

SPONSORSHIP OPPORTUNITIES

August 22-23, 2025 / 47 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

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