



The 39th Annual

TAHOE YACHT CLUB FOUNDATION

Wooden Boat Show

AUGUST 12 - 13, 2011

featuring the marque class

Gar Wood

The Gentleman's Runabout

The 39th Annual Lake Tahoe *Concours d'Elegance*

This event is presented by Tahoe Yacht Club Foundation, Inc. and has become one of the most prestigious vintage boat shows in the United States, offering the opportunity for the public and collectors alike to appreciate these classic treasures.

Many of the 85-plus vessels in the marina for this year's show at Sierra Boat Company, Carnelian Bay, will date back to the early 1900s, designed for the elite who had a taste for the finer things in life. Today, they range in value from \$25,000 to over \$1,500,000. This signature Lake Tahoe event draws more than 5,000 spectators from all over the United States and is one of the more affluent audiences around.

Lakers and launches, runabouts, historic gentlemen's racers, utility craft and more are entered in 13 classes including a special "Marque" class which sets the theme of each year's show. A "Best of Class" has become a coveted award for owners who have restored their boats to authentic standards of time, comparing them to a standard of "as-new" showroom condition. This year's "Marque" class is one of the public's favorite the Gar Wood: The Gentleman's Runabout.

And the *Concours d'Elegance* is just part of TYCF's 2011 Wooden Boat Week!

Beginning August 11 through August 15, there are more activities, boating and social, including opening night dinner/dance, men's grill, ladies' luncheon and fashion show, the awards BBQ and the sponsor's dinner.

Each year, it is Tahoe Yacht Club Foundation's goal to be able to realize a surplus from the *Concours* and these events to carry out its mission of helping preserve the environment and history of the Lake Tahoe basin. Thus far, TYCF has been able to award nearly \$250,000 in grants to a variety maritime-related, charitable and cultural organizations including, but not limited to the Tahoe Maritime Museum, Boys' and Girls Club of North Lake Tahoe, North Lake Tahoe Arts, North Lake Library, California State Parks Foundation, Thunderbird Lodge Preservation Society, North Lake Tahoe Historical Society and many more.

Our goal for the future is to ensure the preservation of the Tahoe environment and local community as well as provide assistance to worthy organizations in need. Your sponsorship will make these goals a reality!

NOTE: Tahoe Yacht Club Foundation, Inc. is recognized by the IRS as a 501 (c)(3) charitable, tax-exempt corporation.



CARNELIAN BAY - LAKE TAHOE - CALIFORNIA

for sponsorship options please call - Liquid Blue Events - info@liquidblueevents.com

(p) 775.851.4444 (f) 775.851.4456 748 South Meadows Pky. Suite A9 #275 Reno, NV 89521



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TAHOE YACHT CLUB FOUNDATION

Wooden Boat Show

AUGUST 12 - 13, 2011

featuring the marque class

Gar Wood

The Gentleman's Runabout

Endorsing Sponsor

ON-SITE EXPOSURE

10'x10' covered booth space to display, promote, and sell your product

Includes tent, 6' table, and two chairs

Booth signage and linen to be provided by sponsor

-Additional tables and chairs available upon request (additional fees may apply)

-Booth placement does not include space inside the ticket gates

Up to four sponsor-provided banners to be displayed in highly visible location

Size options: 3'x8' and 2'x4'

COMMEMORATIVE PROGRAM

Quarter-page, full color ad (value \$695)

- Upgrade to a Full-page (\$2,850 total package price)

MEDIA EXPOSURE

Sponsor logo and/or listing on LakeTahoeConcours.com under the 'Sponsors' tab

Concours d'Elegance Facebook and Twitter announcements (1 each)

VIP BENEFITS

1. Four 2-day admission tickets - \$140 value

2. Four passes to VIP Lounge (two per day) - \$200 value

INVESTMENT- \$1,750

*see back sheet for vendor, payment and general information



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featuring the marquee class

Gar Wood

The Gentleman's Runabout

Premium Endorsing Sponsor #1

On-Site Exposure

10'x10' covered booth space to display, promote, and sell your product

Includes tent, 6' table, and two chairs

Option for Premium booth location inside the ticket gates

Booth signage and linen to be provided by sponsor

-Additional tables and chairs available upon request (additional fees may apply)

Mention over public address system

Up to four sponsor-provided banners to be displayed in highly visible location

Size options: 3'x8' and 2'x4'

Commemorative Program Ad

Half-page, full color ad (value \$1,250)

-Upgrade to a Full-page (\$3,200 total package price)

Media Exposure

Premium Position sponsor logo and/or listing with direct link on

LakeTahoeConcours.com under the 'Sponsors' tab

Concours d'Elegance Facebook and Twitter announcements (2 each)

VIP Benefits

1. Four 2-day admission tickets - \$140 value

2. Four passes to VIP Lounge (two per day) - \$200 value

INVESTMENT- \$2,500

*see back sheet for vendor, payment and general information



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L A K E T A H O E
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Gar Wood

The Gentleman's Runabout

Endorsing Sponsor #2

On-Site Exposure

- 10'x20' covered booth space to display, promote, and sell your product
- Premium booth location either inside or outside the ticket gates
- Includes tent, two- 6' tables, and two chairs
- Booth signage and linen to be provided by sponsor
- Additional tables and chairs available upon request (additional fees may apply)
- Mention over public address system
- Up to four sponsor-provided banners to be displayed in highly visible location
- Size options: 3'x8' and 2'x4'

Commemorative Program Ad

- Half-page, full color ad (value \$1,250)
- Upgrade to a Full-page (\$4,200 total package price)

Media Exposure

- Premium Position sponsor logo and listing with direct link on LakeTahoeConcours.com under the 'Sponsors' tab
- Concours d'Elegance Facebook and Twitter announcements (2 each)

VIP Benefits

1. Four 2-day admission tickets - \$140 value
2. Four passes to VIP Lounge (two per day) - \$200 value
3. Two tickets to the Friday Night Exhibitors' BBQ - \$100 value

INVESTMENT- \$3,500

*see back sheet for vendor, payment and general information



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Wooden Boat Show

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featuring the marque class

Gar Wood
The Gentleman's Runabout

Package Add Ons

Branding is everything. It defines perception in the minds of your target audience. Strength in branding effects awareness which directly impacts market share. Make them remember you for the right reasons. This event, this audience is your customer base, your ideal customer base. These add ons will be personally given to boating participants, personal sponsors, corporate sponsors, VIP guests, judges and two-day ticket buyers.

Items will also include the Lake Tahoe *Concours d'Elegance* logo and dates.

General Gifts

500 items of your choice which can include sunscreen, water bottles, floating key chains, personal coolers or gift bags. One one sponsor per item. (maximum of 3 sponsors)

Investment- \$2,500

Premium Gifts

250 items of your choice which can include beach towels, large coolers, visors, beach hats or picnic baskets. One sponsor per item. (maximum of 2 sponsors)

Investment- \$5,500

Sponsor Boat Trophy

Personalize a perpetual trophy as a "Sponsors Choice." Trophy will be listed on all associated collateral including print, web and announcements. (limit 3 sponsors)

Investment- \$5,000

Walk-way 'On Ground' Directional Signage

Upto Thirty 2' x 2' floor signs in-side the venue on the walking paths, docks and vendor show. Perfect branding and an excellent way to jump out to everyone passing through the show. Become one with the show! (limit to 1 sponsor)

Investment- \$3,000

*see back sheet for vendor, payment and general information

Sponsorship add on deadline is 6/15/2011.
There are no discounts for providing your own items.



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L A K E T A H O E
Concours d'Elegance

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featuring the marquee class

Gar Wood

The Gentleman's Runabout

Runabout Slip Sponsor (only 6 available)

On-Site Exposure

- Runabout-sized boat in slip at Sierra Boat Company marina (up to 28')
- Mention over public address system
- Up to four sponsor-provided banners to be displayed in highly visible location
- Size options: up to two 2'x20' and 2'x4'

Commemorative Program Ad

- Half-page, full color ad (value \$1,250)
- Listing as Runabout Slip Sponsor
- Upgrade to a Full-page (\$3,200 total package price)

Media Exposure

- Premium position sponsor logo and/or listing with direct link on LakeTahoeConcours.com under the 'Sponsors' tab
- Concours d'Elegance Facebook and Twitter announcements (2 each)

VIP Benefits

1. Four 2-day admission tickets - \$140 value
2. Four passes to V.I.P. Lounge (two per day) - \$200 value
3. Two tickets to the Friday Night Exhibitor's BBQ - \$100 value
4. Two autographed commemorative posters - \$75 value

Added Bonus - If Applicable - must sign contract by 3/31/11

- Logo inclusion on all promotional fliers, posters, and rack cards - 14,000+ copies
- Logo included on invitation packet - 3,500 copies

INVESTMENT- \$2,500

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Gar Wood

The Gentleman's Runabout

Cruiser or Gantry Slip Sponsor (only 3 available)

On-Site Exposure

- Launch-sized boat in slip at Sierra Boat Company marina (Cruiser 55', Gantry 45')
- Company name and logo on main entrance sign
- Mention over public address system
- Up to four sponsor-provided banners to be displayed in highly visible location
Size options: up to two 2'x20' and 2'x4'
- Option to include promotional materials in 80+ bags distributed to exhibitors

Commemorative Program Ad

- Full-page, full color ad (value \$2,050)
- Listing as Slip Sponsor

Media Exposure

- Inclusion in all press releases submitted to television, radio and print ads in northern Nevada and California
- Logo inclusion on all event e-mail blasts to more than 1,700 registered attendees twice per month
-includes dedicated e-mail blast featuring your company
- Premium Position sponsor logo and/or listing with direct link on LakeTahoeConcours.com under the 'Sponsors' tab
- Concours d'Elegance Facebook and Twitter announcements (4 each)

VIP Benefits

1. Twelve 2-day admission tickets - \$420 value
2. Four passes to V.I.P. Lounge (two per day) - \$200 value
3. Four tickets to the Friday Night Exhibitor's BBQ - \$200 value
4. Two autographed commemorative posters - \$75 value

Added Bonus - If Applicable - must sign contract by 3/31/11

- Logo inclusion on all promotional fliers, posters, and rack cards - 14,000+ copies
- Logo included on invitation packet - 3,500 copies

INVESTMENT- \$5,000

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L A K E T A H O E
Concours d'Elegance

The 39th Annual

TAHOE YACHT CLUB FOUNDATION

Wooden Boat Show

AUGUST 12 - 13, 2011

featuring the marquee class

Gar Wood
The Gentleman's Runabout

Corporate Sponsor

On-Site Exposure

- 10'x10' covered booth space to display, promote, and sell your product
 - Includes tent, 6' table, and two chairs
 - Booth signage and linen to be provided by sponsor
 - Additional tables and chairs available upon request (additional fees may apply)
- Company name and logo on main entrance sign
- Mention over public address system
- Up to four sponsor-provided banners to be displayed in highly visible location
 - Size options: up to two 2'x20' and 2'x4'
- Option to include promotional materials in 80+ bags distributed to exhibitors

Commemorative Program Ad

- Premium placement Full-page, full color ad (value \$2,650)
- Listing as Corporate Sponsor

Media Exposure

- Inclusion in all press-releases submitted to television, radio and print ads in northern Nevada and California
- Logo inclusion on all event e-mail blasts to more than 1,700 registered attendees twice per month
 - includes dedicated e-mail blast featuring your company
- Premium listing and link on LakeTahoeConcours.com
 - includes backdrop, headers, and incorporation into imaging
- Concours d'Elegance Facebook and Twitter announcements (4 each)

VIP Benefits

1. Twelve 2-day admission tickets - \$420 value
2. Four passes to V.I.P. Lounge (two per day) - \$200 value
3. Four tickets to the Friday Night Exhibitor's BBQ - \$200 value
4. Two autographed commemorative posters - \$75 value

Added Bonus - If Applicable - must sign contract by 3/31/11

- Logo inclusion on all promotional fliers, posters, and rack cards - 14,000+ copies
- Logo included on invitation packet - 3,500 copies

INVESTMENT- \$7,500

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Concours d'Elegance

The 39th Annual
TAHOE YACHT CLUB FOUNDATION
Wooden Boat Show

AUGUST 12 - 13, 2011

featuring the marque class

Gar Wood

The Gentleman's Runabout

Featured Sponsor

On-Site Exposure

- 20'x20' Premier covered booth space to display, promote, and sell your product
 - Includes tent, two- 6' tables, and two chairs
 - Booth signage and linen to be provided by sponsor
 - Additional tables and chairs available upon request (additional fees may apply)
- Company name and logo on main entrance sign
- Multiple PA announcements as Featured Sponsor
- Up to six sponsor-provided banners to be displayed in highly visible location
 - Size options: up to two 2'x20', 3'x8', and 2'x4'
- Option to include promotional materials in 80+ bags distributed to exhibitors

Commemorative Program Ad

- Premium placement Full-page, full color ad (value \$2,650)
- Listing as Corporate Sponsor

Media Exposure

- Inclusion in all press-releases submitted to television, radio and print ads in northern Nevada and California
- Logo inclusion on all event e-mail blasts to more than 1,700 registered attendees twice per month
 - includes dedicated e-mail blast featuring your company
- Premium listing and link on LakeTahoeConcours.com
 - includes backdrop, headers, and incorporation into imaging
- Concours d'Elegance Facebook and Twitter announcements (4 each)

VIP Benefits

1. Twelve 2-day admission tickets - \$420 value
2. Four passes to V.I.P. Lounge (two per day) - \$200 value
3. Four tickets to the Friday Night Exhibitor's BBQ - \$200 value
4. Two autographed commemorative posters - \$75 value

Added Bonus - If Applicable - must sign contract by 3/31/11

- Logo on Concours tickets, entrance wristbands, and event lanyards
- Logo inclusion on all promotional fliers, posters, and rack cards - 14,000+ copies
- Logo included on invitation packet - 3,500 copies

INVESTMENT- \$10,000

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THE 39TH ANNUAL
TAHOE YACHT CLUB FOUNDATION
WOODEN BOAT SHOW
AUGUST 12 - 13, 2011

ALL 2011 Participating Companies Must Read and Sign the Following:

- 1. Payment/Cancellation Policy:** Payment in full is required to become a sponsor / vendor. All cancellation requests must be made in writing. Sponsors/ Vendors cancelling prior to July 1, 2011, forfeit 50% sponsorship fee. No refunds will be given to those cancelling after July 1, 2011.
- 2. Exhibit Operation:** All booths must be open and staffed during the hours of Lake Tahoe Concours d'Elegance. At the close of the exhibit each day, the area will be cleared and no one will be permitted admission to the area. Management reserves the right to restrict exhibit noise level and to determine suitable methods of operation and display of materials. Vendors agree that Management may relocate Vendor to another space if necessary, in the sole and absolute discretion of Management.
- 3. Products and Exhibits:** No product bearing the Lake Tahoe Concours d'Elegance trademark, name, logo, or reference to such may be sold or distributed without written permission from Tahoe Yacht Club Foundation. Management reserves the right, in its sole and absolute discretion, to restrict the sale or display of any item which is deemed objectionable. If, for any reason, an exhibit or its contents are deemed objectionable, the exhibit, product, or item will be subject to removal. Should such an eviction or restriction be enforced, Management shall not be held liable for refunding of rental fees or funds for exhibition rental.
- 4. Management & Dismantling:** Management reserves the right should any rented Vendor's space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, to rent said space to any other Vendor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Vendor to pay the full amount specified in this invoice for space rental should Management not re-let the space. Vendor shall be solely responsible at its own expense, for installing and dismantling its booth and all items owned by Vendor. Any additional items rented through Liquid Blue Events will be dismantled separately. Vendor shall repair any such damage caused by its own such dismantling and return the space in the same condition as received.
- 5. Fire, Safety, Health & Regulations:** Vendors agree to comply with local, city and state laws, ordinances and regulations of the owner covering fire, safety, health and all other matters. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices where necessary. Vendors shall take all necessary fire precautions.
- 6. Sub-Letting of Space:** Vendor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials for firms other than its own in the exhibit space without written consent from Management.
- 7. Indemnification/Release:** Management will take reasonable precautions to safeguard Vendor's property during non-expo hours. However, Management will not be liable for loss or damage to the property from theft, fire, accident, or any other causes. By signing below, Vendor agrees to indemnify, protect, defend and hold harmless Tahoe Yacht Club Foundation, Liquid Blue Events its officers, directors, and organizers, owners, and agents, representatives, or employees of the above from and against any and all claims, damages, costs, liens, judgments, penalties, attorneys' and consultants' fees, expenses and/or liabilities arising out of, involving, or in connection with, the occupancy of the assigned space by Vendor, the conduct of Vendor's business, any act, omission or neglect of Vendor, its agents, contractors, employees or invitees, and out of any Default or Breach by Vendor in the performance in a timely manner of any obligation on Vendor's part to be performed under this agreement. In addition, the Vendor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.
- 8. Insurance and Liability:** The Vendor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Vendor's displays, equipment, and other property brought upon the premises of the festival site. ALL vendors will provide, unless otherwise specified a Certificate of Insurance to Management in the amount of \$1,000,000 (one million dollars). The certificate MUST list Tahoe Yacht Club Foundation and Liquid Blue Events as "Additionally Insured". Said certificate must be received by Management or exhibitor will not be allowed to participate in the Exhibition. Management reserves the right, in Management's sole and absolute discretion, to require additional insurance based on Vendor's permitted use of the assigned space. Under extenuating circumstances when insurance is not available, Tahoe Yacht Club Foundation and Liquid Blue Events will require the Vendor/ Sponsor to sign a separate "Hold Harmless Agreement".
- 9. Utilities:** Power is available for the Lake Tahoe Concours d'Elegance as set forth below. Vendors requiring said services must make prior arrangements directly with Management. Any Vendor desiring to utilize power must take extra precaution pursuant to Section 6 above.

Company/ Business: _____

Name: _____

Signature: _____

Date: _____



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L A K E T A H O E
Concours d'Elegance

The 39th Annual
TAHOE YACHT CLUB FOUNDATION
Wooden Boat Show

AUGUST 12 - 13, 2011

featuring the marquee class

Gar Wood
The Gentleman's Runabout

Participants: 5,000 - 7,000

Vendor Show Location: Sierra Boat Company, 5146 North Lake Tahoe Blvd., Carnelian Bay, CA 96140

Sponsorship Level Chosen: _____ **Exhibition Company:** _____

Additional Needs:

Power: (Y/N) _____ **WiFi:** (Y/N) _____ **Additional Vendor Passes Requested:** _____

Print Name: _____ **Title:** _____ **Date:** _____

Contact E-Mail: _____ **Address:** _____

City: _____ **State:** _____ **Zip Code:** _____

Telephone _____ **Cell Phone:** _____ **Fax:** _____

Total Due: \$ _____ (including credit card fee if applicable. see below)

Check: _____ **Credit Card*** _____ (we cannot accept American Express or Discover. A 3.5% applies to credit card transactions)

Authorized Applicant Signature: _____

Date: _____

If Paying via Credit Card

Name (as it appears on card) _____

Credit Card # _____

Expiration Date: _____ **Billing ZIP:** _____

3 Digit Security Code: - - - **Credit Card Type:** VISA MC AMEX DISC

Make all checks payable to the Tahoe Yacht Club Foundation:

Mail checks and contract to:

Liquid Blue Events
748 South Meadows Pky.
Suite A9 #275, Reno, NV 89521
phone: 775.851.4444 fax: 775.851.4456.
e-mail: jess@liquidblueevents.com or neil@liquidblueevents.com



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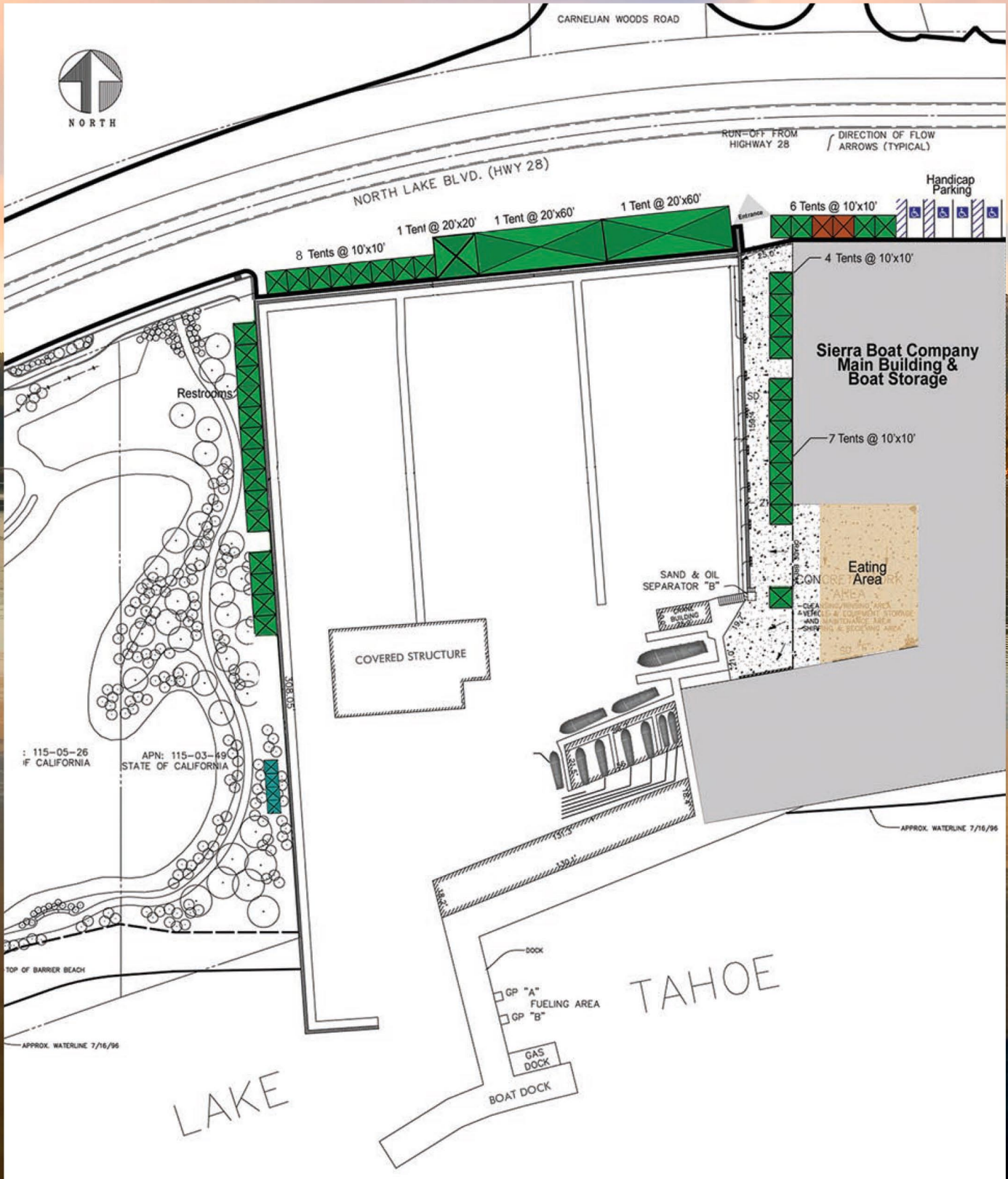
(p) 775.851.4444 (f) 775.851.4456 748 South Meadows Pky. Suite A9 #275 Reno, NV 89521

LAKE TAHOE
Concours d'Elegance

presented by the Tahoe Yacht Club Foundation, Inc.

AUGUST 12 - 13, 2011

THE 39TH ANNUAL TAHOE YACHT CLUB FOUNDATION WOODEN BOAT SHOW



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Collector's Edition Program - Circulation: 10,000 with year-round distribution

Advertising Rates

	Full Color
Back Cover	\$3,450
Inside Covers (front or back)	\$2,650
Full Page	\$2,050
1/2 Page (horizontal or vertical)	\$1,250
1/4 Page	\$ 695
1/8 Page	\$ 395
1/8 Page (Tahoe Business Cluster)	\$ 250

AD SIZE

Final Trim Size: 8.5" x 11"

	Width	Depth
Full Page (bleed)*	8.75"	11.25"
* <i>Live matter should be minimum of .5" from edge of bleed to allow for trim.</i>		
Full Page (non-bleed)	7.5"	10"
1/2 Page Horizontal	7.5"	4.875"
1/2 Page Vertical	3.625"	10"
1/4 Page	3.625"	4.875"
1/8 Page Horizontal	3.625"	2.3125"

SUBMISSION

Digital Files - Mac or Windows platform - may be submitted on cd, DVD, via e-mail (under 5 MB) or larger files via FTP.

Formats Preferred - High resolution (press-ready) PDF or Illustrator .eps

- ~All colors converted to process CMYK
- ~All graphics/links and fonts embedded (all fonts "Outlined/Converted to Paths" prior to creating Illustrator file)
- ~All photos at 300 dpi (minimum); no web-based (72dpi) art.
- ~Hard-copy color proof of composed ad.

Publisher assumes no responsibility for reproduction of advertising submitted without proofs. (Native files accepted in Illustrator, InDesign, PhotoShop or Word with all links and fonts included.)

Space reservation by June 24, 2011

Completed ad due Friday, July 8, 2011

E-mail files (under 5MB) to: jess@liquidblueevents.com.

Mail to: 748 South Meadows Pky. Suite A9 #275 Reno, NV 89521



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 WOODEN BOAT SHOW

AUGUST 12 - 13, 2011

PROGRAM INSERTION ORDER

I would like to place the following size advertisement in the commemorative program for the Lake Tahoe Concours d'Elegance, August 12-13, 2011, for:

(business or product if different than company / billing name at right.)

(Please check size)

- | | | |
|--------------------------|----------------------|---------|
| <input type="checkbox"/> | Back Cover | \$3,450 |
| <input type="checkbox"/> | Inside Front Cover | \$2,650 |
| <input type="checkbox"/> | Inside Back Cover. | \$2,650 |
| <input type="checkbox"/> | Full Page | \$2,050 |
| <input type="checkbox"/> | 1/2 Page Horizontal | \$1,250 |
| <input type="checkbox"/> | 1/2 Page Vertical | \$1,250 |
| <input type="checkbox"/> | 1/4 Page | \$ 695 |
| <input type="checkbox"/> | 1/8 Page Horizontal | \$ 395 |
| <input type="checkbox"/> | 1/8 Tahoe Cluster Ad | \$ 250 |

Press-ready ad deadline: July 1, 2011

NOTE : All rates are non-commissionable and based on ads provided in digital files ready for imaging direct to offset printing plates. Advertisers submitting files or artwork not meeting the program's mechanical specifications or requiring changes after delivery will incur additional charges.

Authorized signatures:

Name

Title

Signature

Date

Card # _____ Exp. ____/____

Authorized Signature _____

*a 3.5% fee will be added to all charges.

Send payment with COPY of contract to contact info at the bottom of page:

*please make all checks payable to Tahoe Yacht Club Foundation

Company _____

Billing Address _____

City _____ State _____ Zip _____

Advertising Contact Name _____

E-mail _____

Phone (_____) _____ Fax (_____) _____

PAYMENT:

- Payment in full 50% with contract; balance due July 8, 2011

PAYMENT METHOD:

- Check enclosed Please bill my Visa or MasterCard



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