Ceremony at Concours Sunday and join us on stage to announce the trophy winners to the best presenting automobiles. As a trophy sponsor, you will have the opportunity to congratulate participants as they receive the award branded with your logo. Gain high-visibility exposure, culminating with the closing ceremony of the event.

Benefits include:

- Exclusive naming rights for a award category
- Hi-Res Images from the Event
- Branded trophy with logo inclusion
- Opportunity to join winners and judges on stage
- Inclusion on Concours d' Elegance Key Biscayne Website and event press release

***Participation starts at: \$5,000***





## PARTNERSHIP *Hospitality Suite*

### Hospitality Suite at The Ritz Carlton Key Biscayne

Host up to 60 clients, business prospects, employees and friends in the most exclusive setting. With unlimited branding opportunities and full buffet service, give your guest the opportunity to relax while enjoying a unique weekend of automobile activities.

- Official Partner of Club d' Elegance Key Biscayne
- Exclusive Suite at the Ritz Carlton Key Biscayne
- Opportunity for branded activation
- Hi-Res Images from the Event

***Participation starts at: \$6,500***





*Thank you*

For Inquiries please contact [lara@funkshion.com](mailto:lara@funkshion.com) and [sale@funkshion.com](mailto:sale@funkshion.com)