



CLASSIC CAR SHOW

DEMOGRAPHICS

ATTENDED IN 2022
8,000

ATTENDEE AGES
All ages and genders are represented at this events, but 71% attendees are age 46 and older. 56% of attendees identified as Male

City	Percentage
Milwaukee	16%
West Allis	13%
New Berlin	8%
West Milwaukee	5%
Waukesha	4%

ATTENDEES ARE COMING FROM...
The table above shows the top five cities visitors came from. Attendees came from 53 different cities, but the five listed above made up the majority of our visitors. 37% of visitors were not from the Metro Milwaukee area.

EVENT DATE: SUNDAY, OCTOBER 1, 2023
Over 400 Classic and Custom vehicles on display along Greenfield Avenue between 70th and 76th streets. This afternoon event will have music, a fabulous selection of food, various vendors, and fun and games for the whole family to enjoy!



"Gruber Law Offices has been supporting Downtown West Allis BID and their events for several years. We truly value the work they do and look forward to being a part of A La Carte and the Car Show each year. We enjoy having a presence at the events and appreciate the wonderful community that they serve."

- Andrea Terry, Gruber Law Offices



Levels Of Sponsorship



CUSTOM PACKAGE

Have a unique way to promote your business and add something new Downtown West Allis Classic Car Show? Want to mix and match level benefits? We'll work with you to promote your brand the way you want!

5

\$2000 OR MORE

- See Specialty Partnership Opportunities for more information. (Page 8)

4

\$1000

Level 3 Plus
-Business name mentioned in 1/3 of Radio Ads

3

\$750

Level 2 Plus
-Business Logo on the back of our promotional T-Shirts
-Opportunity to select a "Sponsor's Choice" vehicle

2

\$500

Level 1 Plus
-Business Logo on Event Poster
-Business name mentioned in 1/4 of Radio Ads
-One 10' X 10' vendor spot

1

\$250

Link to your business on our Website
-Business name mentioned throughout the event
-Opportunity to market your business in our 500 goodie bags