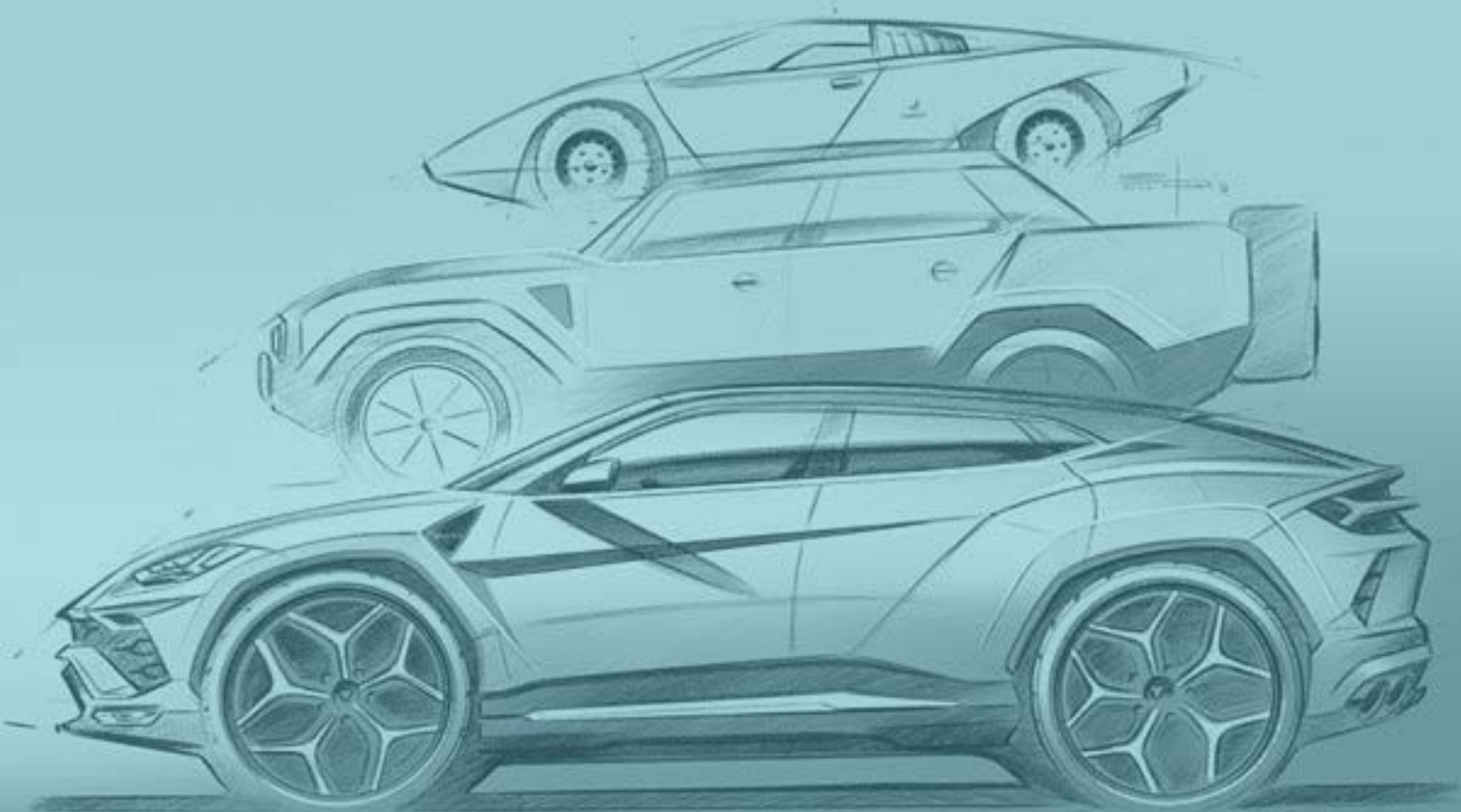




# SERATA ITALIANA

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



SANT'AGATA BOLOGNESE 2019

URU E

*Antje Borkert*

*Lamborghini*

C L U B A M E R I C A

# ABOUT LAMBORGHINI CLUB AMERICA

Founded in 1975, Lamborghini Club America (LCA) 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.

*MONTEREY CAR WEEK HAS  
BEEN THE LOCATION OF  
LAMBORGHINI CLUB AMERICA'S  
NATIONAL MEET FOR OVER 30  
YEARS.*

Recognizing the beauty, luxury and style of built by legend Ferruccio Lamborghini.



# PEBBLE BEACH CONCOURS D'ELEGANCE & MONTEREY CAR WEEK

A tradition going back over half a century, the Pebble Beach Concours d'Elegance during Monterey Car Week is where the world's collector cars meet and compete.

Only 200 best collector cars in the world compete on the legendary 18th fairway of Pebble Beach Golf Links.

*THE HIGHLIGHT FOR  
LAMBORGHINI OWNERS IS  
THE SERATA ITALIANA  
LAMBORGHINI CLUB GALA.*

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.



50<sup>TH</sup> ANNIVERSARY  
OF THE  
LAMBORGHINI  
MIURA

IGNITE YOUR SENSES





# SERATA ITALIANA

39TH ANNUAL LAMBORGHINI  
CLUB AMERICA GATHERING

The exclusive members-only Lamborghini Club gathering is unmatched by any other Lamborghini event in the world, bringing together some of the most affluent and influential admirers and collectors.

In the classic tradition of the uncompromising quality and beauty of Ferruccio Lamborghinis exquisite masterpieces, Serata Italiana hosts this special awards dinner gala during the Pebble Beach Concours d'Elegance and Monterey Auto Week.



*BE A PART OF THE 39 YEAR  
TRADITION AT MONTEREY  
CAR WEEK BY CELEBRATING  
THE LAMBORGHINI LIFESTYLE  
THROUGH CAMARADERIE.*

**WHEN:** Saturday, August 25th 2018

**TIME:** 6:30pm - 10:30pm

**WHERE:** Tehàma Golf Club

(Private Clint Eastwood Golf Club)

**DRESS:** Business Casual or LA Chic



IGNITE YOUR SENSES





Lamborghini Club America is host to three (3) events during Monterey Car Week allowing Lamborghini owners all over the country to connect.

#### 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 (SATURDAY)

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.

#### 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.

A man in a dark suit and white shirt is walking on a cobblestone street, pulling a black suitcase. To his left is the rear portion of a bright green sports car. The background is a textured, light-colored stone surface.

# SPONSORSHIP OPPORTUNITIES

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 35 years, including value of audience acquisition, exclusive mailing list and affiliation with a signature tradition that builds brand equity.

*BECOME AN OFFICIAL SPONSOR OF SERATA  
ITALIANA AND RECEIVE PREMIUM SPONSORSHIP  
AMENITIES THROUGHOUT MONTEREY CAR WEEK.*

# DEALERSHIP TITLE SPONSORSHIP

\$12,300

- »» Factory authorized dealership name on all promotional materials
- »» First dealership right of refusal for 2019
- »» Featured sponsor for Automobili Lamborghini Urus display area
- »» Brand logo on the ticket wristband
- »» Brand gobo logo placement at event
- »» Brand logo displayed on event websites
- »» On stage company recognition
- »» Full page color ad in printed Monterey Guide
- »» Full page color ad in La Vita magazine
- »» Article mention in La Vita magazine
- »» Brand logo displayed on posters and banners
- »» Social media mentions
- »» Brand mention on paid advertising and press releases
- »» 10 VIP Serata Italiana tickets and reserved table



# DEALERSHIP CO-SPONSORSHIP

\$3,500

- »» Factory authorized dealerships logo on all promotional materials
- »» Factory authorized dealerships logo on signs and banners at event
- »» Brand gobo logo placement at event
- »» Brand logo displayed on event websites
- »» On stage company recognition
- »» Full page color ad in printed Monterey Guide
- »» Full page color ad in La Vita magazine
- »» Article mention in La Vita magazine
- »» Social media mentions
- »» Brand mention on paid advertising and press releases
- »» Dealers sponsor receives discounted ticket of \$300 pp with reserved table







# 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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