

**THIRD AMENDMENT TO SPONSORSHIP AGREEMENT**

**THIS THIRD AMENDMENT TO SPONSORSHIP AGREEMENT** (hereinafter “Amendment”) is made by and between the **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA**, a political subdivision of the State of Florida (hereinafter “NCBOCC” or “County”), and **HAGERTY EVENTS, LLC**, formally known as **THE HAGERTY GROUP, LLC**, d/b/a **HAGERTY EVENTS, LLC**, a business having its primary business location at 121 Drivers Edge, Traverse City, Michigan 49684 (hereinafter “Hagerty”).

**WITNESSETH:**

**WHEREAS**, the Parties previously entered into a Sponsorship Agreement for the purpose of promoting and conducting The Amelia (hereinafter “Event”) dated February 27, 2023 (hereinafter “Agreement”) which was previously amended to sponsor the 2024 event; and

**WHEREAS**, the Parties amended the Agreement by entering into a First Amendment and a 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**, the Parties desire 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 pursuant to the terms and conditions contained in the Agreement and hereinbelow; and

**WHEREAS**, pursuant to Resolution 2023-137, the AITDC previously recommended and pursuant to Resolution 2023-162, and the BOCC now approves the ability to amend the Agreement as set forth below.

**NOW, THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties agree as follows:

**SECTION 1.** Section 4 of the Agreement shall be amended 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.

**SECTION 2.** All other terms and conditions of the Agreement not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

[The remainder of this page left intentionally blank.]

CM3338-A3

**IN WITNESS WHEREOF**, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

**THE COUNTY:**

**NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS**

Signature: \_\_\_\_\_

Print Name: A.M. "Hupp" Huppmann

Title: Chairman

Date: 3/10/2025

**ATTEST AS TO CHAIRMAN'S SIGNATURE:**

\_\_\_\_\_  
**MITCH L. KEITER**

Its: Ex-officio Clerk

**REVIEWED FOR LEGAL FORM AND CONTENT:**

Denise C. May  
**DENISE C. MAY, County Attorney**

**HAGERTY EVENTS, LLC**

Signature: Doug Clark

Print Name: Doug Clark

Title: Director

Date: 2/17/2025

**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:

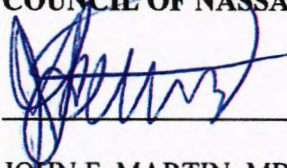
Total Sponsorship Amount for the 2025 Event shall include \$55,000 from the Second Amendment to the Agreement plus an additional amount of \$45,000 pursuant to this Resolution for a total of \$100,000 for the 2025 Event.

**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](mailto:mmurphy@ameliaisland.com)).

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

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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.

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Hagerty fully owns and operates this event.

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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: \_\_\_\_\_





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

### 30<sup>th</sup> Amelia Welcome Party

Thursday, March 6, 2025





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## Broad Arrow

Previews March 5 - 6, 2025

Auctions March 7 - 8, 2025





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# OLWIRINE & 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





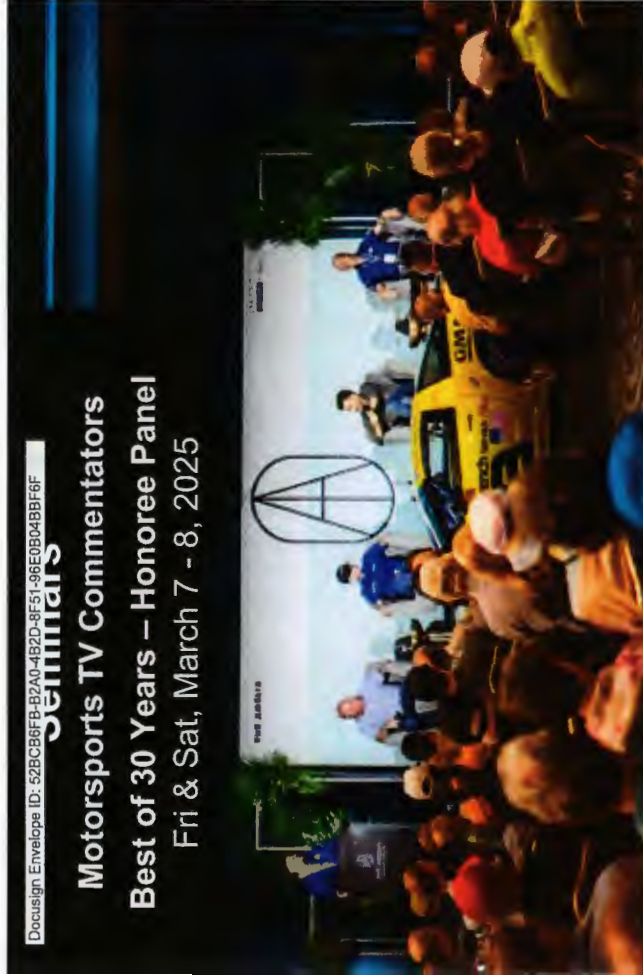
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## Seminars

### Motorsports TV Commentators

#### Best of 30 Years – Honoree Panel

Fri & Sat, March 7 - 8, 2025

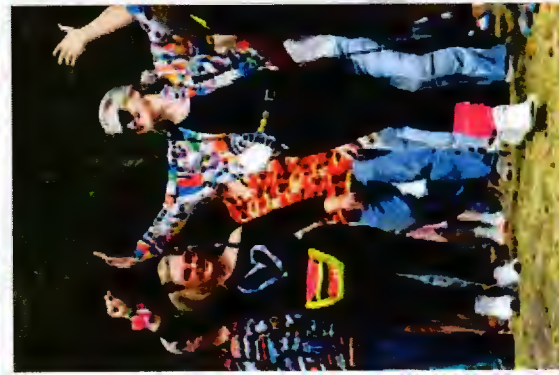




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## RADWOOD

Saturday, March 8, 2025





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## Cars and Community Saturday March 8, 2025





## Celebrating 2025 Honoree

Helio Castroneves

Saturday March 8, 2025

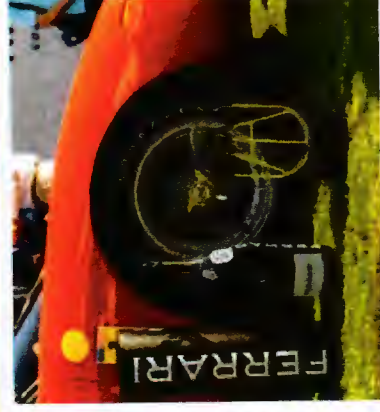




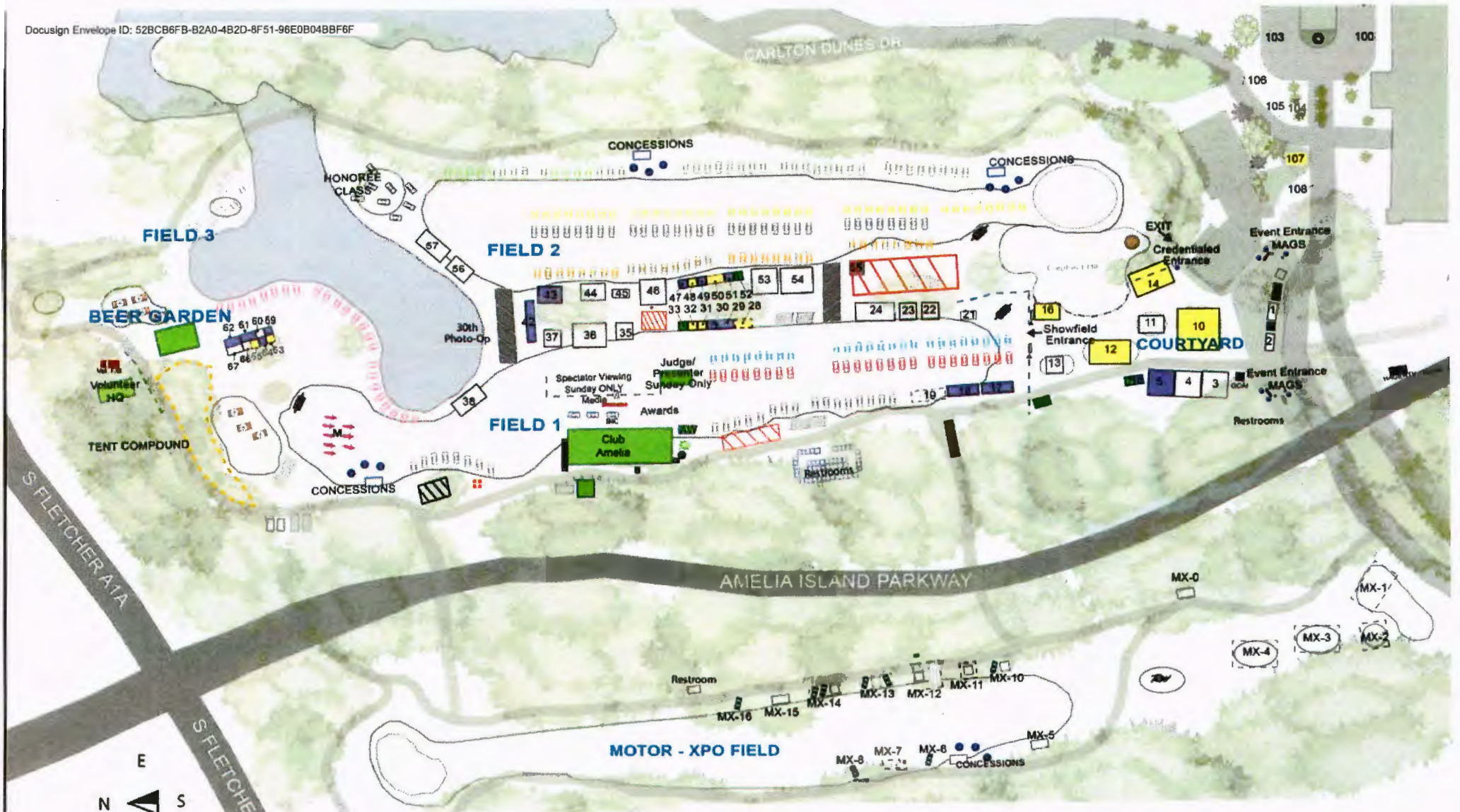
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# The Amelia Concours

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.





## THE AMELIA

[CLICK HERE TO RELIVE LAST YEARS HIGHLIGHTS](#)



## 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    | ✓ NBC Sports      |
| ✓ Robb Report | ✓ Motor Authority |
| ✓ Bloomberg   | ✓ HotCars         |
| ✓ Forbes      | ✓ TheGeorgetowner |
| ✓ CNBC        | ✓ And more        |
| ✓ USA Today   |                   |



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



THE AMELIA

Robb

Robb Report

SUBSCRIBE

MOTORS / CARS

MARCH 4, 2019

### The 10 Most Exciting Cars at the Amelia Concorso

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.

10 min read

Facebook Twitter LinkedIn



### Classic Car Events Revved Their Engines in Florida Over the Weekend

5 min read



OCEANIA CRUISES



**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

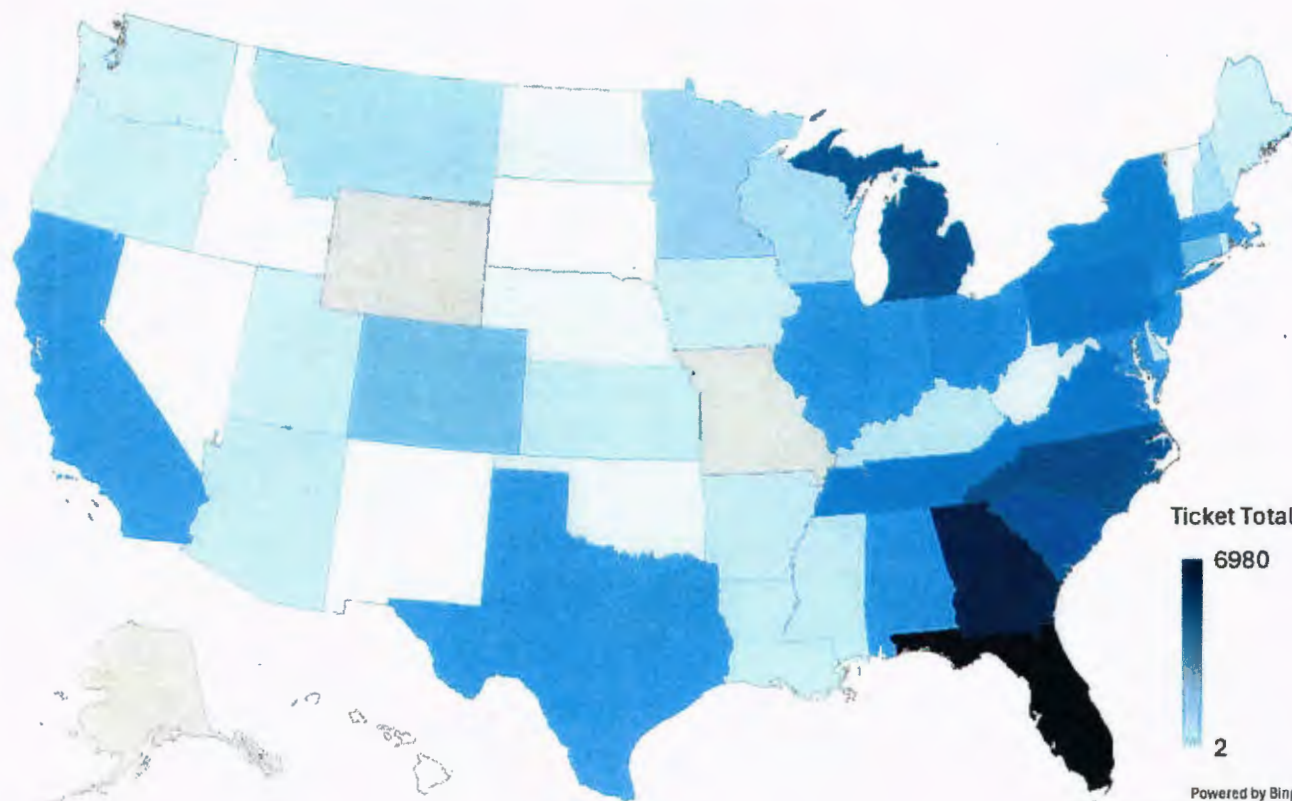
- 136+ new followers
- 19,197+ impressions
- 4,662 engagement interactions



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

Powered by Bing  
GeoNames, Microsoft, TomTom





## 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
- 30<sup>th</sup> 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

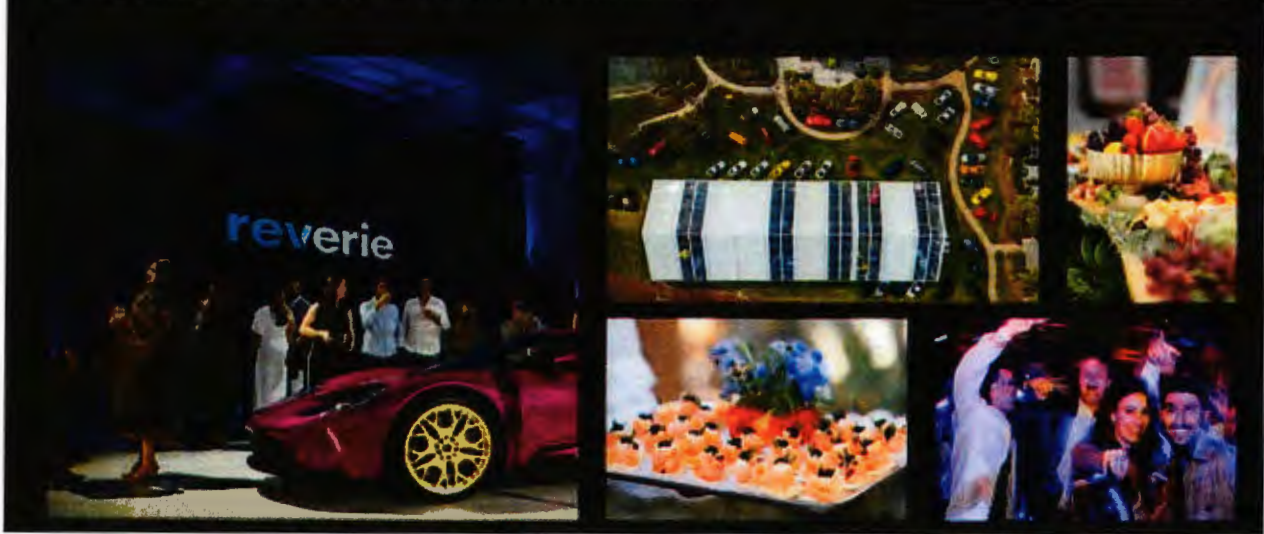
ENTRY \$400 per person

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*



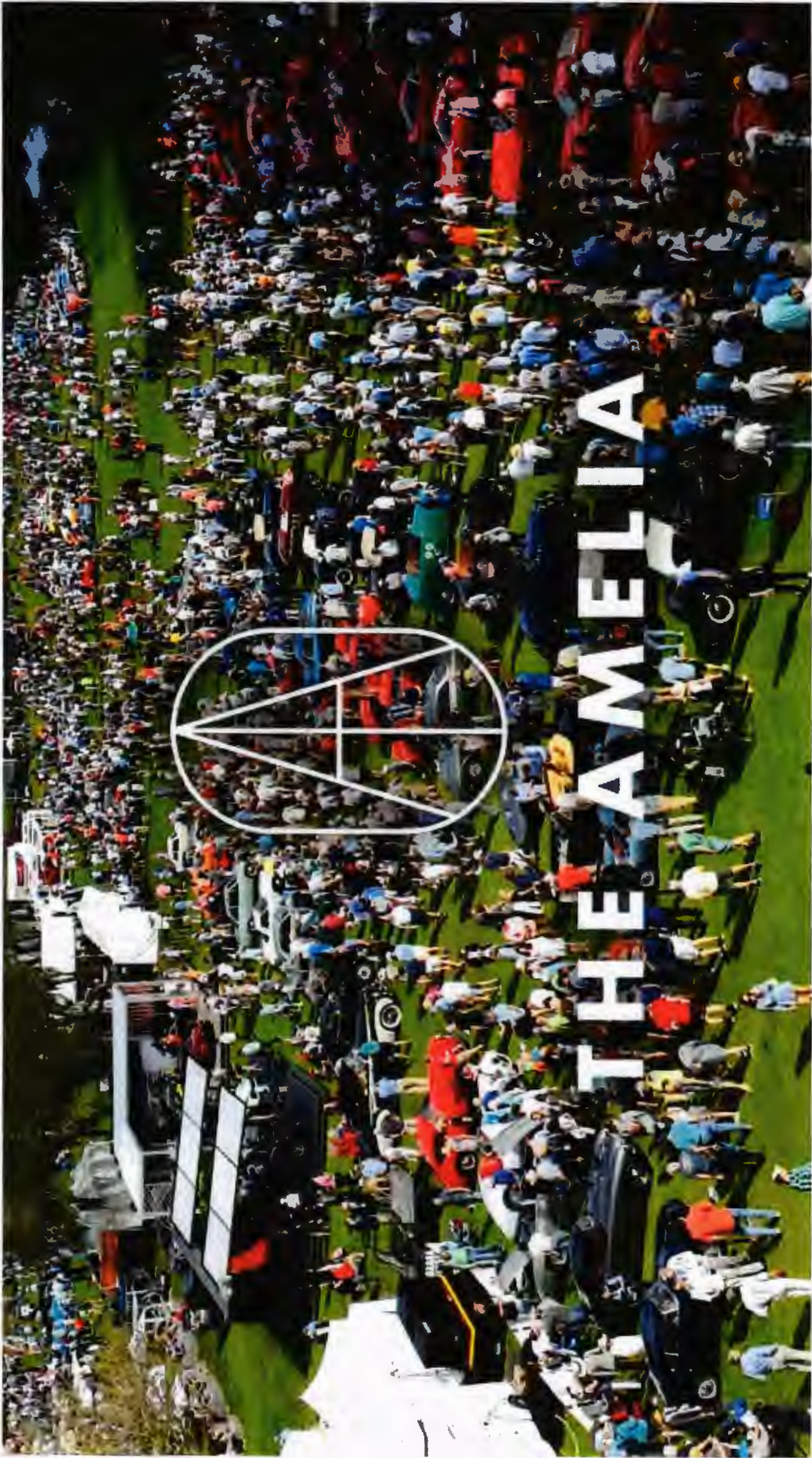
**TOTAL ESTIMATED SPEND: \$435,000**

**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.







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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

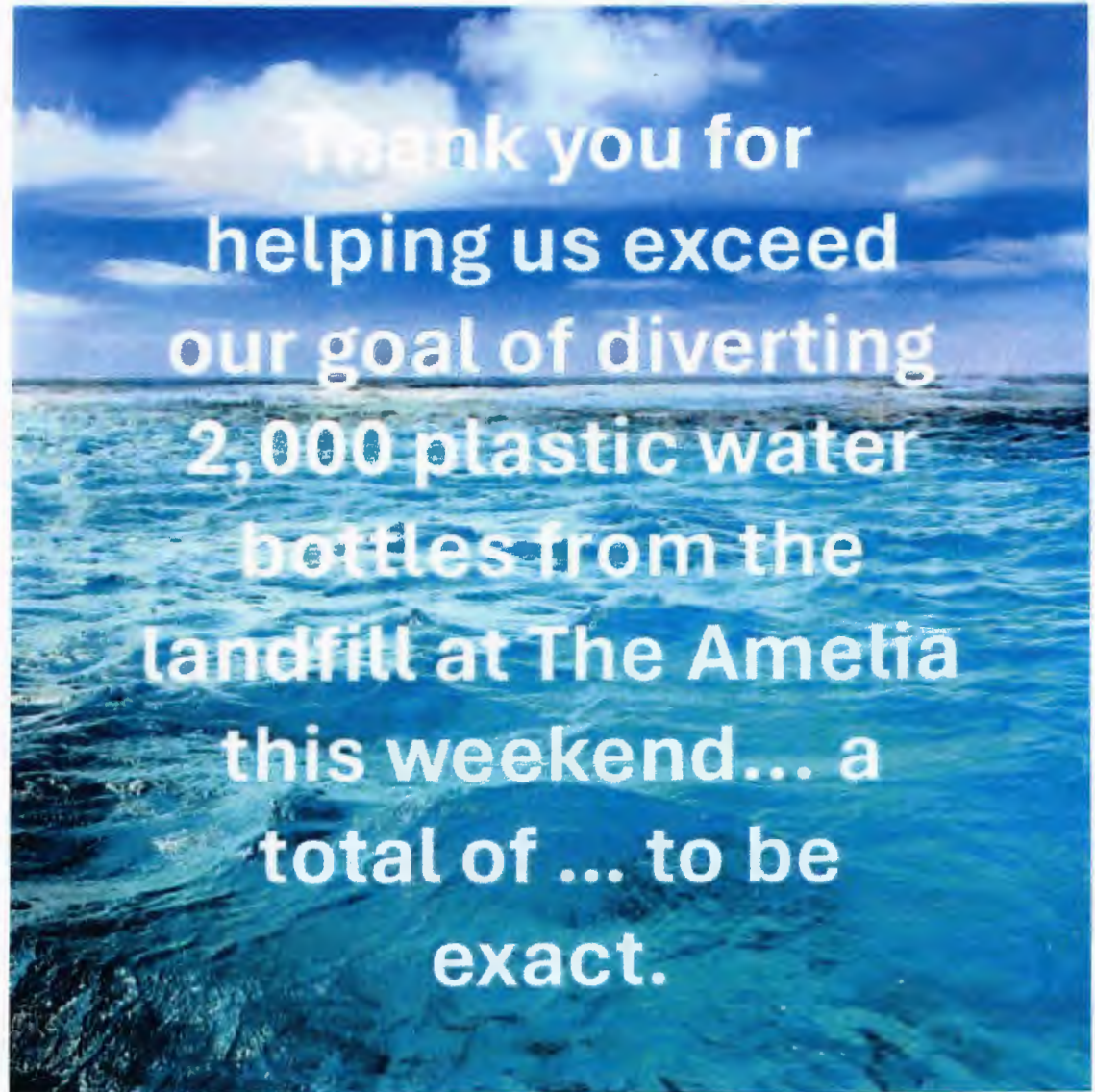
### EXPERIENCES

- **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



# APPENDIX TWO

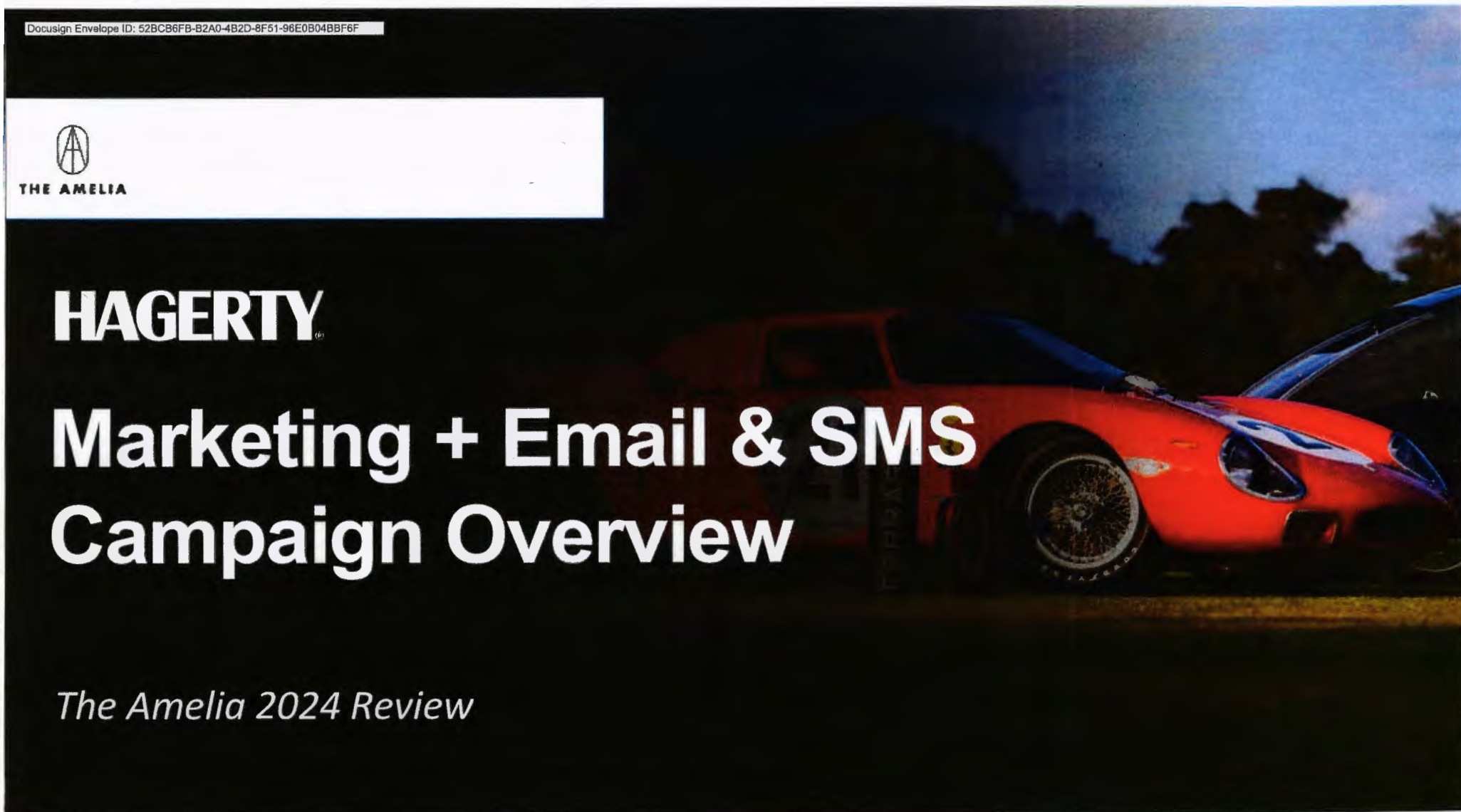


THE AMELIA

**HAGERTY**

# Marketing + Email & SMS Campaign Overview

*The Amelia 2024 Review*







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



EARLY ENTRY  
TICKETS

Get the first look before the public

Sunday 3 March  
8:30am - 4:30pm





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...



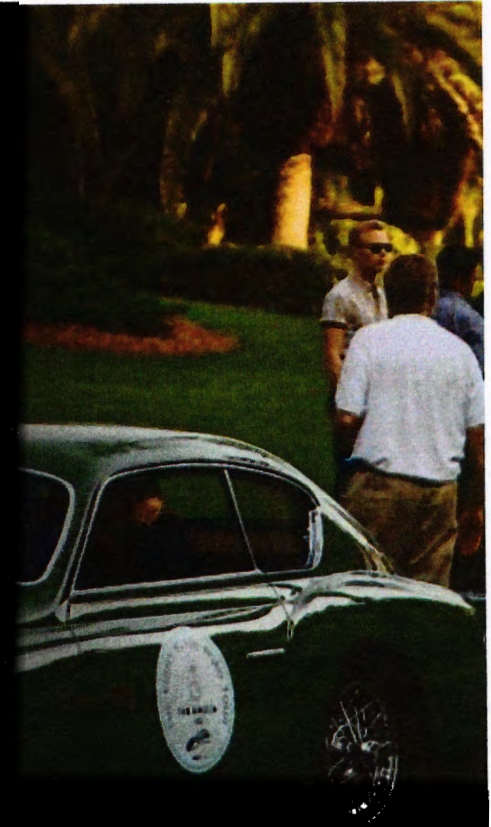


PAID MEDIA: CAMPAIGN OVERVIEW

THE AMELIA

# Paid Media

*Channel Review*





THE AMELIA

## 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*







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## 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%

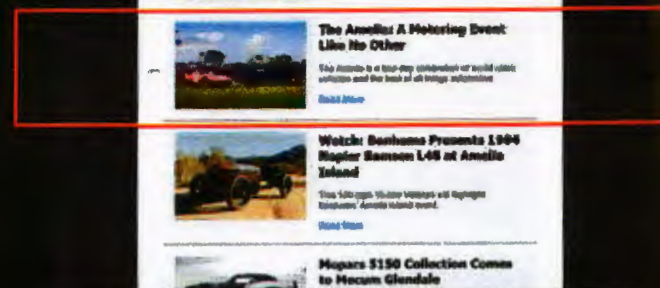
### Newsletter:

- 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
<b>Grand Total:</b>	<b>395,585</b>	<b>3,881</b>	<b>703</b>	<b>361</b>	<b>948</b>

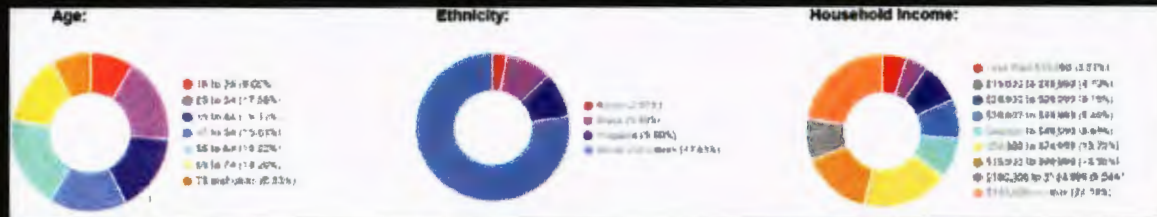




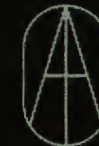
## Paid Media: Outfront

### 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](http://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](http://ameliaconcours.com)



## THE AMELIA

29 February - 3 March 2024

Buy tickets at [ameliaconcours.com](http://ameliaconcours.com)



## THE AMELIA

A MOTORING EVENT  
LIKE NO OTHER

29 February - 3 March 2024

[ameliaconcours.com](http://ameliaconcours.com)



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## 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



Docusign Envelope ID: 52BCB6FB-B2A0-4B2D-8F51-96E0B04BBF6F



THE AMELIA

EMAIL & SMS: CAMPAIGN OVERVIEW

# EMAIL & SMS

*Channel Review*











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)

