

The
MORGAN ADAMS



Concours d'Elegance

The 17th Annual Morgan Adams Concours d'Elegance is a charity fundraising event of The Morgan Adams Foundation based around a static display of highly collectible aircraft automobiles and motorcycles with the ultimate purpose of raising money for critically needed pediatric cancer research.

Each year the event features extraordinary, rare, and award-winning automobiles as well as champion racing and Rolls Royce Heritage award-winning aircraft.

Through the support of the owners of these fine machines, guests, and friends, this event has grown exponentially over the past 16 years.

We are excited for the opportunity to have you join us at this amazing event and to join us on our continued growth trajectory in the years to come.



BY THE NUMBERS 2018

THE MORGAN ADAMS CONCOURS

Attractions: Our event in 2018 featured an amazing display of 34 airplanes (including a WWI Fighter), 80 automobiles (including the Rimac Concept Two Supercar electric car - 1914 horsepower!), and 44 motorcycles.

Sponsorships: Over 30 companies generously made this event possible through sponsorship.

Food & Beverage: 14 restaurants and 3 beverage providers donated over \$30,000 in food and beverages for our guests.

Event Communications:

- Hard copy invitations and save the date direct mailings sent to over 5,000 households
- 2 event advertisements in 5280 Magazine
- E-blasts to the MAF mailing list of roughly 7,000 households with an avg. open rate of 24% (compared to the universal standard email open rate of 6%)
- Targeted social media posts through newly created and dedicated event-specific accounts including Instagram, Twitter, and Facebook posts reaching over 8,000 people

“Paddle Raise” Donations: The Morgan Adams Concours saw over \$150,000 donated at the “paddle raise”!



PATRON TABLE LEVELS

THE MORGAN ADAMS CONCOURS

BENEFITS	SPIRIT OF ECSTASY	GODDESS OF SPEED	FLYING STORK	WINGED VIKING
	\$15,000	\$10,000	\$5,000	\$3,000
Tickets/Credentials	15 (10 table and 5 General Admission tickets)	10	10	10
VIP Reserved Hangar Seating	Premier Seating Table Location	Premier Seating Table Location	General Seating Table Location	General Seating Table Location
Table Service	Yes	Yes	No	No
Representative Honored As Co-Pilot On Stage During Live Program	Yes (onstage presence is optional)	Yes (onstage presence is optional)	No	No
Verbal Emcee Recognition At Event	2 Mentions	1 Mention	None	None
Name Featured On Stage Projection Screen	Yes	Yes	Yes	No
Name Featured in Event Program	Yes	Yes	Yes	Yes

NOTE: The Morgan Adams Foundation raises money and awareness on behalf of children affected with cancer. Working with leading physicians, we fund research and therapies which will improve survival rates and reduce the devastating side-effects cancer treatments have on our children.

INFORMATION

THE MORGAN ADAMS CONCOURS

NEED TO KNOW: DATES TO REMEMBER

- Deadline for Featured Name(s) inclusion in press release, website: [May 1st](#)
- Deadline for Featured Name(s) inclusion in catalog: [July 1st](#)
- Deadline for guest logs: [August 16th](#)

GOOD TO KNOW: FOR YOUR GENEROUS SUPPORT

- 1500 automobile, aircraft, and motorcycle owners, enthusiasts, and friends of The Morgan Adams Foundation, The Children's Hospital Colorado Foundation, and members of the philanthropic community attend
- Media partners including Denver's 5280 Magazine, Channel 9 News, and many others

LET US KNOW: THE MORE YOU PROVIDE US, THE MORE WE CAN PROMOTE YOU

- Event benefits are applied upon receipt of a completed commitment form
- Featured Name(s) must be sent to carrie@morganadamsfoundation.org by the deadlines listed above in order for you to take part in that particular benefit
- All event signage is provided by The Morgan Adams Foundation and will be uniformly designed

**ENGAGE YOUR FRIENDS, COLLEAGUES, FAMILY IN THE EFFORT --
EVENT VOLUNTEERS ARE WELCOME!**

PATRON TABLE FORM

THE MORGAN ADAMS CONCOURS

SPIRIT OF ECSTASY \$15,000

FLYING STORK \$5,000

GODDESS OF SPEED \$10,000

WINGED VIKING \$3,000

NAME

COMPANY

ADDRESS

PHONE

FAX

EMAIL

SIGNATURE

Please complete & return this form as soon as possible. Please make checks payable to The Morgan Adams Foundation. This form represents a promise of financial support payable to The Morgan Adams Foundation. Please keep a copy for your records.

FOR FURTHER INFORMATION CONTACT

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