



SERATA ITALIANA

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



SANT'ADRIÀ BOVENHOF 02 URUE

Antje BORKERT

Lamborghini
CLUB AMERICA

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.

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.



50TH 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 

A man in a dark suit and jacket 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 wall.

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
- »» Dealership first 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





IGNITE YOUR SENSES SPONSORS

\$7,000 SPONSORSHIP

- »» Premium entertainment lounge sponsor
- »» Brand logo displayed on event websites
- »» On stage company recognition
- »» Full page color ad in printed Monterey Guide
- »» Article mention in La Vita magazine
- »» Brand logo displayed on posters and banners
- »» Social media mentions
- »» Brand mention on paid advertising and press releases
- »» 4 VIP tickets to the event (\$1,300 value)

\$5,000 SPONSORSHIP

- »» Brand logo displayed on event websites
- »» On stage company recognition
- »» Full page color ad in printed Monterey Guide
- »» Article mention in La Vita magazine
- »» Brand logo displayed on posters and banners
- »» Social media mentions
- »» Press material mentions
- »» 2 VIP tickets (\$650 value)





IGNITE YOUR SENSES SPONSORS

\$2,500 SPONSORSHIP

- »» Brand logo displayed on event websites
- »» On stage company recognition
- »» Article mention in La Vita magazine
- »» Brand logo on posters and banners
- »» Social media mentions
- »» 2 VIP tickets (\$650 value)

*ALA CARTE & ADD-ONS

- »» Sponsorship underwriting
- »» Product giveaway and/or auction
- »» Brand logo Lamborghini wrap for LCA Italian Stampede drive
- »» La Vita Magazine ads
- »» VIP table (seats 10)

*prices upon request



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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