

RESOLUTION NO. 2025-018

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR HAGERTY EVENTS, LLC FOR THE AMELIA EXTENDED EVENTS FINDING THAT THE USE OF TOURIST DEVELOPMENT TAX REVENUES FOR SAID PURPOSE WILL ENHANCE VISITOR EXPERIENCES AND PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA; FURTHER PROVIDING FOR CERTAIN LEGISLATIVE FINDINGS; AND AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax to promote through marketing and advertising Amelia Island and to increase tourist-related business activities; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC established the Amelia Island Tourist Development Council (AITDC) as an advisory board to oversee the development and marketing of Amelia Island and the expenditure of the tourist development tax revenues; and

WHEREAS, the tourist development tax revenues received by Nassau County are restricted funds and the expenditure of those funds shall comply with Section 125.0104, Florida Statutes, the Florida Administrative Code, Sections 30-61 through 30-68 of the Nassau County Code of Ordinances, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC has contracted with the Amelia Island Convention and Visitors Bureau (AICVB) to execute the marketing of Amelia Island as a world-class tourism destination; and

WHEREAS, the Parties previously entered into a Sponsorship Agreement for the purpose of promoting and conducting The Amelia (hereinafter "Event") which was subsequently amended by the First Amendment and the Second Amendment; and

WHEREAS, the Second Amendment extended the term of the Agreement until September 30, 2025 and provided for a sponsorship amount of \$55,000 for the 2025 Event; and

WHEREAS, on February 12, 2025, by Resolution, the AITDC recommended to the BOCC the sponsorship of HAGERTY EVENTS, LLC THE AMELIA MARCH 6, 2025 THROUGH MARCH 9, 2025, (hereinafter "Sponsorship") and to further amend the Agreement to increase the sponsorship of HAGERTY EVENTS LLC FOR THE AMELIA EXTENDED EVENTS by an additional \$45,000 for a total of \$100,000 for the 2025 Event and by doing so the AITDC found that said Sponsorship is a tourism-related activity that will assist in the promotion of Amelia Island and Nassau County, Florida, as required by Section 125.0104, Florida Statutes. A copy of said Resolution is attached hereto and incorporated herein as Exhibit "A"; and

Revised 1.11.2024

WHEREAS, based upon the recommendation of the AITDC, the BOCC hereby finds that the utilization of tourist development tax revenues to fund new and enhanced events like the Sponsorship is an integral aspect of successful tourism development in Nassau County, Florida.

NOW, THEREFORE, BE IT RESOLVED by the BOCC, as follows:

SECTION 1. FINDINGS. The above findings are true and correct and are hereby incorporated herein by reference.

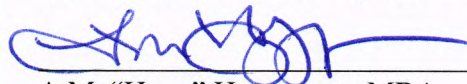
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. Based upon the recommendation of the AITDC as set forth in the AITDC Resolution attached hereto and incorporated herein as Exhibit "A", the BOCC finds that the use of tourist development tax revenues for the Sponsorship is a tourism-related activity and will assist in the promotion of Amelia Island and Nassau County, Florida, and is consistent with Section 125.0104, Florida Statutes and Sections 30-61 through 30-68 of the Nassau County Code of Ordinances.
- b. Based upon the above finding, the BOCC authorizes the use of tourist development tax revenues to fund the Sponsorship as referenced in Exhibit "A" as a means to promote tourism of Amelia Island and Nassau County, Florida, and said amount shall be paid from the AITDC budget as follows:
 1. Sponsorship: HAGERTY EVENTS, LLC
Date: March 6, 2025 through March 9, 2025.
Total Sponsorship Amount for the 2025 Event shall include \$55,000 from the Second Amendment to the Agreement plus an additional amount of \$45,000 pursuant to this Resolution for a total of \$100,000 for the 2025 Event.

SECTION 3. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

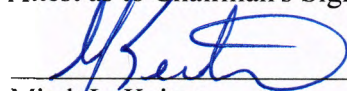
DULY ADOPTED this 10th this day of March, 2025.

**BOARD OF COUNTY COMMISSIONERS
OF NASSAU COUNTY, FLORIDA**



A.M. "Hupp" Huppmann, MBA
Its: Chairman

Attest as to Chairman's Signature



Mitch L. Keiter
Its: Ex-Officio Clerk

Approved as to form by the Nassau
County Attorney:

Denise C. May

DENISE C. MAY

EXHIBIT “A”

AITDC RESOLUTION NO. 2025- 22

AITDC RESOLUTION NO. 2025- 22

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP FOR HAGERTY GROUP LLC FOR THE AMELIA EXTENDED EVENTS AND IN SUPPORT OF SAID RECOMMENDATION FINDING THAT THE USE OF TOURIST DEVELOPMENT TAX REVENUES FOR SAID PURPOSE WILL ENHANCE VISITOR EXPERIENCES AND PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA; FURTHER PROVIDING FOR CERTAIN LEGISLATIVE FINDINGS AND AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax to promote through marketing and advertising Amelia Island and to increase tourist-related business activities; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC established the Amelia Island Tourist Development Council (AITDC) as an advisory board to oversee the development and marketing of Amelia Island and the expenditure of the tourist development tax revenues; and

WHEREAS, the tourist development tax revenues received by Nassau County are restricted funds, and the expenditure of those funds shall comply with Section 125.0104, Florida Statutes, the Florida Administrative Code, Sections 30-61 through 30-68 of the Nassau County Code of Ordinances, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC has contracted with the Amelia Island Convention and Visitors Bureau (AICVB) to execute the marketing of Amelia Island as a world-class tourism destination; and

WHEREAS, the Parties previously entered into a Sponsorship Agreement for the purpose of promoting and conducting The Amelia (hereinafter "Event") which was subsequently amended by the First Amendment and the Second Amendment; and

WHEREAS, the Second Amendment extended the term of the Agreement until September 30, 2025 and provided for a sponsorship amount of \$55,000 for the 2025 Event; and

WHEREAS, now based upon the recommendation of the AICVB, the AITDC now finds it necessary to further amend the Agreement to increase the sponsorship of HAGERTY GROUP, LLC FOR THE AMELIA EXTENDED EVENTS by an additional \$45,000 for a total of \$100,000 for the 2025 Event, as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, is/are tourism-related activities and will assist in the promotion of Amelia Island and Nassau County, Florida.

NOW, THEREFORE, BE IT RESOLVED by the AITDC, as follows:

SECTION 1. FINDINGS. The above findings are true and correct and are hereby incorporated herein by this reference.

SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of HAGERTY GROUP LLC FOR THE AMELIA EXTENDED EVENTS as depicted in Exhibit "A" (hereinafter "Sponsorship(s)"), is a tourism-related activity and will assist in the promotion of Amelia Island and Nassau County, Florida, and is consistent with Section 125.0104, Florida Statutes and Sections 30-61 through 30-68 of the Nassau County Code of Ordinances.
- b. Based upon the above finding, the AITDC hereby recommends to the BOCC that the BOCC utilize tourist development tax revenues for said Sponsorship(s) as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget as follows:

Sponsorship: HAGERTY GROUP LLC FOR THE AMELIA EXTENDED EVENTS
MARCH 6, 2025 – MARCH 9, 2025:

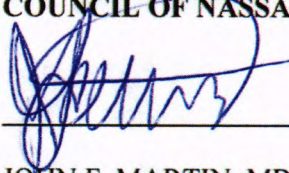
Total Sponsorship Amount for the 2025 Event shall include \$55,000 from the Second Amendment to the Agreement plus an additional amount of \$45,000 pursuant to this Resolution for a total of \$100,000 for the 2025 Event.

SECTION 3. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

[Remainder of this page left intentionally blank.]

DULY ADOPTED this 12th day of February, 2025.

**AMELIA ISLAND TOURIST DEVELOPMENT
COUNCIL OF NASSAU COUNTY, FLORIDA**



JOHN F. MARTIN, MBA

Its: Chairman

Date: 2/12/25

Approved as to form by the
Nassau County Attorney:




DENISE C. MAY

AMELIA ISLAND

COME MAKE MEMORIES®

Event/Project/Program Sponsorship Funding Application

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (mmurphy@ameliaisland.com).

For questions related to completing the application, please email Mariela Murphy at mmurphy@ameliaisland.com or call 904-277-4369.

Name of Event/Project/Program: THE AMELIA - extended week

Event/Project/Program Date(s): Thursday, March 6 - 9, 2025

Event/Project/Program Location(s): Amelia Island/ Fernandina Beach The Ritz-Carlton, Amelia Island

Funding Amount Requesting: \$100,000

Event/Project/Program Host/Organizer/Applicant: Hagerty Events, LLC

Event/Project/Program Host/Organizer/Applicant Address: 121 Drivers Edge, Traverse City, Michigan 49684

Contact Person: Maria (Maya) Bargar

Address: 121 Drivers Edge, Traverse City, Michigan 49684

Phone: 904-608-9199 cell

Email: mbargar@hagerty.com

Event/Project/Program Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Hagerty fully owns and operates this event.

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation.

To celebrate 30 Years of Amelia we are extending the automotive week.

Adding Reverie event on Thursday, preview day for Broad Arrow Auction on Wednesday and opportunities for OEM Ride and Drives.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

Please see attached information

Please see attached information

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

Please see the attached documents.

Please see the attached documents.

Budget

An event/project/program budget should accompany this application, and contain such items as available:

- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event/project/program.

Event/Project/Program Host/Organizer/Applicant Signature:

mbargar

Digitally signed by mbargar
Date: 2024.12.03 13:40:27 -05'00'

Date: November 5, 2024

Internal Use Only:

Date Received:

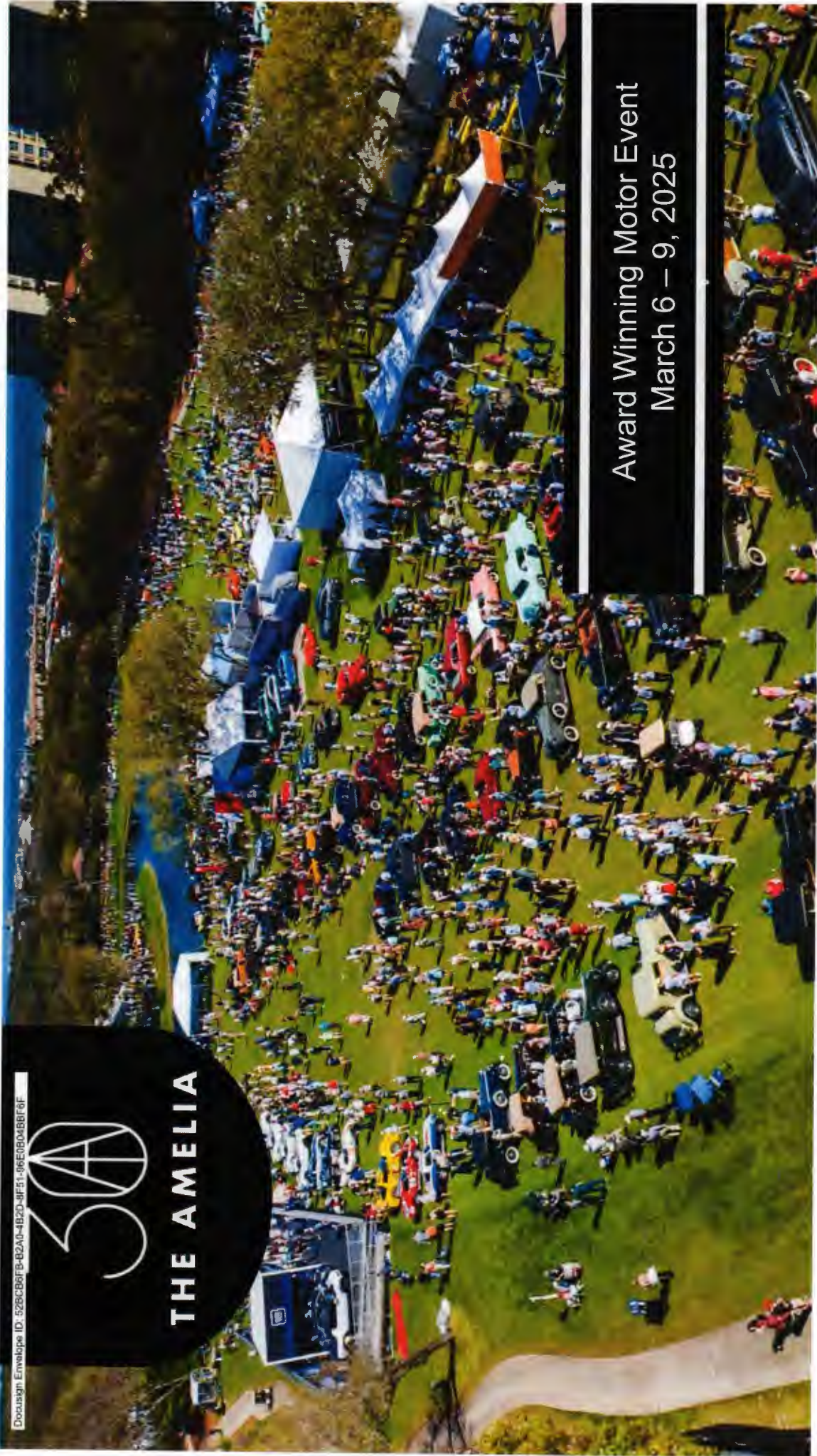
Approved: ____ Yes / ____ No

Amount: _____

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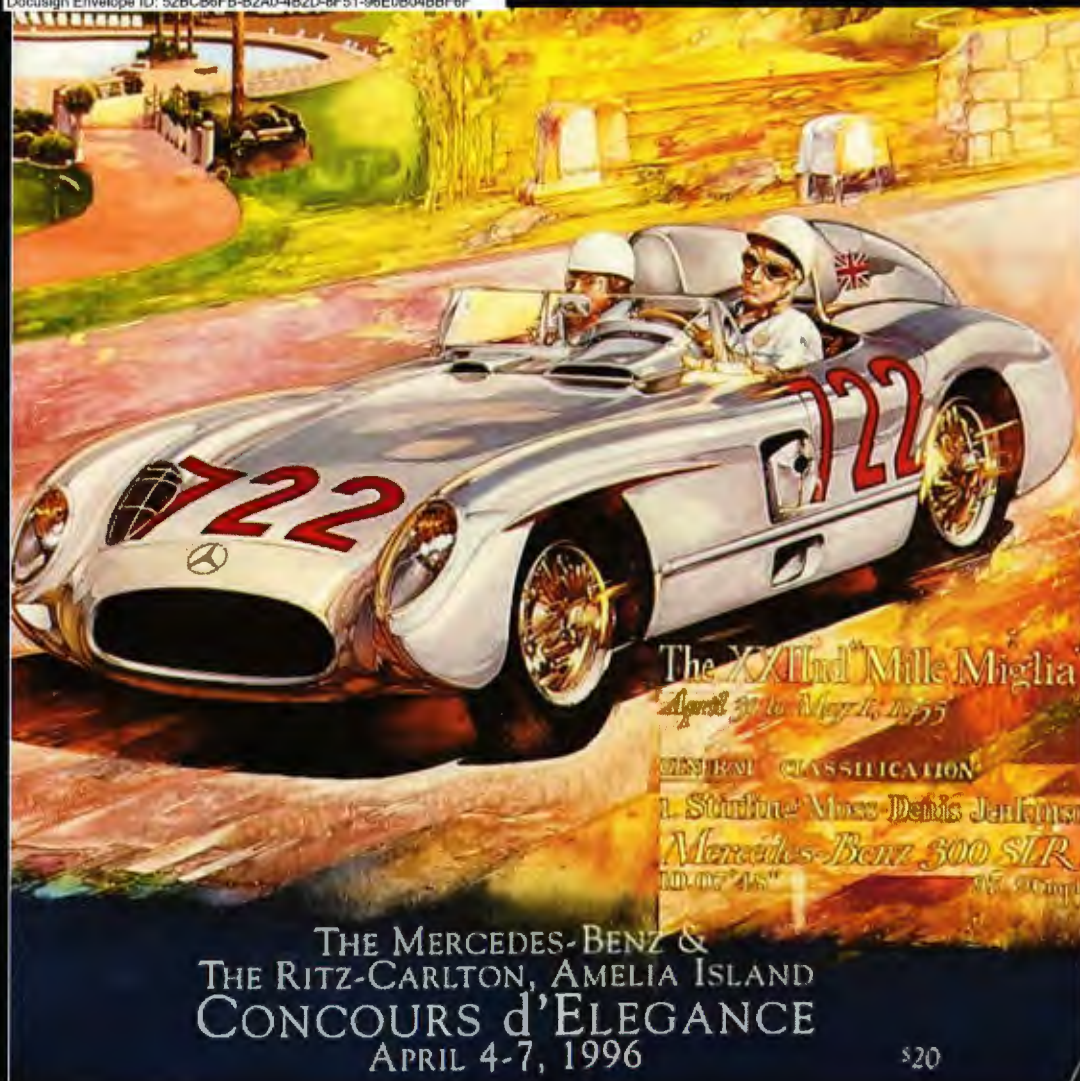


THE AMELIA



Award Winning Motor Event
March 6 – 9, 2025





EVENT HISTORY

When car lovers arrived for the first time ever to the Amelia Island for The Amelia in April of 1996, it was an impressive mix of everyday enthusiasts, legendary drivers, automotive designers, tv personalities and industry executives who cruised through the gates. And it was all thanks to former founder Bill Warner and his connections in the automotive world, built over the course of a long and storied career. Year after year, nine staff members and dedicated group of 700 incredible volunteers brought this world-class event to life. And the hard work didn't go unnoticed. In both 2013 and '16, The Amelia won the coveted "Motoring Event of the Year" from the International Historic Motoring Awards.

Hagerty took over the Amelia Island Concours d'Elegance in 2021, ensuring the event's legacy while enhancing its offerings for car enthusiasts.

Thanks to dedicated partners including The Ritz Carlton – Amelia Island, The Amelia Island Convention and Visitors Bureau and the Golf Club of Amelia Island we are able to celebrate automotive history and the significant role that Amelia Island and Nassau County play in the automotive world with the same level of prestige and dedication.

THE AMELIA EXTENDED WEEK

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Reverie 30th Amelia Welcome Party Thursday, March 6, 2025



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Broad Arrow

Previews March 5 - 6, 2025

Auctions March 7 - 8, 2025



OLIVE KUE & DRIVE Opportunities

Thursday, March 6, 2025



THE AMELIA WEEK CONTINUES

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8 Flags Road Tour

Friday, March 7, 2025



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Test Drive Experience

Porsche, BMW, Ferrari and others
Friday & Saturday, March 7 - 8, 2025



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Friday Movie Night

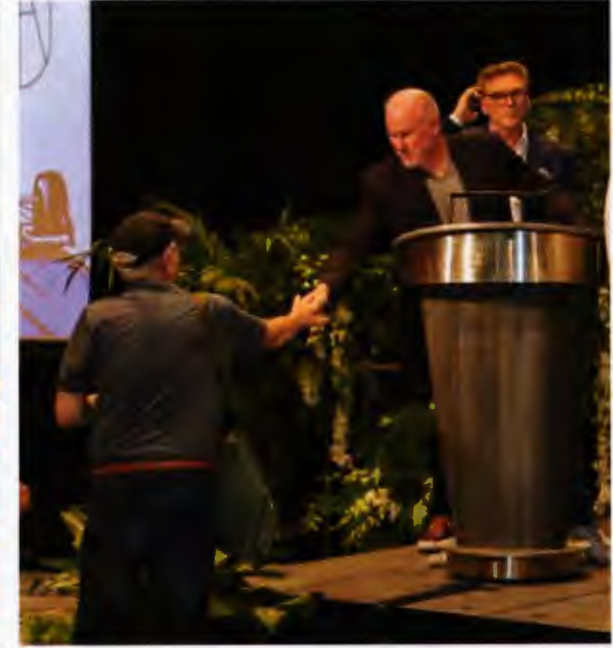
Friday, March 7, 2025



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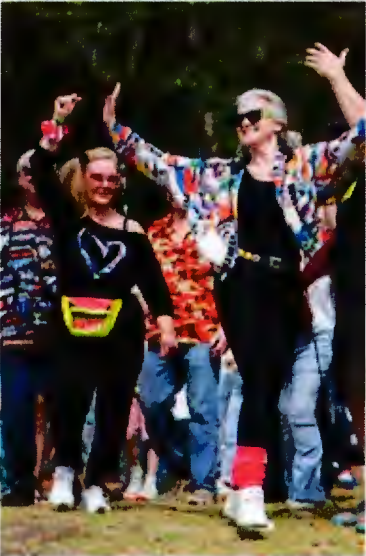
Seminars

Motorsports TV Commentators Best of 30 Years – Honoree Panel Fri & Sat, March 7 - 8, 2025



RADwood

Saturday, March 8, 2025



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Cars and Community Saturday March 8, 2025





Celebrating 2025 Honoree Helio Castroneves Saturday March 8, 2025



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The Amelia Concours

Sunday March 9, 2025





AMELIA ISLAND CONVENTION AND
VISITOR'S BUREAU /TDC
+
HAGERTY PARTNERSHIP

Impact of the Amelia Island Convention and Visitors Bureau/ TDC Support

01

Expanding Global Reach: With the support of the Amelia Island CVB, Hagerty has been able to continually enhance and fine-tune marketing efforts, reaching audiences both nationally and internationally.

02

Expert-Led Marketing: This support enables Hagerty to engage top-tier marketers, designers, videographers, and professional production teams, ensuring our marketing and content creation are not only compelling but highly effective.

03

Boosting Local Tourism: Economic surveys underscore the impact of the Hagerty-Amelia Island CVB/TDC partnership, which drives tourism and fills hotel rooms in Amelia Island, Fernandina Beach and Yulee not only during The Amelia but beyond.

04

Sustained Growth: The funding provided by this partnership allows for the expansion of hotel stays not only during The Amelia but also before and after the event. Encouraging The Amelia guests and partners to return over the course of the year.

05

Looking Ahead: We deeply appreciate your ongoing support, which has solidified The Amelia and Amelia Island's position as one of the premier automotive destinations worldwide. We look forward to growing this partnership and taking the event to new heights in years ahead.



Media and Economic Impact

200+ Credentialed media in attendance

The Amelia Island Concours d'Elegance, celebrating its 30th anniversary this year, draws thousands of automotive enthusiasts and tourists, generating a significant economic impact. In 2022, the event **contributed over \$33.7 million to the local economy**, as visitors filled hotels, restaurants, and shops, boosting revenue across the region.

(Amelia Island Living)

Major media outlets have also highlighted the event's prestige and influence. **Forbes** described the Amelia as "one of the top automotive events in the world," while **The New York Times** praised it for "capturing the spirit of a luxury car show with historic charm and modern appeal." These endorsements, along with its economic contribution, solidify its standing as a must-attend for collectors and connoisseurs.

Earned Media



200 credentialed media, including dozens of influencers



International journalists from France, UK, Germany, Switzerland and more!



90+ stories generating over 500 **million** potential impressions

- ✓ Barron's
- ✓ Robb Report
- ✓ Bloomberg
- ✓ Forbes
- ✓ CNBC
- ✓ USA Today
- ✓ NBC Sports
- ✓ Motor Authority
- ✓ HotCars
- ✓ TheGeorgetowner
- ✓ And more



Multiple press releases sent to qualified luxury, automotive, national and local media



THE AMELIA

RRR

Robb Report

SUBSCRIBE

INDUSTRY | CAR

MARCH 6, 2022

The 10 Most Exciting Cars at the Amelia Concours

At this year's concours on Amelia Island, Fla., a 1962 Ferrari and a 1947 Delahaye were best in show. Here are our favorites from the field.

BY MICHAEL CHEN



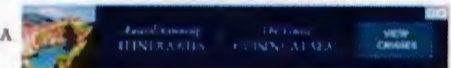
Think beyond
Stocks & Bonds.
Think
Alternatives.

J.P.Morgan

Classic Car Events Revved Their Engines in Florida Over the Weekend



OCEANIA GROUP



The Chrysler Halcyon Concept Is A Sedan Concept On A Production Platform

Social Metrics



The Amelia Facebook

- 841+ new followers
- 2M impressions
- 43+ posts
- 6.76% engagement rate



The Amelia Instagram

- 1,722+ new followers
- 90K+ impressions
- 10K+ likes
- 12.6% engagement rate



The Amelia LinkedIn

- 136+ new followers
- 19,197+ impressions
- 4,662 engagement interactions

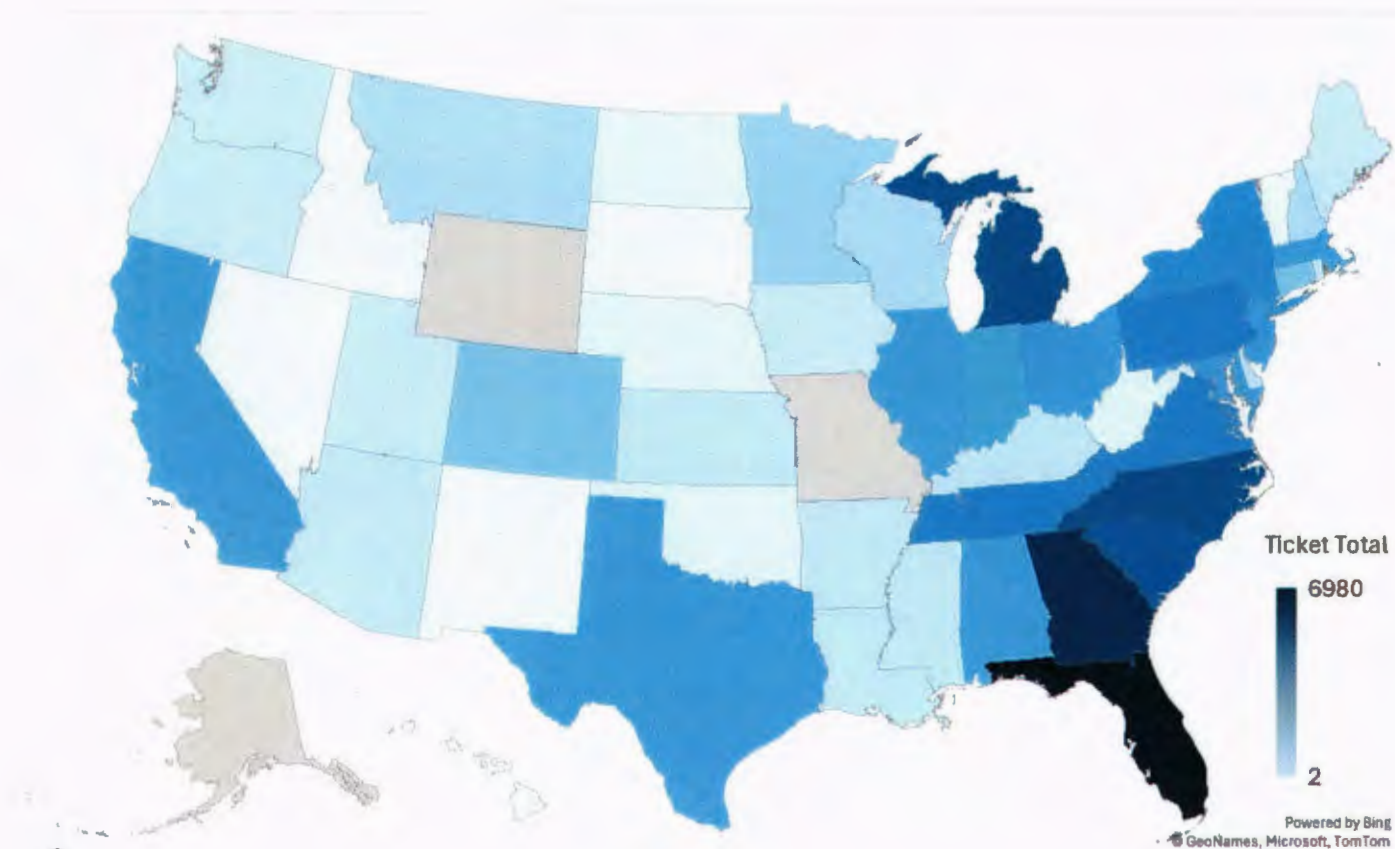


THE AMELIA



2024 National and International Reach

**ticket purchases*



Top 5 States Sold In:

Florida	6,980
Georgia	1,830
Michigan	957
North Carolina	771
South Carolina	691

Tickets Sold Outside the US:

Canada	94
England	12
Mexico	10
Spain	10
Germany	8



THE AMELIA



HOTEL PARTNERS

Current Hotel Partners

- The Ritz-Carlton, Amelia Island
- Residence Inn Amelia Island
- Courtyard
- Springhill Suites Amelia Island
- Omni Amelia Island
- Hampton Inn



WAYS WE FILL HOTELS

OUTREACH

- Outreach to classic and exotic car clubs
- Create Travel Packages to encourage longer stays

EVENTS

- Broad Arrow preview auction – Starts Wednesday
- 30th Amelia Welcome Party – taking place on Thursday
- Annual Car Club Meetings
- Starting point for the Orange Blossom Road Rally

SPONSORS

- Dealer meetings
- Annual partner meetings

MEDIA / MARKETING

- Programmatic Display & Video
- Paid Social Media Campaigns (Facebook and Instagram)
- Paid Social Campaigns on Nextdoor
- Paid Search with targeted keywords

- Paid Media Campaigns
- Magneto
- Amelia Islander Magazine
- Ponte Verda Recorder
- Sports Car Market print placements
- Linkage Magazine
- 904 Happy Hour
- Outfront
- WJAX
- WFOX
- First Coast News – WTLV & WJXX TV
- Email Campaigns
- SMS Campaigns



HOW WE MEASURE SUCCESS

- In addition to the survey conducted by The Amelia Island CVB, we will continue monitoring our ticket sales via ShowClix
- Dedicated email to all ticket purchasers before or upon conclusion of the event promoting Amelia Island, Fernandina Beach and Nassau County extended stays and vacations.
- Links to partners engaging Amelia guests through offering travel packages.
- Post event press release inclusion with a link to a designated page.
- Engaging business partners by offering business related business travel packages.
- Work with the Amelia Island CVB team regarding logo/name inclusion in any Reverie and event promotional communication and social media collaboration.

The Amelia

REVERIE

** please see supporting document outlining the details of the themes and event concept*

Thursday celebration of 30 Years of Amelia and the official Kick-Off to The Amelia week

This strolling, networking event features cocktails and elevated food stations.

The exclusive guest list includes media, car collectors, Honoree – Helio Castroneves, VIPs, Broad Arrow auction bidders, sponsor executives and car enthusiasts.

VIBE Food & wine festival meets exclusive after party

ATTIRE Dress to impress

GUESTS 500 year one

ENTRY \$400 per person

EATS Stations with a variety of bite-flights and mains

SIPS Expertly curated to each station + open bar

reverie

The car lover's daydream:
An immersive experience at the intersection of car culture, food love and live art.



2025 Estimated Marketing and Media Spend

2025 Reverie Estimate

REVERIE \$250,000
Event production and F&B

2024 Marketing Spend

**More details in Appendix Two*

PAID MEDIA \$25,000
Print, TV, Radio

DIGITAL SPEND \$30,000

2024 Production Spend

PRODUCTION \$100,000
Torque Media Saturday and Sunday

2024 Hosted Media / Influencer Spend

HOSTED MEDIA SPEND \$30,000

200+ Media in attendance, see p.21



TOTAL ESTIMATED SPEND: \$435,000

TDC ADDITIONAL SUPPORT ASK: \$100,000

This funding will support outlined marketing and media efforts.

To stay current and relevant in the world where expectations from automotive lifestyle events is ever shifting, together, we will succeed through innovation and engaging guests and partners in a meaningful way.





THE AMELIA

THANK YOU

APPENDIX ONE



2024 AMELIA POST EVENT REPORT



By the Numbers

ATTENDANCE

Weekend: 27,000 vs 25,000 in 2023

Youth Engagement

Youth Judging, Supercar school parade, Future Drivers Club

- **1,000+** local students saw **10** Super Cars
- **20** Youth Judges

Diversity and Younger Generation Reach

- Three Supercar classes to attract younger audience
- Amelia Judging Program invited new generation of male and female judges to have a permanent place at the Event
- RADwood 3rd year incorporated into Amelia engaging younger car enthusiasts in celebration of 80s & 90s cars

PARTICIPATION

- **910** vehicles total
- **375** vehicles at Saturday's Cars & Community
- **250** vehicles at RADwood
- **285** vehicles at Sunday's The Amelia Concours d'Elegance

EXPERIENCES

- **729** Ride & Drive
- **200** Hands on the wheel experiences in collaboration with Mobil 1 Ride & Drive
- **6** Ride & Drive experiences with LUCID, Rivian, Ferrari of Central Florida, Gateway Bronco, Revology, and AMW 4x4



Impact

- **\$150,000** nonprofit donations
- **2,445** water bottles diverted from landfills
- **1,000+** driving miles of CO2 offset through Hagerty ECO



THE AMELIA



Thank you for
helping us exceed
our goal of diverting
2,000 plastic water
bottles from the
landfill at The Amelia
this weekend... a
total of ... to be
exact.

APPENDIX TWO



THE AMELIA

HAGERTY®

Marketing + Email & SMS Campaign Overview

The Amelia 2024 Review



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THE AMELIA

DIGITAL ACQUISITION: CAMPAIGN
OVERVIEW

Digital Acquisition





THE AMELIA

DIGITAL ACQUISITION: CAMPAIGN OVERVIEW

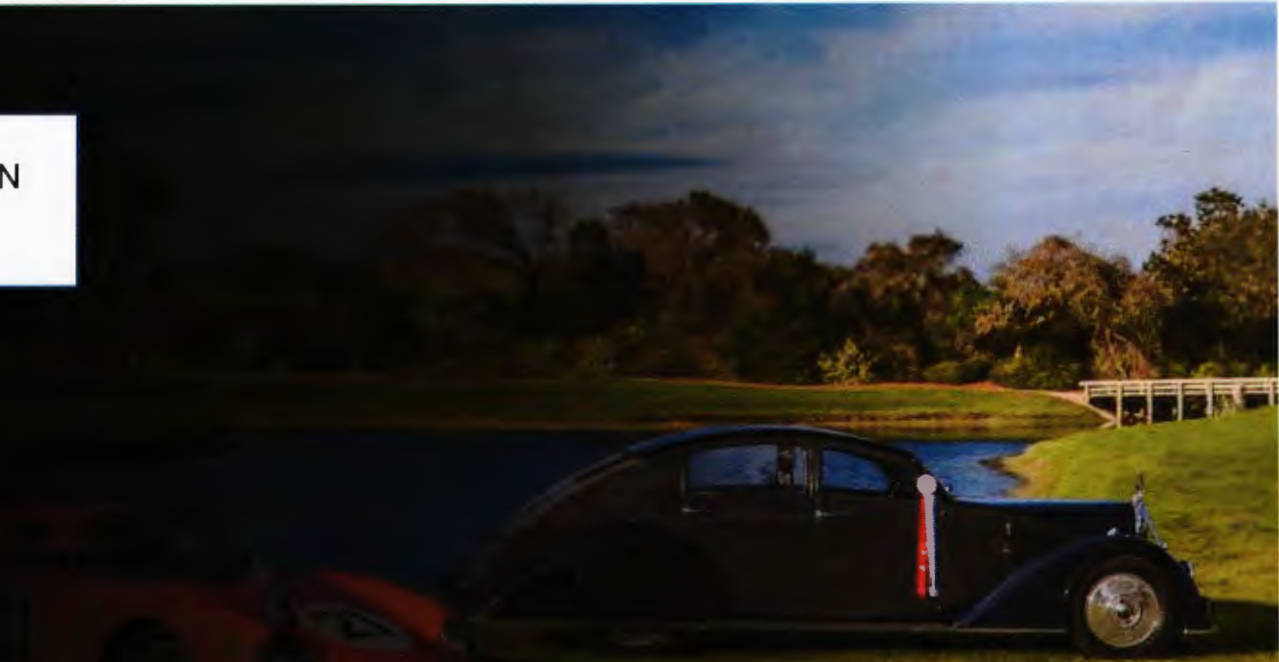
Campaign Overview:

- Objective: Increase ticket sales and revenue
- Primary KPI: Online ticket sales
- Launch*: January 2024
- End Date*: March 2024
- Total Planned Spend: \$32,000
- Total Delivered Spend: \$30,643

**Launch and end dates vary by placement*

Key Activations/Updates:

- Custom Newsweek private marketplace deal set live in programmatic: 2/12
- Video weaved in within programmatic: 2/12
- NextDoor activation added in marketing efforts: 2/15
- Brand search campaign added to marketing efforts: 2/1
- Hendrick creative with Daytona 500 victory copy added in social: 2/21
- Retargeting specific creative added to programmatic campaign: 2/12





THE AMELIA

Programmatic Display & Video

Approach:

- Campaigns were started on 1/12
- 15% of programmatic budget was spent between 1/12 and 2/11 the remaining 85% of budget was spent between 2/12 and 3/1
- Private marketplace deal with Newsweek created to reach auto enthusiasts and affluent families across site 2/12 – 3/1
- Carefully selected 1st and 3rd party audiences allowing reach across past event attendees, HDC members and families
- Video activations were used across audiences
- Retargeting specific creative was used for site visitors and HDC specific creative was targeted to HDC members near the event

	(1/8 - 2/11)	(2/12 - 3/1)	Total
Impressions	1,044,801	2,221,600	3,266,401
Clicks	830	16,791	17,621
CTR	0.08%	0.76%	0.54%
Cost	\$2,493	\$14,206	\$16,699
CPM	\$2.39	\$6.39	\$5.11



Amelia V1 GIF



Amelia V2 GIF



Amelia V4 PNG Retargeting Only



Amelia V3 PNG



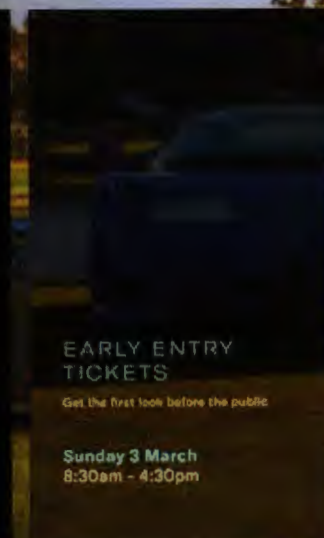
THE AMELIA

Paid Social: Meta (Facebook + Instagram)

Approach:

- Campaigns were started on 1/8
- Daily spends were increased on 2/12 as ticket sales were expected to increase
- 1st and 3rd party audiences were used to create consistent cross platform targeting with programmatic efforts
- Ads were geo targeted to people living within 2 hours of Amelia Island
- Buy Now & Save ad ran for a short time before the final price increase occurred for the event
- 15s and 30s video ads were used across audiences and had the highest CTR

	(1/8 - 2/11)	(2/12 - 3/1)	Total
Impressions	772,650	1,714,662	2,487,312
Reach	694,748	1,495,856	2,190,604
Freq.	1.11	1.15	1.14
Clicks	32,139	54,122	86,261
CTR	4.16%	3.16%	3.47%
Cost	\$2,318	\$9,106	\$11,424
CPM	\$3.00	\$5.31	\$4.59





THE AMELIA

Paid Social: NextDoor

Approach:

- Campaign live from 2/15 – 3/1
- Geotarget was set to 50mi around Amelia Island
- Team ran a mix of video and display assets
- Display ads had a higher CTR during the run
- Copy focused on getting families to the event

	Total
Impressions	251,067
Clicks	2,358
CTR	0.94%
Cost	\$1,500
CPC	\$0.64





THE AMELIA

Paid Search

Approach:

- Campaign was launched on 2/1 to best capture demand based on previous ticket sales

Targeted Keywords:

- Amelia Island 2024
- Amelia Island Concours
- The Amelia
- Amelia Island Car Show
- Amelia Island Tickets
- Amelia Island Concours D'Elegance
- Amelia Island Hagerty

	(2/1 - 3/1)
Impressions	4,202
Clicks	2,238
CTR	53.26%
Cost	\$1,020
CPC	\$0.46

Sponsored

ameliaconcours.com
www.ameliaconcours.com/amelia/concours

The Amelia Concours - 2024 Honoree: Rick Hendrick

Get Your Tickets Now! Showcasing Over 275 Historically Significant Vehicles From Across The Globe. RADwood. Concours d'Elegance.

Sponsored

ameliaconcours.com
www.ameliaconcours.com/amelia/concours

Over 275 Vehicles On Display - Cars & Community

Experience The Award-Winning Celebration Of Rare Vehicles, Auto Enthusiasts & Car Culture! Showcasing Over 275 Historically Significant Vehicles From Across The Globe. RADwood. Cars & Caffeine. Concours d'Lemons. Ride & Drive. Concours d'Elegance. Youth...



THE AMELIA

PAID MEDIA: CAMPAIGN OVERVIEW

Paid Media

Channel Review



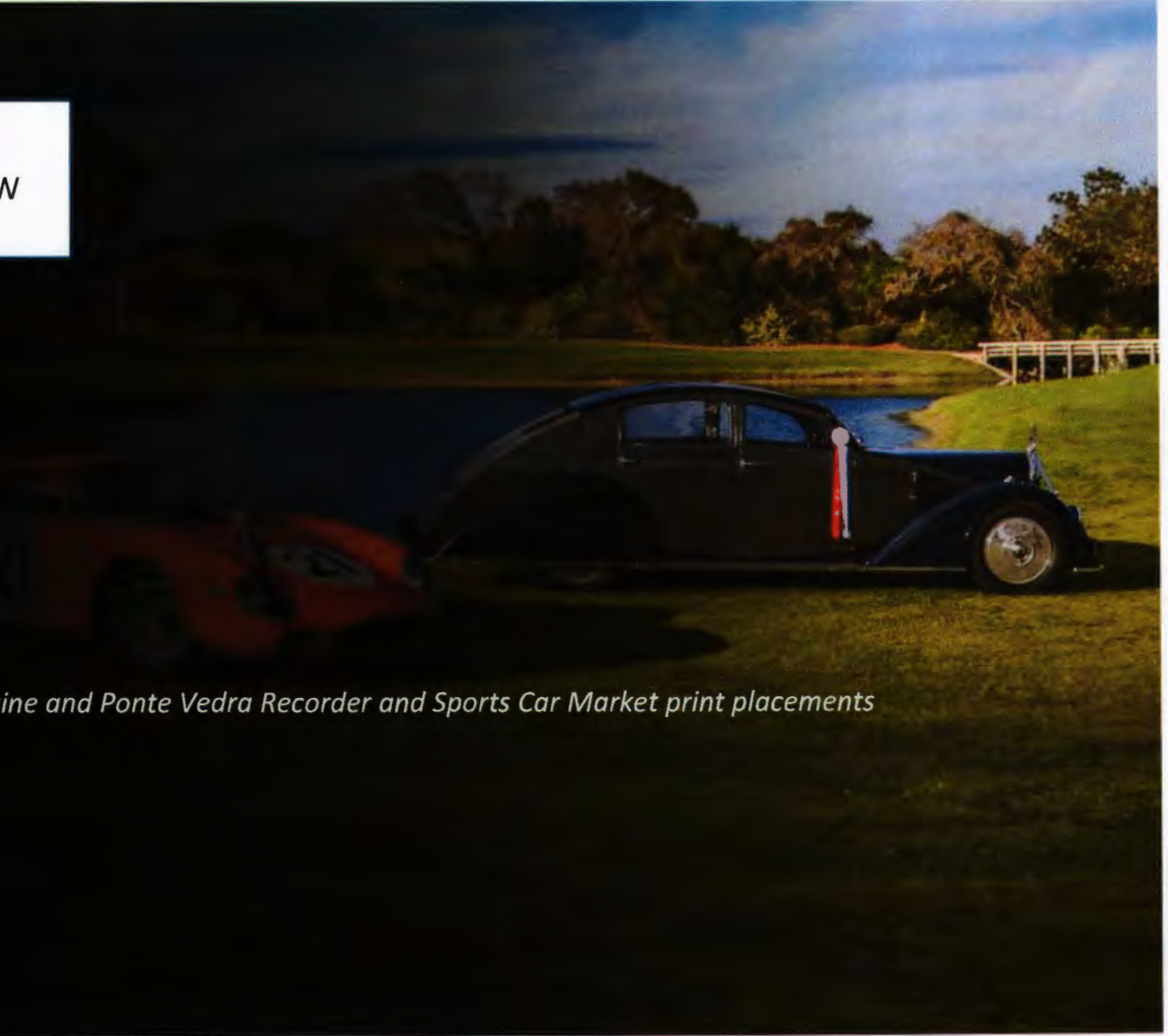


PAID MEDIA: CAMPAIGN OVERVIEW

Campaign Overview:

- Objective: Increase ticket sales and revenue
- Primary KPI: Online ticket sales
- Launch*: November 2023
- End Date*: March 2024
- Total Planned Spend: \$25,766
- Total Delivered Spend: \$25,766
 - *Inclusive of Magneto, Amelia Islander Magazine and Ponte Vedra Recorder and Sports Car Market print placements*

**Launch and end dates vary by placement*





Paid Media: Linkage Magazine

Approach:

- Mix of print and digital placement promoting Amelia Concours to Linkage Magazine subscribers
 - 29% of subscriber base are in the Northeast region
- Print ad included in January 2024 issue
- Eblast sent to subscribers on 2/6
- Newsletter sent to subscribers on 2/16
- **Total Cost: \$2,000**

eBlast:

- Sends: 1,276
- Open Rate: 46.1%
- Click Rate: 1.8%

Newsletter:

- Sends: 19,952
- Open Rate: 40%

Print



eBlast



Newsletter Ad



THE AMELIA

Paid Media: 904 Happy Hour

Approach:

- Localized targeting approach, leveraging social media and ticket giveaway activations to generate excitement about the event through 904 Happy Hour
- 6 Instagram and Facebook posts highlighting event
- 2 Instagram story posts
- 2 Tickets given away for Cars and Community
- 2 Tickets given away for Concours d'Elegance
- Featured event in the Weekend Guide
- 904 Website articles
- **Total Cost: \$1,750**

Creative Examples



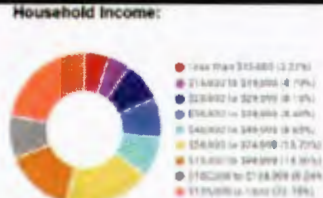
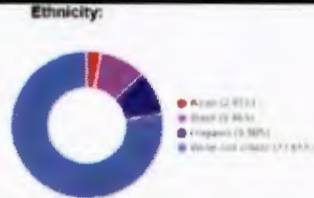
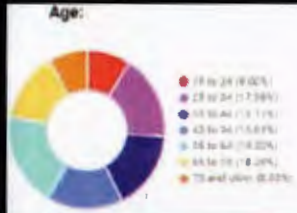
Activation	Impressions	Likes	Shares	Saves	Comments
904 Website Articles	102,419	-	0	0	0
Facebook	33,061	142	16	0	36
IG Story	24,073	67	21	0	1
Instagram	98,019	2,735	559	151	813
Weekend Guide	138,013	937	107	210	98
Grand Total:	395,585	3,881	703	361	948



Paid Media: Outfront

Approach:

- High impact digital billboard placement on N/S Beach Boulevard at San Pablo Facing West F/W near The Brumos Collection museum
- Top Audiences: Collegiate Crowd, Business Professionals, Career Building, Top Professionals, Shoppers, Families, Affluent Households, Urbanites
- Total impressions delivered: 602,515
- **Total Cost: \$3,150**



Creative



THE AMELIA

29 February - 3 March 2024

BUY NOW, SAVE ON TICKETS

ameliaconcours.com

Creative removed after the date of 2/26

THE AMELIA

2024 HONOREE:
RICK HENDRICK

29 February - 3 March 2024

Buy tickets at ameliaconcours.com



THE AMELIA

29 February - 3 March 2024

Buy tickets at ameliaconcours.com



THE AMELIA

A MOTORING EVENT
LIKE NO OTHER

29 February - 3 March 2024

ameliaconcours.com



Paid Media: WJAX + WFOX – CBS & FOX TV

Approach:

- Contextually targeted TV buy designed to reach audience watching select sports and news content in the Jacksonville area
 - Primarily focused on viewership during the weekends
- Sample programs: CBS Sunday Morning, Genesis Invitational PGA, Face the Nation, Fox News Sunday, NASCAR Daytona 500, NASCAR Atlanta, 60 Minutes
- Along with paid buy, inclusion of added value segment coverage of the event, weather updates for the event weekend and live stream footage on website of the event
- Ticket trade executed for additional spot placement within FOX (28 spots total for 18 tickets to Sunday's Concours event)
- Total Spend: \$8,000**

WJAX:

- Total Spots: 12

WFOX:

- Total Spots: 5

Action News Jax Coverage Examples





**Paid Media: First Coast News –
WTLV & WJXX TV**

Approach:

- Select placement across prime, daytime and late fringe content within the Jacksonville area
 - Sample programming: America This Morning, Good Morning America, Live with Kelly, Wheel of Fortune
- **Total Cost: \$3,000**

WJXX:

- Total Spots: 19

WTLV:

- Total Spots: 33





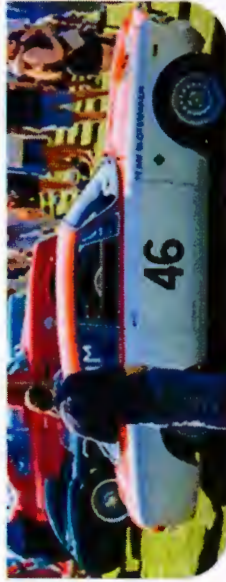
THE AMELIA

EMAIL & SMS: CAMPAIGN OVERVIEW

EMAIL & SMS

Channel Review





Email & SMS Recap | February 29 – March 3, 2024

THE AMELIA
CONCOURS D'ÉLÉGANCE



THE AMELIA

Campaign Overview

Utilize email and SMS to increase ticket sales and disseminate information for a positive event experience.

July 26, 2023 – March 3, 2024

Send totals

EMAIL

Total delivered: 702K

Open rate: 52%

Click rate: 3.5% | Unique Clicks: 24K

Unsubscribe Rate: 0.2%

Subscribers: +854 from May to September
SMS

opt ins: 600

Top text CTR: 90% (The Shop discount)

