



2024 Sun Coast Jaguar Club Concours d'Elegance Sponsor Program



Hosted by the Sun Coast Jaguar Club, we are pleased to offer sponsorship opportunities for a historic and recognized event within the Jaguar and British Car communities. Jaguar enthusiasts from all of Florida and across the country travel to St. Armand's to participate in this annual gathering. This provides a unique opportunity for exposure to your business to the events participants and visitors.

About the Information

St. Armands Circle is the centerpiece of St. Armands Key along the bay in Sarasota, Florida. It is a charming and graceful synthesis of the past dating from 1926 to the present, with custom residences and an upscale shopping retreat.

Today, St. Armands is renowned as a continental marketplace destination for tourists and locals alike who come to explore the over 140 shops and galleries, dine in the sidewalk cafes, relax in the lush tropical gardens, and explore Lido beach just steps away from it all.

Event Information

Jaguar enthusiasts and the general public are invited to join on the exclusive, palm-shaded St. Armand's Circle to celebrate the beauty and elegance of the Jaguar brand. Jaguar owners from across the country enter this Concours d'Elegance to have their cars formally judged against the rigorous standards of the Jaguar Clubs of North America. Judges have undergone official JCNA training to grade and comment on the "Best of the Best" in Jaguars.

This event is hosted by the Sun Coast Jaguar Club over two days and consists of a welcome reception on Friday, the Concours d'Elegance show on Saturday during the day, and a cocktail awards reception on Saturday evening.

- St. Armands daily visitors: 2,000 - St. Armands Residents: 1,000
- Jaguar owners & enthusiasts attending: 85 – 100
- Large Event Banner featuring sponsors for two weeks prior; 25,000 cars a day

Sponsorship Levels

Marquee - \$1000 – Event Sponsor for Friday evening, Ad featured on event webpage, event logo boards displayed at St. Armands, registration materials, and St. Armands banner.

Prestige - \$ 500 – Ad featured on event webpage, event logo boards displayed at St Armand's Circle, registration materials, St. Armand's banner; dedicated tent space on the field.

Premium - \$ 250 – Ad featured on event webpage, event logo boards displayed at St. Armand's Circle, registration materials, and St Armand's banner.

Base - \$ 100 – Ad featured on the event webpage and event logo boards.

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