

MARKETING

OPPORTUNITIES

The logo is a central graphic with a dark blue background. At the top is a white gear with a red inner ring. Inside the gear's center is a dark blue shape containing the text "SINCE 1990" in white. Below the gear is a red banner with the words "PACIFIC COAST" in white, spaced-out capital letters. The main text "DREAM MACHINES" is in a large, white, stylized, outlined font. Below this is another white gear with a red inner ring. Inside its center is a dark blue shape containing the text "HALF MOON BAY AIRPORT" in white, flanked by two small white diamonds, and "CA" in white below it. The entire logo is overlaid on a faded image of a propeller airplane on a tarmac.



PACIFIC COAST

# Dream Machines

## THE PREMIERE COLLECTION OF MACHINES FROM THE 20<sup>TH</sup> & 21<sup>ST</sup> CENTURIES

The Pacific Coast Dream Machines Show, held annually in Half Moon Bay, is a one-of-a-kind celebration of mechanical marvels and creativity, set against the stunning backdrop of the California coastline. This family-friendly event showcases an eclectic mix of classic cars, motorcycles, airplanes, and other extraordinary machines, making it a paradise for gearheads, aviation enthusiasts, and anyone with an appreciation for engineering ingenuity.

Visitors can explore hundreds of vintage and custom vehicles, from pristine muscle cars and hot rods to quirky one-of-a-kind creations. The show also features an impressive lineup of antique aircraft and modern marvels, with some offering thrilling aerial displays. Tractor enthusiasts will delight in the beautifully restored farm machinery, while kids and adults alike can enjoy rides, live music, and a vibrant marketplace filled with food vendors and unique crafts.

This iconic event celebrates not just machines, but the spirit of innovation and the joy of pushing boundaries.



Vintage Planes



Military Planes



Flying Cars



Uni-Motorcycles



Motorcycles



Custom Vehicles & Extreme Machines



Antique & Classic Boats



Sports Cars & Dragsters



Advanced Tech Vehicles



Antique Engine & Tractors



Off-Road Vehicles



Luxury and Touring Cars



Steam Engines



Public Safety & Military Vehicles



**700+**  
**UNIQUE**  
**MACHINES**

**33**  
**ACRES**  
**OF EXHIBITS**

**CARS**  
**PLANES &**  
**MORE**

**LIVE**  
**MUSIC**

PACIFIC COAST

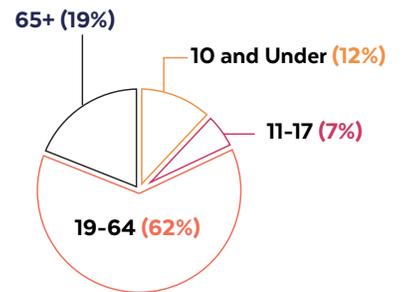
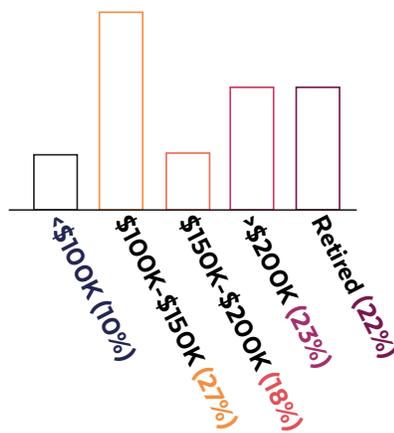
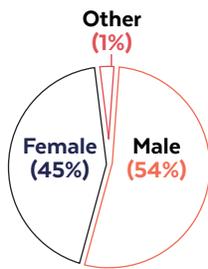
# Dream Machines



The primary personality of the Pacific Coast Dream Machines event is fueled by a love of innovation, nostalgia, and hands-on exploration. These attendees have a passion for all things mechanical, from vintage cars and motorcycles to aircraft and steam-powered wonders. They are curious, adventurous, and eager to engage with the stories and craftsmanship behind each exhibit.

This crowd often embodies a mix of rugged individualism and community spirit. Many are tinkerers, builders, or collectors themselves, with a deep appreciation for engineering and design. They enjoy outdoor activities like camping, cycling, and coastal drives and are drawn to the scenic beauty and laid-back charm of the Half Moon Bay area.

Families and enthusiasts alike attend to share in the spectacle, creating an intergenerational blend of discovery and appreciation. Whether it's reliving the past through retro machines or marveling at modern innovations, they embrace the event as a unique, hands-on celebration of creativity and ingenuity.



## GENDER

## INCOME

## AGE

The Pacific Coast Dream Machines event attracts a family-oriented audience with a passion for extraordinary experiences that cater to all ages. The demographic skews slightly male, reflecting trends common in automotive and mechanical showcases, while the median family income of approximately \$175,000 highlights an affluent group seeking high-quality, engaging activities. Attendees are drawn to the event for its unique blend of nostalgia,



## MAIN STAGE

The Main Stage offers an unforgettable experience for attendees. It's the perfect spot to relax, unwind, enjoy delicious food, and take in some great music. Kicking off the event, the Air Guard will perform a Color Guard Ceremony, setting a memorable tone for the festivities. The Main Stage will also host the highly anticipated awards ceremony for the display cars, drawing a crowd of enthusiasts and participants alike. This prime location provides an exceptional opportunity for your brand to shine with high-impact signage, ensuring maximum visibility at one of the event's key attractions.



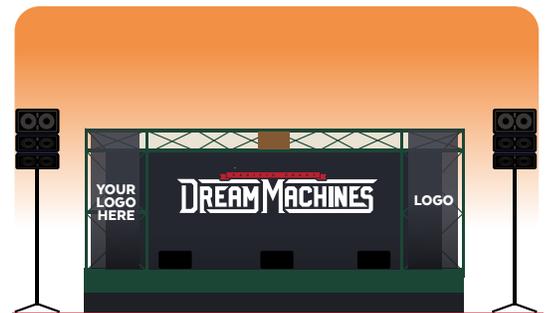
### For Title Sponsorship

\$25,000 for Title Sponsorship of the Main Stage

Title Sponsors will get unparalleled brand visibility with custom-designed high-profile signage that will fully line the stage. Additionally, your sponsorship includes extended visibility across all marketing channels, and naming rights for the stage, the option to exhibit next to the main stage or another area of your choosing

- Have your Brand Featured with Name Inclusion with Naming Rights to the Stage
- Custom Signage High-Profile Signage Using Your Branding with a Full Stage Brand Signage
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Posters
- 40 Spectator tickets included
- Option to have a custom exhibit space to activate your brand

OR



### For Co-Sponsorship

CO-SPONSORSHIP PACKAGES

Co-sponsors will have the option to display your brand identity on the main stage—ensuring maximum visibility and engagement. Co-Sponsorship will be limited to 8 co-sponsors to maximize the visibility of your brand identity with prominently displayed.

- Logo Inclusion On Banner Signage
- Name on Entertainment Page On Event Website
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Posters



# MACHINES OF TOMORROW

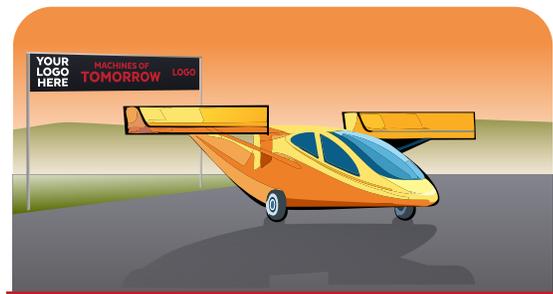
Debuted at the last event, this cutting-edge exhibit has quickly become a standout attraction, celebrating the innovations shaping the future of technology. In 2022, it captivated audiences with Alef’s groundbreaking flying car—the first FAA-approved flying vehicle—offering a thrilling glimpse into the transformative possibilities ahead. This exhibit is more than a showcase; it’s a hub of inspiration, creativity, and forward-thinking design that draws a diverse audience eager to explore what’s next. Make a bold statement and connect with tech-savvy attendees, early adopters, and industry visionaries who are redefining the future.



**For Title Sponsorship**  
\$15,000 for Title Sponsorship of the Exhibit

Title Sponsors will get unparalleled brand visibility with a custom designed step-and-repeat banner. Additionally, your sponsorship includes extended visibility across all marketing channels, and naming rights for the exhibit, the option to have a marketing space next to the exhibit or another area of your choosing

- Have your Brand Featured with Name Inclusion with Naming Rights to the Exhibit
- Custom Signage High-Profile Signage Using Your Branding with a custom Step-and-Repeat Backdrop
- Website Feature On Exhibit Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Posters
- 20 Spectator tickets included
- Option to have a custom exhibitor space to activate your brand



**For Co-Sponsorship**  
CO-SPONSORSHIP PACKAGES

Co-sponsors will have the option to display your brand identity on the main stage—ensuring maximum visibility and engagement. Co-Sponsorship will be limited to 4 co-sponsors to maximize the visibility of your brand identity with prominently displayed.

- Logo Inclusion On Banner Signage
- Name On Machines Of Tomorrow Page On Event Website
- Name Inclusion On Social Media Machines Of Tomorrow Posts
- Logo On Website Sponsorship Pages, Posters

OR



# GREASE MONKEYS KID ZONE

The Greasemonkey Kids Zone is the ultimate destination for families, offering kids a dedicated space to explore, play, and enjoy attractions designed just for them. Packed with engaging activities and entertainment, this vibrant exhibit is guaranteed to keep children captivated all day long (if their parents let them!). For brands, this is a golden opportunity to connect with family-oriented audiences in a fun and memorable setting. Showcase your brand to parents and kids alike, aligning with the values of creativity, exploration, and family-friendly fun. Make a lasting impression on one of the most loyal and influential demographics!



## For Title Sponsorship

\$10,000 for Title Sponsorship of the Kids Zone

Title Sponsors will get unparalleled brand visibility with a custom designed step-and-repeat banner. Additionally, your sponsorship includes extended visibility across all marketing channels, and naming rights for the kids zone, the option to have a marketing space next to the kids zone or another area of your choosing

- Have your Brand Featured with Name Inclusion with Naming Rights to the Exhibit
- Custom Signage High-Profile Signage Using Your Branding with a custom Step-and-Repeat Backdrop
- Website Feature On Exhibit Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Posters
- 15 Spectator tickets included
- Option to have a custom exhibitor space to activate your brand



OR

## For Co-Sponsorship

CO-SPONSORSHIP PACKAGES

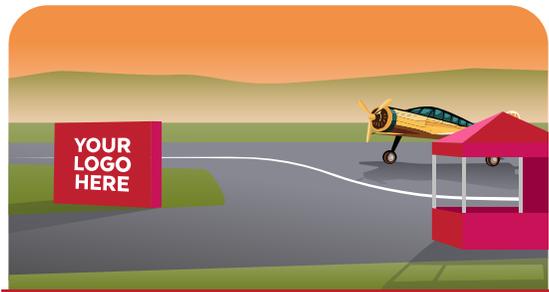
Co-sponsors will have the option to display your brand identity on the main stage—ensuring maximum visibility and engagement. Co-Sponsorship will be limited to 4 co-sponsors to maximize the visibility of your brand identity with prominently displayed.

- Logo Inclusion On Banner Signage
- Name On the Greasemonkey Kids Zone Page On Event Website
- Name Inclusion On Social Media Greasemonkey Kids Zone Posts
- Logo On Website Sponsorship Pages, Posters



# AIRPLANE EXHIBIT

The Airplane Exhibit is the defining feature that sets this event apart from others in the region. Showcasing an incredible array of aviation marvels—from vintage warbirds and ultralights to transport planes and helicopters—this exhibit is a must-see for aviation enthusiasts and casual attendees alike. What makes it even more unique is its open invitation to private plane owners. Just like the show cars, aircraft enthusiasts can display their planes, but with one exciting twist—they fly into the event, creating a dynamic and unforgettable experience for all. This exhibit elevates the event to new heights, making it a standout attraction for attendees of all ages.



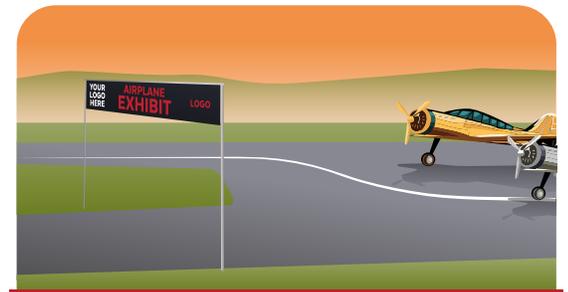
## For Title Sponsorship

\$15,000 for Title Sponsorship of the Exhibit

Title Sponsors will get unparalleled brand visibility with a custom designed step-and-repeat banner. Additionally, your sponsorship includes extended visibility across all marketing channels, and naming rights for the exhibit, the option to have a marketing space next to the exhibit or another area of your choosing

- Have your Brand Featured with Name Inclusion with Naming Rights to the Exhibit
- Custom Signage High-Profile Signage Using Your Branding with a custom Step-and-Repeat Backdrop
- Website Feature On Exhibit Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Posters
- 20 Spectator tickets included
- Option to have a custom exhibitor space to activate your brand

OR



## For Co-Sponsorship

CO-SPONSORSHIP PACKAGES

Co-sponsors will have the option to display your brand identity on the main stage—ensuring maximum visibility and engagement. Co-Sponsorship will be limited to 4 co-sponsors to maximize the visibility of your brand identity with prominently displayed.

- Logo Inclusion On Banner Signage
- Name On the Airplane Exhibit Page On Event Website
- Name Inclusion On Social Media Airplane Exhibit Post
- Logo On Website Sponsorship Pages, Posters



## CUSTOM PACKAGES

Break the mold! Your brand deserves more than a one-size-fits-all approach. Let's collaborate to design a bold, unforgettable brand activation that turns heads and exceeds expectations. Explore some standout examples of custom activations below.



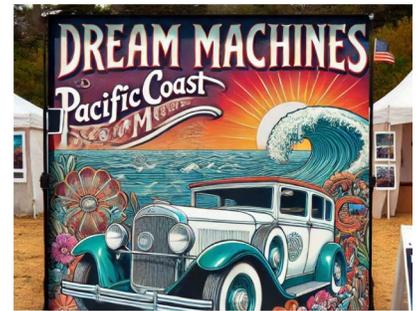
### VIP LOUNGE

Step into exclusivity with a tailor-made VIP Lounge experience designed to impress and engage. From bespoke design elements to premium guest experiences, we'll craft a space that reflects your brand's identity.



### DRIVING SIMULATOR

Two driving simulators are networked together, allowing customers to race each other on the same track at the same time



### CUSTOM PHOTO WALL

Make every snapshot unforgettable with a stunning custom photo backdrop designed to showcase your brand in every frame. Every photo becomes a branded keepsake and a shareable moment, amplifying your presence both online and offline.

Custom package pricing available upon request. Share your vision with us, and we'll craft an experiential activation that captivates your audience and elevates your event marketing goals.



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