

MAR-A-LAGO • PALM BEACH

The PALM EVENT

CELEBRATING MOTORSPORTS

MARCH 8-10, 2024

By Invitation Only

2024 SPONSORSHIP OPPORTUNITIES





OUR WEEKEND SCHEDULE

March 8 – 10, 2024

2024

FOOD. WINE. SPORTING CARS. FASHION.



FRIDAY, MARCH 8

VIP Welcome Party
Flagler Museum, Palm Beach



SATURDAY, MARCH 9

Vintage Rallye/Tour



SUNDAY, MARCH 10

Historic Display
at Mar-a-Lago Club



WELCOME TO PALM BEACH

Benefiting Place of Hope



Hello from The Palm Event, a uniquely themed automobile and lifestyle event benefiting children's charities of Palm Beach. 2024 marks our 10th year of the most significant and unique vintage, historic racing, and modern hypercars ever assembled in Palm Beach. Our event pays homage to a celebration of automobile style and design. We will not only be known for the fantastic cars but also for our lifestyle, fashion and culinary component.

The Palm Event, Celebrating Motorsports all inclusive weekend events, includes a VIP Welcome Party, Vintage Rallye Tour of Palm Beach and world-class Historic Display featuring gourmet food pavilions, fine wines and breathtaking fashion. Our event brings together the most intriguing men, women and car enthusiasts interacting in the historic settings of the Palm Beach area including The Mar-a-Lago Club, Sailfish Club, and other exclusive venues on March 8 – 10, 2024.

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The Palm Event will raise money for charities and initiatives benefiting Place of Hope, the largest faith-based family-style, state-licensed children's organization in the region. Place of Hope is dedicated to providing stable and loving family environments for children and youth who are hurting and their families. They are committed to meeting desperate needs in our community by sharing God's love and placing hope in their lives – one child and family at a time.

Limited tickets and custom sponsorship packages available now. Auction proceeds to benefit Place of Hope.

Kind Regards,
Scott Shrader
President



WHAT IS THE PALM EVENT?

A gathering of...

- Exquisite vintage through modern sporting cars
 - Quintessential Palm Beach fashion & lifestyle components
 - Exceptional cuisine paired with amazing wines
- ...set in many breathtaking world-class venues.*



OUR VISION



To provide an exquisite event in appreciation of automobile style, design, and racing heritage along with food, wine, fashion and great people.



To introduce and raise money for charities and organizations benefiting children in need. The beneficiary of The Palm Event 2024 is Place Of Hope.



To build on an already successful Palm Beach iconic lifestyle and vintage car event weekend by adding more world-class cars, more exciting sponsor displays and expanded gourmet food selections.



THE CARS

- Vintage and historically significant racing cars, modern hyper and exotic cars and sports cars from the 1920s through modern day marvels.
- Ferrari, Porsche, Bentley, Maserati, Lotus, Bugatti, Aston Martin, Jaguar, Mercedes Benz, Alfa Romeo, Rolls Royce, Lamborghini, Pagani, and many others.
- Cars with a racing pedigree and documented participation in famous events like the Monte Carlo Grand Prix, Le Mans, Targa Florio Rallye, Daytona, Goodwood and many others and/or recent participation in vintage racing.
- Unique one-off street cars, interesting prototypes and nostalgic celebrity cars.
- Corporate sponsor displays with the latest production and pre-production cars including concept cars.



EXCEPTIONAL FOOD AND WINE



The essence of any great event experience hinges on the quality of the food. We are fortunate to have award-winning, five-star chefs from The Mar-a-Lago Club, Sailfish Club and other exclusive venues preparing our unique menu that will satisfy the most demanding palette.

Our Guests will enjoy German, Italian, Palm Beach cuisine and French dishes along with exceptional choices of wine, champagne and cocktails.



Previous years included world-class wine from Penfolds Wine, Bodvár, Biltmore Estates, The French Wine Merchant of Palm Beach and Art & Wine Palm Beach.



ART AND ENTERTAINMENT

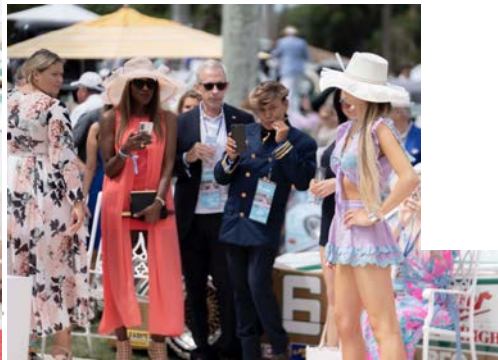
Throughout the event, our guests will enjoy a sensational array of arts & entertainment directed by Kirill Basov, entertainment director at the Breakers Palm Beach and CEO of events production company, Uki Productions.



An eclectic mix of contemporary art will be on display for viewing and purchase from prominent Palm Beach galleries that includes live art from famous artists. The culinary arts will also be represented by extraordinary cuisine from our world-class chefs, exceptional wines and fine cigars along with a cigar rolling table for true aficionados.



Adding to the motorsports theme, there will be creative custom automobile companies represented who specialize in car art masterpieces. The entire event will be embraced with the sounds of live musicians to create an unforgettable ambiance and experience.



THE FASHION

Each year, our guests are treated to a highly choreographed fashion show featuring the latest in Palm Beach fashion and swimwear for men and women featuring nationally published models.

Surrounded by stylish automobiles, models grace the red carpet confidently showcasing the latest creations by famous designers while onlookers take note of fashion trends. High fashion exudes from the audience as well. For attendees, it is a moment to see and be seen and one they won't soon forget.



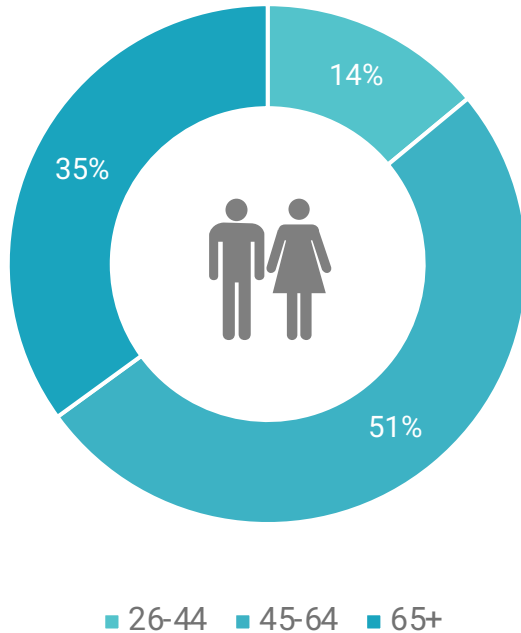
THE PEOPLE

- Individual with taste for all things high-end including automobiles, fashion, ambiance and fine cuisine
- Experience a “Kennedy Era” style – a time when quality and vision mattered
- Experience an eclectic combination of connoisseurs and car enthusiasts
- Successful and intriguing.
- Car Clubs, Mar-a-Lago Club Members and vintage racing organizations
- Special VIP parking and corral areas for select car club membership
- Exclusive automobile dealership and manufacturer VIP’s



Event Demographics

Age Group



Geographic



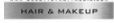
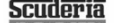
- International 9%
- National – Non-FL 33%
- Florida 58%

Annual Income

- \$150,000 Below 4%
- \$150,000 – \$499,000 32%
- \$500,000 – \$1.9M 24%
- \$2M – \$10M 12%
- \$10M+ 6%
- Decline to Specify 22%

THE COMPANY WE KEEP

We appreciate the generous support of our sponsors



TICKETS

2024

FOOD. WINE. SPORTING CARS. FASHION.



VIP Welcome Party

March 8, 2024, from 7:00 p.m. – 10:00 p.m.

Flagler Museum, Palm Beach

Featuring Vintage Cars, Fashion, Art and Entertainment

\$375 per person

- Includes Cocktail Reception and Hors d'oeuvres
- Unique display of vintage and sponsors cars parked in a casual setting
- Opening ceremony media presentation
- In appreciation of our sponsors and other participants
- Several unique retail sponsor displays
- Great opportunity for networking among people of like-interests
- Charity Auction
- Kicks off the weekend



The Palm Event Vintage Rallye

March 9, 2024, from 10:00 a.m. – 4:00 p.m.

A Driving Tour Emphasizing the History of Palm Beach

\$250 per person

- Gourmet Food and Beverage included
- Casual, non-timed event
- Visit a private car collection
- Champagne toast finishing line
- Exquisite Lunch in a beautiful setting
- Past stops have included The Breakers Resort, Flagler Museum, the Society of the Four Arts, the Ann Norton Sculpture Gardens, Club 66 Car Museum, The Hangar, Sailfish Club, The Mar-a-Lago Club, private car collections, private mansions, yachts etc.
- Exciting awards & trophies provided



The Historic Display

March 10, 2024, from 11:00 a.m. – 4:00 p.m.

800 Limited Availability Tickets *By Invitation Only*

The Mar-a-Lago Club

\$595 Per Person*

ThePalmEvent.com – Online with invitation code

**Displaying Car = Special pricing \$595.*

(\$990) value and includes 2 VIP credentials

VIP TICKET INCLUDES:

- Entry, Gourmet Brunch, Exquisite Cocktails and Superb Wines
- Complimentary Valet Parking
- Collectable Event Poster
- Commemorative Event Magazine and Gift Bag
- And much more...



SPONSORSHIP PACKAGES



2024
FOOD. WINE. SPORTING CARS. FASHION.

MONTE CARLO PACKAGE

2024

\$100,000

CREDENTIALS

- (20) VIP credentials for Friday's Welcome Party*
- (6) VIP credentials for Saturday's Vintage Rallye*
- (85) VIP credentials for Sunday's Historic Display*
- Up to (30) additional passes for Friday priced at \$300, Saturday remains at full price and additional (30) Additional Sunday credentials are \$400)**

*VIP Historic Display guest credentials are for The Palm Event on March 10, 2024, inclusive of parking, brunch, poster and magazine.

** Limited inventory. Number of additional tickets is based on availability at the time of purchase and cannot be guaranteed.

EXHIBITION AREA

- 40' x 40' exhibition area (specifications available upon request) or custom design.
- Opportunity to place up to two display vehicles on the event field

THE PALM EVENT MAGAZINE

- (85) copies of The Palm Magazine
- Two full-page, full-color advertisement in The Palm Event Magazine (rear cover or inside front spread)
- One full-page editorial spread in The Palm Event Magazine
- Sponsor's logo on The Palm Event Magazine acknowledgment page

MONTE CARLO PACKAGE *continued*

THE PALM EVENT MAGAZINE *continued*

- Each full-page, full-color advertisement in The Palm Event Magazine is \$1,500 **MARKETING OPPORTUNITIES** • Sponsor's logo on select event promotional materials.
- Sponsor's logo on The Palm Event website with a link to sponsor's website • Sponsor's press materials included in The Palm Event 2024 Press Kit

MARKETING OPPORTUNITIES

- Sponsor's logo on select event promotional materials
- Sponsor's logo on The Palm Event website with a link to sponsor's website
- Sponsor's press materials included in The Palm Event 2024 Press Kit
- Verbal acknowledgment during the event via the public address system
- Logo inclusion in The Palm Event credential
- One "gift" to be included in The Palm Event entrant gift bag
- One gift bag to be placed in hotel rooms
- Sponsor to participate exclusively in 3-4 email blast to our database
- Sponsor to receive 4 hotel rooms for 3 nights
- Sponsor logo to be placed on the awards

THE PALM RALLYE

- One "gift" to be included in The Palm Event Rallye gift bag
- Sponsor logo featured on select Rallye cars
- Sponsor logo to be included at finish line

1. Sponsorship Commitment Deadline by **December 1, 2023**. Magazine design ad submitted for approval to The Palm Event no later than **December 15th, 2023**.
2. Content to be approved and finalized by The Palm Event no later than **January 16, 2024**.
3. All Swag Bag gifts must be provided by Sponsor and submitted to The Palm Event for approval by **February 1, 2023**. All Swag Bag gift items must be received no later than **March 1, 2024**. Deliver by hand or mail to Palm Beach Car Club at 1983 PGA Blvd. Suite 102., Palm Beach Gardens, FL 33408.

TARGA FLORIO PACKAGE

\$50,000

CREDENTIALS

- (8) VIP credentials for Friday's Welcome Party*
- (4) VIP credentials for Saturday's Vintage Rallye*
- (36) VIP credentials for Sunday's Historic Display*
- Up to (12) additional passes for Friday priced at \$300, Saturday remains at full price and additional (12) additional Sunday credentials are \$400.**

** VIP guest credentials are for The Palm Event on March 8-10, 2024, inclusive of parking, brunch, poster and magazine.*

*** Limited inventory. Number of additional tickets is based on availability at the time of purchase and cannot be guaranteed.*

EXHIBITION AREA

- 20' x 40' exhibition area (specifications available upon request) or custom design.
- Opportunity to place up to two display vehicles on the event field

THE PALM EVENT MAGAZINE

(36) copies of The Palm Event Magazine

- One full-page, full-color advertisement in The Palm Event Magazine
- One half-page editorial spread in The Palm Event Magazine
- Sponsor's logo on The Palm Event Magazine acknowledgment page

• Each full-page, full-color advertisement in The Palm Event Magazine is \$1,500 MARKETING OPPORTUNITIES • Sponsor's logo on select event promotional materials.

• Sponsor's logo on The Palm Event website with a link to sponsor's website • Sponsor's press materials included in The Palm Event 2024 Press Kit

TARGA FLORIO PACKAGE *continued*

MARKETING OPPORTUNITIES

- Sponsor's logo on select event promotional materials
- Sponsor's logo on The Palm Event website with a link to sponsor's website
- Sponsor's press materials included in The Palm Event 2024 Press Kit
- Verbal acknowledgment during the event via the public address system
- Logo inclusion in The Palm Event credentials
- One "gift" to be included in The Palm Event entrant gift bag
- One gift bag to be placed in hotel rooms
- Sponsor to participate in 2-3 email blast to our database
- Sponsor to receive 2 hotel rooms for 3 nights

THE PALM RALLYE

- One "gift" to be included in The Palm Event Rallye gift bag

1. Sponsorship Commitment Deadline by **December 1, 2023**. Magazine design ad submitted for approval to The Palm Event no later than **December 15th, 2023**.
2. Content to be approved and finalized by The Palm Event no later than **January 16, 2024**.
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GOODWOOD PACKAGE

2024

\$25,000

CREDENTIALS

- (4) VIP credentials for Friday's Welcome Party
- (2) VIP credentials for Saturday's Vintage Rallye
- (25) VIP credentials for Sunday's Historic Display*
- Up to (6) additional passes for Friday priced at \$300, Saturday remains at full price and additional (6) additional Sunday credentials are \$400**

** VIP guest credentials are for The Palm Event on March 10, 2024, inclusive of parking, brunch, poster and magazine.*

*** Limited inventory. Number of additional tickets is based on availability at the time of purchase and cannot be guaranteed.*

EXHIBITION AREA

20' x 20' exhibition area (specifications available upon request) or custom design.

- Opportunity to place up to one display vehicles on the event field

THE PALM EVENT MAGAZINE

(10) copies of The Palm Event Magazine

- One half-page, full-color advertisement in The Palm Event Magazine
- One quarter-page editorial spread in The Palm Event Magazine
- Sponsor's logo on The Palm Event Magazine acknowledgment page

• Each full-page, full-color advertisement in The Palm Event Magazine is \$1,500 MARKETING OPPORTUNITIES • Sponsor's logo on select event promotional materials.

• Sponsor's logo on The Palm Event website with a link to sponsor's website • Sponsor's press materials included in The Palm Event 2024 Press Kit

GOODWOOD PACKAGE *continued*

MARKETING OPPORTUNITIES

Sponsor's logo on select event promotional materials

- Sponsor's logo on The Palm Event website with a link to sponsor's website
- Sponsor's press materials included in The Palm Event 2024 Press Kit
- Verbal acknowledgment during the event via the public address system
- Logo inclusion in The Palm Event credentials
- One "gift" to be included in The Palm Event entrant gift bag

THE PALM RALLYE

- One "gift" to be included in The Palm Event Rallye gift bag

1. Sponsorship Commitment Deadline by **December 1, 2023**. Magazine design ad submitted for approval to The Palm Event no later than **December 15th, 2023**.
2. Content to be approved and finalized by The Palm Event no later than **January 16, 2024**.
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SILVERSTONE PACKAGE

2024

\$12,000

CREDENTIALS

- (2) VIP credentials for Friday's Welcome Party*
- (2) VIP credentials for Saturday's Vintage Rallye*
- (8) Sunday VIP credentials*
- Up to (2) additional passes for Friday priced at \$300, Saturday remains at full price and additional (2) additional Sunday credentials are \$400)**

* VIP guest credentials are for The Palm Event on March 10, 2024, inclusive of parking, brunch, poster and magazine.

** Limited inventory. Number of additional tickets is based on availability at the time of purchase and cannot be guaranteed.

EXHIBITION AREA

10' x 10' exhibition area (specifications available upon request) or custom design.

- Opportunity to place up to one display vehicles on the event field

THE PALM EVENT MAGAZINE

(10) copies of The Palm Event Magazine

• Each full-page, full-color advertisement in The Palm Event Magazine is \$1,500 **MARKETING OPPORTUNITIES** • Sponsor's logo on select event promotional materials.

• Sponsor's logo on The Palm Event website with a link to sponsor's website • Sponsor's press materials included in The Palm Event 2024 Press Kit

SILVERSTONE PACKAGE *continued*

MARKETING OPPORTUNITIES

- Sponsor's logo on select event promotional materials
- Sponsor's logo on The Palm Event website with a link to sponsor's website
- Sponsor's press materials included in The Palm Event 2024 Press Kit

1. Sponsorship Commitment Deadline by **December 1, 2023**. Magazine design ad submitted for approval to The Palm Event no later than **December 15th, 2023**.
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2024 Production Team

Scott Shrader
President

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561.385.1530

Tara Shrader
Vice President

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561.601.2879

Production Team

Scott Shrader President

Kimberly Jones Creative Director

Alex Berry Weekend MC/Host

Carmen Garcia Auction Chair

Tara Shrader Vice President

Larry Printz Chief Judge

Ingrid Joli Fashion Director

The Palm Event Board of Directors

Scott Shrader, Tara Shrader, Alex Berry, Larry Printz,
Matt McGeever, David Goldfinger, John Vaglica, Brian Styles,
Alex Kowtun, Steve Saffer, Mike Bernhardt, Bob Stepanian
and Caileb Meredith

All schedules, events, pricing subject to change without notice. All terms and conditions apply.

Watch for press releases and upcoming announcements online.

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MAR-A-LAGO • PALM BEACH

The

PALM EVENT

CELEBRATING MOTORSPORTS

MARCH 8-10, 2024

10th Annual – By Invitation Only

ThePalmEvent.com