

## SPONSORSHIP OPPORTUNITIES

### August 23-24, 2024 / 46 Years of Proven Success!

The New England Auto Auction™ continues to raise the bar each year by connecting collectors with the rare, sought-after automobiles they crave—bringing consignors and bidders back year after year, drawn by the camaraderie and craftsmanship that define the classic car community. Don't miss your opportunity to be a part of it!

**[\$5,000+ Sponsorship Offerings]**

### Premier Sponsorship Opportunities that you can feel good about supporting!



#### **Auction Catalog Advertisement**

Promote your brand with a full-page ad in our auction catalog, included in every bidder package. Catalogs are also available to auction spectators and museum visitors

#### **On Site Vendor Presence**

**[Only 5 tables available]**

Want to speak to potential customers live at an event? Here's your chance. We'll set up a centrally located booth or table for you to court prospective customers before, during, and after the auction. (2,500+ bidders & spectators attend the auction week annually)

#### **Auction Preview Kick-Off**

#### **After-Hours Concert+Cocktails!**

Your company will be highlighted at this Concert+Cocktails, auction kick-off party featuring an epic performance by pop band Champagne Casanova! Enjoy great music and refreshments, plus get a first look at this year's stunning NEAA™ inventory

#### **Auction "Big Screen" Video/Logo Spot**

**[Only 8 spots available]**

Have your brand featured on the auction stage "BIG SCREEN" with your video short or logo. This will allow for maximum visibility to all event attendees, bidders and spectators, in-person and online

**[\$2,500+ Sponsorship Offerings]**

#### **Exclusive NEAA™ Email Promotions**

We will highlight your company in one of our NEAA email announcements sent to our 16,000+ loyal followers with a 49% open rate (that's 9% over the industry standard)

#### **Your business logo featured on NEAA™ website homepage**

The heavily visited NEAA™ website got 339,836 views during auction time last year

#### **Your business logo included in NEAA™ paid email advertising**

In addition to our in-house email blasts, NEAA purchases email advertising with auto auction icons like Hemmings and SportsCar Market reaching 130K+ new contacts

#### **Your business featured in NEAA™ Social Posts**

Reach 23K+ followers, with 87.7K page visits through social media on FB and Instagram with a dedicated "Sponsor Highlight" social post

#### **Auction Bidder Packets**

Include your branded promotional materials and special offers in each auction bidder packet

For more details contact:

**Kat Woodworth**

**ks@ohtm.org**

**207-594-4418, ext 114**

**moble: (207)236-3609**

**auction.owlshead.org**

**owlshead.org**