



LAKE TAHOE
CONCOURS TM _{SM}
d'ELEGANCE
Tahoe Yacht Club Foundation

2026
SPONSORSHIP PACKET
AUGUST 7TH - 8TH





The most acclaimed and prestigious wooden boat show in North America celebrates its 52nd anniversary August 7-8, 2026 with a must-see Riva Yachts Marque Class! The Lake Tahoe *Concours d'Elegance* is renowned as a showcase of some of the most well-preserved and restored wooden boats in the world and is unrivaled in its exhibition and preservation of boating and maritime tradition. Presented by the Tahoe Yacht Club Foundation (TYCF) and its perpetual partner, Tahoe Luxury Properties, Concours takes place at the historic Obexer's Boat Company on Lake Tahoe's scenic West Shore.

Over the past five decades, the Lake Tahoe *Concours d'Elegance* has become a benchmark of the wooden boat community, renowned all over the world for its quality of boat exhibits and high judging standards and practices. But it doesn't rest on reputation. Concours consistently raises the bar year-after-year to earn its title as North America's premier wooden boat show. Concours has created its own meticulous 100-point judging system and expanded its exhibitor showcase while consistently displaying the most well-preserved wooden boats on Earth. It's home at Obexer's Boat Company has established a now iconic boating tradition - the Roar-Off under the Olson Bridge. In just the past few years, the Lake Tahoe *Concours d'Elegance* has added a revised People's Choice contest as well as an intimate tour of the exhibitor boats with the show's Chief Judge. The enhancements to the Concours experience go well beyond the boats. Guests of the show can sip high-end wines expertly picked from wineries across the Western United States, cool off with a handcrafted cocktail as they shop luxury brands and glamorous boutiques, and listen to live jazz as they indulge in a meal catered by a local chef. It is all tailored around the beauty of mahogany and Lake Tahoe to create an immersive ambiance of elegance.

A portion of all Pass sales, boat registrations, sponsorships, and all things Concours goes directly back into the Lake Tahoe community. This isn't just a show. The Lake Tahoe *Concours d'Elegance* is a lifestyle.





The Lake Tahoe *Concours d'Elegance* is the most prestigious wooden boat show in North America. More than 7,000 enthusiasts come from all over the country to see the most valuable collection of wooden boats assembled in one show. If you are looking to brand yourself with the highly affluent boating enthusiast, in a show that is featured in media outlets throughout the world, this is it.

BRAND/PRODUCT CATEGORY EXCLUSIVE (LIMITED TO 1 SPONSOR)

THE BEST OF SHOW - \$30,000

On-Site Benefits

- Custom premier covered booth space (size depends on location)
 - Booth location may be inside the show or next to the ticket gates.
 - Inside booth location allows the sponsor to interact one-on-one with ticket holders, sponsors and boat owners.
 - Outside booth location has premium visibility to high traffic area next to ticket booth and main entrance. (Booth signage and linen to be provided by sponsor)
- Company name/logo on main entrance sign arch, and every *Concours* sign inside show including boat window placards
- Multiple PA announcements as “Best of Show Sponsor”
- Up to twelve sponsor-provided banners to be displayed in premium locations - max size 40 square feet
- On-ground 2.5' x 2.5' custom signage throughout the *Concours* venue (number of signs at sponsors discretion)
- Option to provide promotional materials to be included in 120+ gift bags distributed to boat exhibitors & Personal Sponsors
- Option to display products and brochures throughout the show or handed to ticket buyers as they check in (based on availability and event layout)
- Option to place QR codes leading to your advertising on posters and throughout the venue

Additional Sponsor Benefits

You will receive \$8,000 to choose more ticketing options from the “A La Carte” Menu at the end of the packet

ACCEPTANCE

Name: _____ Signature: _____

Date: _____

Print And Media Benefits*

- **COMMEMORATIVE PROGRAM BENEFITS:**
 - Back Cover full color/full page ad
 - Two (2) half-page, full color ads (inside pages)
 - Distribution count of 3,000
- Logo/Name placement anywhere the Lake Tahoe Concours logo appears
 - Includes: Print, signage, email blasts, social media, credentials, etc.
- Listing as Best of Show Sponsor in program and website
- Company Sponsor logo linked to sponsor website on all event eblasts (6,000+ subscribers)
- Premium logo and link placement on LakeTahoeConcours.com
- Up to two dedicated postings on Concours d'Elegance social media channels (14,000 followers / 2,500,000+ views per year)
 - Includes one dedicated Sponsor social media post 2 weeks leading up the event (Sponsor provide)
- Logo on *Concours* tickets, entrance wristbands, and event lanyards (where applicable)
- Sponsor will be featured in the 2026 event video production and photo galleries

***MEDIA COVERAGE INCLUDES:** Print, radio, signage, website, email blasts, social media, tickets & credentials

Contract DUE by April 1, 2026 to receive the following:

- Logo/ brand inclusion on all promotional collateral
- Listing as “Best of Show” sponsor in program and website

Sponsor Trophy

- Personalized “Sponsor Trophy” presented by your company and representative at the Awards BBQ
- Trophy will be listed on all associated collateral including print, web and PA announcements





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BRAND/PRODUCT CATEGORY EXCLUSIVE (LIMITED TO 1 SPONSOR)

THE HEADLINER - \$17,500

On-Site Benefits

- Custom premier covered booth space (size depends on location, up to 10' x 40'). Booth signage and linen to be provided by Sponsor. Your choice of best available location. Booth location may be inside the show or next to the ticket gates:
 - Inside booth location allows the sponsor to interact one-on-one with ticket holders, sponsors and boat owners
 - Outside booth location has premium visibility to high traffic area next to the ticket booth and main entrance (booth signage and linen to be provided by Sponsor)
- Company name/logo on main entrance sign arch, and every *Concours* sign inside show including boat window placard
- Multiple PA announcements as Headlining Sponsor
- Up to six sponsor-provided banners to be displayed in premium locations - max size 40 square feet
- Option to provide promotional materials to be included in 120+ gift bags distributed to boat exhibitors & Personal Sponsors
- Option to display products and brochures throughout the show or handed to ticket buyers as they check in (based on availability and event layout)
- Option to place QR codes leading to your advertising on signs/posters and throughout the venue

Additional Sponsor Benefits

You will receive \$5,000 to choose more ticketing options from the "A La Carte" Menu at the end of the packet.

Print and Media Benefits*

- Best available placement full-page, full color ad in commemorative program- 3,000 copies
- Listing as Headlining Sponsor in program and website
- Company Sponsor logo linked to sponsor website on all event eblasts (6,000+ subscribers)
- Premium logo and link placement on the home page of LakeTahoeConcours.com
- Up to two dedicated postings on Concours d'Elegance social media channels (14,000 followers / 2,500,000+ views per year)
 - Includes one dedicated Sponsor social media post 2 weeks leading up the event (Sponsor provided)
- Logo on *Concours* tickets, entrance wristbands, and event lanyards (where applicable)

***MEDIA COVERAGE INCLUDES:** Print, radio, signage, website, email blasts, social media, tickets & credentials

Contract DUE by April 1, 2026 to receive the following:

- Logo inclusion on all promotional collateral

Sponsor Trophy

- Personalized "Sponsor Trophy" presented by your company and representative at the Awards BBQ

ACCEPTANCE

Name: _____ Signature: _____

Date: _____





The Lake Tahoe *Concours d'Elegance* is the most prestigious wooden boat show in North America. More than 7,000 enthusiasts come from all over the country to see the most valuable collection of wooden boats assembled in one show. If you are looking to brand yourself with the highly affluent boating enthusiast, in a show that is featured in media outlets throughout the world, this is it.

BRAND/PRODUCT CATEGORY EXCLUSIVE (LIMITED TO 1 SPONSOR)

THE PREMIER - \$12,500

On-Site Benefits

- Custom premier covered booth space (size depends on location, up to 10' x 40'). Booth signage and linen to be provided by Sponsor. Your choice of best available location. Booth location may be inside the show or next to the ticket gates:
 - Inside booth location allows the sponsor to interact one-on-one with ticket holders, sponsors and boat owners.
 - Outside booth location has premium visibility to high traffic area next to the ticket booth and main entrance.
- Company name/logo on main entrance sign arch
- Multiple PA announcements as Premier Sponsor
- Up to six sponsor-provided banners to be displayed in premium locations
 - Two banners up to 40 square feet. Other banners may be up to 24 square feet max.
- Option to include promotional materials in 120+ gift bags distributed to boat exhibitors & Personal Sponsors
- Option to display products and brochures throughout the show and/or handed to ticket buyers as they check in (based on availability and event layout)
- Option to place QR codes leading to your advertising on signs/posters and throughout the venue

Additional Sponsor Benefits

You will receive \$3,250 to choose more ticketing options from the "A La Carte" Menu at the end of the packet

Print and Media Benefit

- Best available placement full-page, full color ad in commemorative program- 3,000 copies
- Listing as Premier Sponsor in program and website
- Company Sponsor logo linked to sponsor website on all event eblasts (6,000+ subscribers)
- Premium listing and link on LakeTahoeConcours.com
- One dedicated postings on Concours d'Elegance social media channels (14,000 followers / 2,500,000+ views per year)
- Logo on *Concours* tickets, entrance wristbands, and event lanyards (where applicable)

***MEDIA COVERAGE INCLUDES:** Print, radio, signage, website, email blasts, social media, tickets & credentials

Contract DUE by April 1, 2026 to receive the following:

- Logo inclusion on all promotional collateral

Sponsor Trophy

- Personalized "Sponsor Trophy" presented by your company and representative at the Awards BBQ
- Trophy will be listed on all associated collateral including print, web and PA announcements

ACCEPTANCE

Name: _____ Signature: _____

Date: _____





The Lake Tahoe *Concours d'Elegance* is the most prestigious wooden boat show in North America. More than 7,000 enthusiasts come from all over the country to see the most valuable collection of wooden boats assembled in one show. If you are looking to brand yourself with the highly affluent boating enthusiast, in a show that is featured in media outlets throughout the world, this is it.

THE LAUNCH - \$6,500

On-Site Benefits

- 10'x20' Premier covered booth space (or boat in-water) inside the ticket gates. Your choice of best available location
- Company name/logo on main entrance sign
- Multiple PA announcements as a Featured Sponsor
- Up to six sponsor-provided banners to be displayed in highly visible locations
Size options: two up to 40 square feet - other banners up to 24 square feet max size
- Option to display products and brochures throughout the show and/or handed to ticket buyers as they check in (based on availability and event layout)
- Option to include promotional materials in 120+ bags distributed to exhibitors & Personal Sponsors

Additional Sponsor Benefits

You will receive \$1,250 to choose more ticketing options from the "A La Carte" Menu at the end of the packet

Print and Media Benefits*

- Best available placement full-page, full-color ad in commemorative program- 3,000 copies
- Listing as Featured Sponsor in program and website
- Logo/brand inclusion on all promotional collateral (where applicable)
- Company Sponsor logo linked to sponsor website on all event eblasts (6,000+ subscribers)
- Premium listing and link on LakeTahoeConcours.com
- One dedicated posting on Concours d'Elegance social media channels (14,000 followers / 2,500,000+ views per year)
- Logo on *Concours* tickets, entrance wristbands, and event lanyards (where applicable)

***MEDIA COVERAGE INCLUDES:** Print, radio, signage, website, email blasts, social media, tickets & credentials

Contract DUE by April 1, 2026 to receive the following:

- Logo inclusion on all promotional collateral

ACCEPTANCE

Name: _____ Signature: _____

Date: _____





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THE GENTLEMAN - \$4,750

On-Site Benefits

- 10'x20' Premier covered booth space inside the ticket gates.
Your choice of best available location
- Multiple PA announcements as a Featured Sponsor
- Up to four sponsor-provided banners to be displayed in highly visible locations
Size options: up to 24 square feet per banner max
- Option to include promotional materials in 120+ bags distributed to exhibitors

Additional Sponsor Benefits

You will receive \$1,000 to choose more ticketing options from the "A La Carte" Menu at the end of the packet

Print and Media Benefits*

- Best available placement half-page, full color ad in a commemorative program- 3,000 copies
- Listing as Featured Sponsor in program and website
- Inclusion in all media submitted to television, radio and print ads
- Logo inclusion on all event e-mail blasts to more than 4,500 registered attendees twice per month
- Premium listing and link on LakeTahoeConcours.com

***MEDIA COVERAGE INCLUDES:** Print, radio, signage, website, email blasts, social media, tickets & credentials

Contract DUE by April 1, 2026 to receive the following:

- Logo inclusion on all promotional collateral

ACCEPTANCE

Name: _____ Signature: _____

Date: _____



LAKE TAHOE CONCOURS d'ELEGANCE

Tahoe Yacht Club Foundation

THE CRUIZER - \$2,850

On-Site Benefits

- 10' x 10' covered booth space inside the ticket gates
 - Multiple PA announcements
 - Up to four sponsor-provided banners to be displayed in highly visible locations
- Size options: up to 24 square feet per banner

Additional Sponsor Benefits

You will receive \$750 to choose more ticketing options from the "A La Carte" Menu at the end of the packet

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Print and Media Benefits*

- Quarter page, full color ad in commemorative program- 3,000 copies
- Listing and link on LakeTahoeConcours.com

***MEDIA COVERAGE INCLUDES:** Print, radio, signage, website, email blasts, social media, tickets & credentials

Contract DUE by April 1, 2026 to receive the following:

- Logo inclusion on all promotional collateral

ACCEPTANCE

Name: _____ Signature: _____

Date: _____





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Donate to the Silent Auction:

The Silent Auction is one of the most coveted aspects of the *Concours d'Elegance*. Previous items have included weekend get-aways, gift baskets, lunch/dinner gift certificates, spa packages, high-end prize packages, locally crafted goods, and much more! We encourage all Sponsors, Donors, and local companies to participate. Auction contributors will be recognized during the event and will be featured on the Lake Tahoe *Concours d'Elegance* website.

Proceeds from the Silent Auction benefit a variety of Tahoe area maritime-related charitable and cultural organizations. Past recipients include the High Fives Foundation, Tahoe Community Sailing Foundation, Achieve Tahoe, and many more.

Enter the Silent Auction:

DONOR COMPANY: _____

CONTACT NAME: _____ PHONE #: _____

CONTACT EMAIL: _____

TAX ID NUMBER: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE NUMBER: _____

DONATION ITEM(S): _____ Value:\$ _____

_____ Value:\$ _____

_____ Value:\$ _____

_____ Value:\$ _____

_____ Value:\$ _____

_____ Value:\$ _____

Please email completed packets to: team@liquidblueevents.com

Or mail to: Liquid Blue Events ATTN: Lake Tahoe Concours

748 South Meadows Pkwy. Suite A9 #275

Reno, NV 89521

Questions? Email team@liquidblueevents.com or call 775.851.4444



THE COMMEMORATIVE EDITION PROGRAM

- Circulation: 3,000 with year-round distribution

Advertising Rates	Full Color
Back Cover	\$3,250- if available
Inside Covers (front or back)	\$2,750- if available
Full Page	\$1,975
1/2 Page (horizontal or vertical)	\$1,250
1/4 Page	\$825
1/8 Page	\$350

AD SIZE	Width	Depth
<i>Final Trim Size: 8.5" x 11"</i>		
Full Page (bleed)*	8.75"	11.25"
* <i>Live matter should be minimum of .5" from edge of bleed to allow for trim.</i>		
Full Page (non-bleed)	7.5"	10"
1/2 Page Horizontal	7.5"	4.875"
1/2 Page Vertical	3.625"	10"
1/4 Page	3.625"	4.875"

Submission:

Formats Preferred - High resolution (press-ready) PDF or Illustrator .eps
 ~All graphics/links and fonts embedded (all fonts "Outlined/Converted to Paths" prior to creating Illustrator file)
 ~All photos at 300 dpi (minimum); no web-based (72dpi) art.

Publisher assumes no responsibility for reproduction of advertising submitted without proofs. (Native files accepted in Illustrator, InDesign, PhotoShop or Word with all links and fonts included.)

Space reservation by June 25th, 2026. Completed ad due June 26th, 2026 at 12pm Pacific Standard Time

E-mail files (under 10MB) to: jess@liquidblueevents.com
 Mail to: 748 South Meadows Pkwy., Suite A9 #275-Reno, NV 89521

THE "A LA CARTE" SPONSOR MENU*

QTY

_____ \$400 - 2 day access to the VIP lounge during show hours. Includes, show tickets, cocktails, beverages, tables, shade and catered lunch each day

_____ \$70 - Reservation to Awards BBQ & Ceremony
 Obexer's Boat Company - August 10th, 6pm

_____ \$60 - Two-Day vendor passes to the Lake Tahoe
Concours d' Elegance Obexer's Boat Company - August 8th & 9th

_____ \$45 - One-Day show tickets to the Lake Tahoe
Concours d' Elegance Obexer's Boat Company - August 8th or 9th

_____ \$60 - Two-Day show tickets to the Lake Tahoe
Concours d' Elegance Obexer's Boat Company - August 8th & 9th

TOTAL: \$ _____

(Add this dollar amount to total on next page if beyond Ticket Spending allocation included with Sponsorship level)

NAME: _____

SIGNATURE: _____

DATE: _____

*Email and send no later than 06/26/26



OFFICIAL REGISTRATION PAGE

Participants: 5,000 - 7,000

Vendor Show Location: Obexer's Boat Company 5300 West Lake Blvd. Homewood, CA

Sponsorship Level Chosen: _____

Exhibition Company: _____

Additional Needs*:

Power: (Y/N) _____ WiFi: (Y/N) _____ # of 8' Tables _____ # of 6' Tables _____ # of Chairs _____

*Please complete the "A La Carte" menu on the previous page associated with the A La Carte value of your sponsorship level chosen.

Print Name: _____ Title: _____ Date: _____

Contact E-Mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Cell Phone: _____

PAYMENT INFORMATION (A 4.5% applies to all credit card transactions)

Total due: \$ _____ (Include 4.5% CC fee if paying with card and "A La Carte" Sponsor Menu additions)

Check* ***Make checks payable to: Tahoe Yacht Club Foundation**

Credit Card* ***4.5 % charge for all credit card transactions**

Name (as it appears on card) _____

Credit Card # _____ Expiration Date: _____

Billing ZIP: _____ Security Code # _____ Credit Card Type: **VISA MC AMEX DISC**

Authorized Applicant Signature: _____ Date: _____

Applications/Payment Deadline: **06/26/2026**

Send Checks to: Liquid Blue Events - 748 S. Meadows Pkwy., Ste. A9-275, Reno, NV 89521

Email packet to team@liquidblueevents.com





ALL PARTICIPATING COMPANIES MUST READ AND SIGN THE FOLLOWING (MANDATORY):

- 1. Payment/Cancellation Policy:** Payment in full is required to become a Sponsor and must be made prior to the start of the event. All cancellation requests must be made in writing. Sponsors canceling prior to June 1, 2026, forfeit 50% of agreed upon sponsorship fee. No refunds will be given to those canceling after June 1, 2026. **A 50% deposit is required upon signing in order to reserve selected Sponsorship Level.**
- 2. Exhibit Operation:** All booths must be open and staffed during the hours of the Lake Tahoe *Concours D'Elegance*. At the close of the exhibit each day, the area will be cleared and no one will be permitted admission to the area. Management reserves the right to restrict exhibit noise level and to determine suitable methods of operation and display of materials. Sponsors agree that Management may relocate Sponsor to another space if necessary, in the sole and absolute discretion of Management. Sponsor also agrees to only utilize their area under their contracted space, contained and within the provided tent, unless otherwise agreed upon ahead of time by Management.
- 3. Products and Exhibits:** No product bearing the Lake Tahoe *Concours d'Elegance* or Tahoe Yacht Club Foundation trademark, name, logo, or reference to such may be sold or distributed without written permission from the Tahoe Yacht Club Foundation. Management reserves the right, in its sole and absolute discretion, to restrict the sale or display of any item which is deemed objectionable. If for any reason an exhibit or its contents are deemed objectionable, the exhibit, product, or item will be subject to removal. Should such an eviction or restriction be enforced, Management shall not be held liable for refunding of rental fees or funds for exhibition rental.
- 4. Management & Dismantling:** Management reserves the right should any rented Sponsor's space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, to rent said space to any other Sponsor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Sponsor to pay the full amount specified in this agreement for space rental should Management not re-let the space. Sponsor shall be solely responsible at its own expense, for installing and dismantling its booth and all items owned by Sponsor. Any additional items rented through Management will be dismantled separately. Sponsor shall repair any such damage caused by its own such dismantling and return the space in the same condition as received. **A cleaning fee of \$500 may be charged if booth space is left with items such as, but limited to, trash, zip ties, screws or nails, boxes, magazines, pamphlets, etc.**
- 5. Fire, Safety, Health & Regulations:** Sponsors agree to comply with local, city and state laws, ordinances and regulations of the owner covering fire, safety, health and all other matters. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices where necessary. Sponsors shall take all necessary fire precautions.
- 6. Sub-Letting of Space:** Sponsor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials for firms other than its own in the exhibit space without written consent from Management.
- 7. Indemnification/Release:** Management will take reasonable precautions to safeguard Sponsor's property during non-expo hours. However, Management will not be liable for loss or damage to the property from theft, fire, accident, or any other causes. By signing below, Sponsor agrees to indemnify, protect, defend and hold harmless The Tahoe Yacht Club Foundation, Obexer & Son, Inc., Obexer Family LLC., Obexers Boat Company, and Liquid Blue Events L.L.C., its officers, directors, and organizers, owners, and agents, representatives, or employees of the above from and against any and all claims, damages, costs, liens, judgments, penalties, attorneys' and consultants' fees, expenses and/or liabilities arising out of, involving, or in connection with, the occupancy of the assigned space by Sponsor, the conduct of Sponsor's business, any act, omission or neglect of Sponsor its agents, contractors, employees or invitees, and out of any Default or Breach by Sponsor in the performance in a timely manner of any obligation on Sponsor's part to be performed under this agreement. In addition, the Sponsor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.
- 8. Insurance and Liability:** The Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Sponsor's displays, equipment, and other property brought upon the premises of the event site. ALL Sponsors will provide, unless otherwise specified, a Certificate of Insurance to Management in the amount of \$1,000,000 (one million dollars). The certificate MUST list The Tahoe Yacht Club Foundation, Obexer & Son, Inc., Obexer Family LLC., Obexer's Boat Company, and Liquid Blue Events L.L.C. as "Additionally Insured". Said certificate must be received by Management or exhibitor will not be allowed to participate in the exhibition. Management reserves the right, in Management's sole and absolute discretion, to require additional insurance based on Sponsor's permitted use of the assigned space. Under extenuating circumstances when insurance is not available, Management will require the Sponsor to sign a separate "Hold Harmless Agreement" above and beyond this signed agreement.
- 9. Utilities:** Power is available, yet limited. Sponsors requiring power must make prior arrangements directly with Management. Any Sponsor desiring to utilize power must take extra precaution pursuant to Section 6 above.

Company/ Business: _____ Name: _____

Signature: _____ Date: _____

