



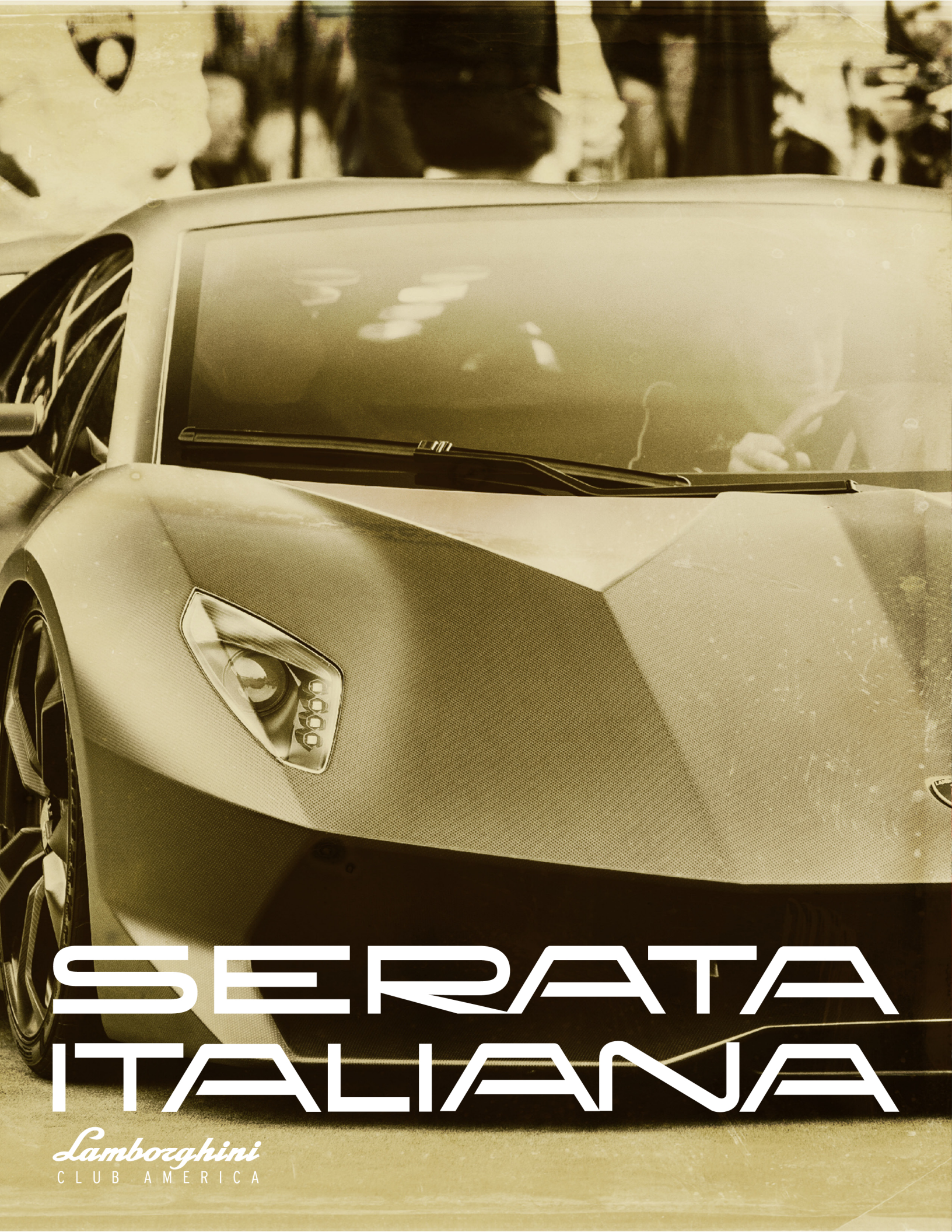
SERATA ITALIANA

L A M B O R G H I N I G A L A

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S E E H E A R S M E L L T A S T E T O U C H



SERATA ITALIANA

Lamborghini
CLUB AMERICA

ABOUT LAMBORGHINI CLUB AMERICA

Founded in 1975, Lamborghini Club America is the world's largest organization of Lamborghini owners and enthusiasts. Members travel the world to actively engage and participate in the camaraderie of the organization's events and gatherings.

Lamborghini Club America is a motor club centered on the Automobili Lamborghini brand and is supported by the corporate brand.

PEBBLE BEACH CONCOURS D'ELEGANCE & MONTEREY CAR WEEK

A tradition going back over half a century, the Pebble Beach Concours d'Elegance is where the world's collector cars meet and compete. Only the 200 best collector cars in the world roll onto the legendary 18th fairway of Pebble Beach Golf Links.

The Concours is not the only event at this packed automotive week! All over Monterey County, exquisite cars take to streets, golf courses, parks and the world-renowned Mazda Raceway Laguna Seca. There's also auto shows, auctions and rallies throughout Monterey.





SERATA ITALIANA

The 2nd annual Serata Italiana and Lamborghini Club America invite you to an evening of delightful decadence.

Wine, dine and dance the night away and have every sense dazzled from the moment you step into the distinctively designed and extravagantly themed Pasadera Country Club. The theme "Ignite Your Senses" will ensure an extraordinary evening of exploration, discovery and delight through Sight, Sound, Smell, Taste and Touch.

A 4 course sit down dinner menu designed by acclaimed chef, Raul Cervantes will tantalize the taste-buds while the finest wines and bubbly tickle the tonsils. The evening will feature spectacular world class entertainment and unique experiences created to ignite all the senses.

Proceeds from the evening benefit the Big Brothers Big Sisters and celebrates the 50th anniversary of Automobili Lamborghini.

WHEN Saturday, August 17th 2013
TIME 6:30pm - 10:30pm
WHERE Pasadera Country Club : Monterey, CA
DRESS Business Casual or LA Chic

Lamborghini
CLUB AMERICA

LAMBORGHINI CLUB AMERICA IN MONTEREY

Monterey Car Weekend has been the location of Lamborghini Club America's national meet for over 30 years, providing a single, center point once a year for owners to connect. Lamborghini Club America is host to four (4) events Monterey Car Weekend:

WELCOME BACK PARTY (Thursday)

Held at the Hilton Garden Inn Monterey, this is a casual dinner that most Lamborghini owners attend as they are arriving in Monterey on Thursday.

CONCORSO ITALIANO (Friday)

Over 100 freshly detailed Lamborghinis on the lawn at Concorso and even more owners admiring this rare collection. Lamborghini Club America's Hospitality Tent has so much foot traffic during the day, that we have to restrict access to Lamborghini Owners only.

LAMBORGHINI CLUB LUNCH DRIVE TO SANTA CRUZ (Saturday Noon)

A casual drive from Monterey to Santa Cruz for lunch at the famous Johnny's Harborside. Enjoy the exquisite sight of Lamborghinis stretching the length of a football field up California Pacific Highway 1.

SERATA ITALIANA DINNER GALA (Saturday Evening)

Lamborghini Club America presents awards for the Lamborghinis judged at Concorso Italiano. A sold out event every year where attendees celebrate the lifestyle and share an indulgent experience.



IGNITE YOUR SENSES







SPONSORSHIP OPPORTUNITIES

Become an Official Sponsor of Serata Italiana at Pasadera Country Club and receive premium sponsorship amenities throughout Monterey Car Weekend. Your company will receive the premium in publicity, media exposure and onsite brand coverage. This is a unique opportunity with an event that has been attracting Lamborghini owners and enthusiasts for more than 30 years, including value of audience acquisition, exclusive mailing list and affiliation with a signature tradition that builds brand equity.

PRESENTING SPONSORSHIP

\$28,000

PRESENTING SPONSOR INTEGRATION

- » Naming rights on all promotional materials
- » First right of refusal for next year sponsorship
- » Featured showcase for “Ignite Your Senses” entertainment lounge
- » Brand advertising banner displayed on Lamborghini Club America website (events signup page)
- » Brand promotional materials in gift bags
- » Prominent logo placement on the red carpet step and repeat banner
- » Prominent logo placement on the ticket credentials
- » Prominent gobo light logo placement at event
- » On stage company recognition
- » Advertisement full page in 2013 Monterey printed guide book (mailed to approx. 2500 Lamborghini subscribers)
- » Full page ad in La Vita magazine (post event)
- » Wrap logo placement on Andrew Romanowski’s lead car in the Italian Stampede
- » Brand logo displayed on all posters, banners, flyers and website
- » Social media mentions (Facebook, Twitter, LinkedIn)
- » Brand mention on all paid advertising and press releases
- » 30 VIP tickets and VIP gift bags
- » 3 VIP reserved tables (seats 10 persons per table, retail value \$6,000)



Lamborghini
CLUB AMERICA

DEALERSHIP SPONSOR INTEGRATION

- » Factory authorized dealership name on all promotional materials
- » First right of refusal for sponsorship for next year's event
- » Featured sponsor name for Ignite Your Senses' visual aesthetics
 - Lighting
 - Videographer for commemorative video montage
 - Photographer
- » Brand advertising banner displayed on Lamborghini Club America website (events signup page)
- » Brand promotional materials in gift bags
- » Prominent logo placement on the red carpet step and repeat banner
- » Prominent logo placement on the ticket credentials
- » Prominent gobo light logo placement at event
- » On stage company recognition
- » Advertisement full page in 2013 Monterey printed guide book (mailed to all approx. 2500 Lamborghini subscribers)
- » Full page ad in La Vita magazine (post event)
- » Brand logo displayed on all posters, banners, flyers and website
- » Social media mentions (Facebook, Twitter, LinkedIn)
- » Brand mention on all paid advertising and press releases
- » 10 VIP tickets and VIP gift bags
- » 1 VIP reserved table (seats 10 persons per table, retail value \$2,000)

EVENT TITLE
DEALERSHIP

\$15,000





► IGNITE YOUR SENSES SPONSOR

\$10,000

- » Premium recognition as the "Ignite Your Senses" entertainment lounge sponsor
- » Brand advertising banner displayed on event websites and signup forms
- » Brand promotional materials in gift bags and display at event
- » Prominent logo placement on the red carpet step and repeat banner
- » Prominent logo placement on the ticket credentials
- » Prominent gobo light logo placement at event
- » On stage company recognition
- » Advertisement full page in 2013 Monterey printed guide book (mailed to all approx. 2500 Lamborghini subscribers)
- » Article mention in La Vita magazine (post event)
- » Brand logo displayed on posters, banners, flyers and website
- » Social media mentions (Facebook, Twitter, LinkedIn)
- » Brand mention on all paid advertising and press releases
- » 4 VIP tickets reserved seating (seats 10 persons per table, retail value \$800)



► IGNITE YOUR SENSES SPONSOR

\$7,000


- » Premium recognition as the Ignite Your Senses bar sponsor
- » Brand advertising banner displayed on event websites and signup forms
- » Brand promotional materials in gift bags and display at event
- » Link to company from Serata Italiana website
- » Prominent logo placement on the red carpet step and repeat banner
- » Advertisement full page in 2013 Monterey printed guide book (mailed to all approx. 2500 Lamborghini subscribers)
- » Article mention in La Vita magazine (post event)
- » Brand logo displayed on posters, banners, flyers and website
- » Brand mention on paid advertising and press releases
- » Social media mentions (Facebook, Twitter, LinkedIn)
- » 2 VIP tickets reserved seating (seats 10 persons per table, retail value \$400)



IGNITE YOUR SENSES
SPONSORSHIP
\$5,000

SPONSOR INTEGRATION

- » Premium recognition as the Ignite Your Senses sponsor
- » Brand advertising banner displayed on event websites and signup forms
- » Link to company from Serata Italiana website
- » Advertisement full page in 2013 Monterey printed guide book
- » Article mention in La Vita magazine (post event)
- » Brand logo displayed on posters, banners, flyers and website
- » Press material mentions
- » Social media mentions (Facebook, Twitter, LinkedIn)
- » 2 VIP tickets reserved seating (seats 10 persons per table, retail value \$400)



IGNITE YOUR SENSES
SPONSORSHIP
\$3,500

SPONSOR INTEGRATION

- » Link to company from Serata Italiana website
- » Advertisement full page in 2013 Monterey printed guide book
- » Article mention in La Vita magazine (post event)
- » Press material mentions and brand logo on posters, banners, flyers and website
- » Social media mentions (Facebook, Twitter, LinkedIn)
- » 2 VIP tickets reserved seating (seats 10 persons per table, retail value \$400)

DIECI PERSONA IMPORTANTE

\$2,200

- » 10 VIP tickets reserved seating
- » 1 VIP reserved table (seats 10 persons per table, retail value \$2,000)
- » 10 VIP premium gift bags
- » 1 Dedicated food and drink server for table

SEI PERSONA IMPORTANTE

\$1,500

- » 6 VIP tickets reserved seating
- » VIP reserved table seating
- » 6 VIP premium gift bags
- » Dedicated food and drink server for table

QUATTRO PERSONA IMPORTANTE

\$1,000

- » 4 VIP tickets reserved seating
- » VIP reserved table seating
- » 4 VIP premium gift bags
- » Dedicated food and drink server for table

IGNITE YOUR SENSES

VIP PACKAGES



IGNITE YOUR SENSES



SPONSORSHIP INFORMATION

To learn more about becoming a sponsor of Serata Italiana Lamborghini Gala, please contact us immediately to secure one of these exclusive opportunities.

CONTACT INFORMATION

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IGNITE YOUR SENSES



BE PART OF
A ONE OF
A KIND
EXPERIENCE

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SERATA ITALIANA

LAMBORGHINI GALA

SATURDAY, AUGUST 17, 2013

Lamborghini
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