



THE FRENCH RIVIERA CLASSIC MOTOR SHOW

# FRENCH RIVIERA CLASSIC

OCTOBER 16<sup>th</sup> - 17<sup>th</sup> - 18<sup>th</sup>, 2015

PARTNERSHIP FILE

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## THE EVENT

From October 16th to 18th 2015, the second edition of the French Riviera Classic will be taken place. During the exhibition, there will have various vintage vehicles: automobile, motorcycle and boat on French Riviera. In order to cope with its development and the 12000 visitors from the first year, though it will be held in a new and very prestigious stage, which will be in the brand new and ultra-modern stadium "Allianz Riviera" of Nice.

Perfectly located at 10 minutes away from downtown and close to the highway and the airport, it will take place on more than 25 000 sqm of exhibition area of which 10 000 sqm are covered and 50 000 sqm of free parking. Supported by the city of Nice, the metropolis, the general council of Alpes-Maritimes and the region, as well as the French Federation of Vintage Vehicles, it will again be the major event of the autumn 2015.

Near to 150 exhibitors and thousands of locals, national and international visitors are expected. The Prince of Monaco Collection makes the honor to come back to the show this year. Few animations are programmed: children's collection vehicles track, simulators, slot-racing, launch engines, road safety, live painting of an vintage vehicle by the artist Moya, personalities' dedications ... An exhibition of Italian exception cars with all Ferrari and Lamborghini supercars, Bugatti tribute with rare models, unique collection of Formula 1, Ducati racing motorcycles and race boats as well as the celebration of the 60 years of the Citroën DS are also programmed. An auction with exceptional vehicles will also be organized October Sunday 18th afternoon.

French Riviera Classic is the association creator of the event with a long-standing expertise in events organization around vintage collection who guarantees a great quality of services. It has for objectives to perpetuate the French Riviera Classic as the inescapable show of vintage vehicles on the French Riviera, in France and in Europe.







# THE EVENT

## WHO EXHIBITING?

- ❑ Clubs and associations
- ❑ Sellers and renters of vintage vehicles of more than 25 years: car, motor cycle, boat, tourism and racing
- ❑ Manufacturers and importers
- ❑ Automotive suppliers
- ❑ Restaurants and preparers
- ❑ Restoration and sales of car spare parts
- ❑ Services: insurers, experts, automotive event organizers
- ❑ Automobilia (car, motorcycle and boat objects, artists and galleries arts)
- ❑ Particular owners of a vehicle of collection

## WHO VISITING?

The FRENCH RIVIERA CLASSIC will host thousands of amateurs and professionals, also French and foreign collectors and fans who are with high purchasing power, journalists of press, TV, radio, web, and also local, national and International visitors. More than 15.000 visitors will be attended on three days.

## THE ADVANTAGES OF THE SHOW

- ❑ The Allianz Riviera is a wonderful and qualitative exhibition place provided by ultra-modern infrastructures
- ❑ Ideal location where is close to the airport, highway, train station and downtown
- ❑ 50 000 sqm of free parking and 25 000 sqm of exhibition square of which 10 000 are covered
- ❑ Renowned, rare and unique models exhibited
- ❑ An innovation show on the French Riviera
- ❑ More potential buyers with high purchasing power than anywhere else
- ❑ Very big amount of collectors who are settled on the French Riviera with half of French park concentrated in the region
- ❑ A public of 1.200.000 habitants attracted by the major automotive events
- ❑ A world-famous touristic region
- ❑ An ideal weather in October with temperature above 20°C
- ❑ A team well organized and professional







FRENCH RIVIERA CLASSIC  
MOTOR SHOW



FERRARI GT4 DAYTONA  
Serie 1  
1971





# THE 1<sup>ST</sup> EDITION

*in numbers*

OCTOBER 10<sup>th</sup> - 11<sup>th</sup> - 12<sup>th</sup>, 2014  
3 DAYS OF EXHIBITION  
**12 000 VISITORS**  
MORE THAN 80 EXHIBITORS  
A SATISFACTION RATE OF  
**MORE THAN 90%**  
**12 PARTNERS\***

\* Global jet partner, Galeries lafayette, Rica Lewis, Jardiland, Riviera Selections, RTL 2, Air-France, Accor, Le Negresco, La Siesta, Ville de Cagnes-sur-Mer, Office du Tourisme de Nice

**FRENCH RIVIERA CLASSIC**  
MOTOR SHOW





FRENCH RIVIERA CLASSIC  
MOTOR SHOW







THE 2<sup>TH</sup> EDITION  
*of the show*

OCTOBER 16<sup>th</sup> - 17<sup>th</sup> - 18<sup>th</sup>, 2015  
AN UNIQUE PLACE  
**THE ALLIANZ  
RIVIERA**  
15 000 VISITORS  
MORE THAN 150 EXHIBITORS  
**A LATE-NIGHT  
OPENING**

  
FRENCH RIVIERA CLASSIC  
MOTOR SHOW





FRENCH RIVIERA CLASSIC  
MOTOR SHOW







# COMMUNICATION PLAN

## BILLBOARDS

- ❑ Urban campaign on the coast 15 days before the event on networks Clear Channel, Pisoni, etc.
- ❑ Partnership with the metropolis and the city of Nice who makes us benefit of their reserved location “JC Decaux” on: boards, trams, back of bus, bus shelters
- ❑ Banner on the bridge of the RN202, one of the busiest passages of Nice and facade of the Alliance Riviera
- ❑ Posters of the event during three weeks on the shop windows of the stores on the main streets of the cities on the coast
- ❑ 80000 flyers distributed at target files mailboxes

## PRESS

- ❑ Specialized: advertising and editorial inserts in the French and European magazines: LVA, auto-retro, Classic and Sports Cars (England), Ruote Classiche (Italy)
- ❑ General Public : partnership with Nice-Matin : announcements, articles and editorial in all the publishing of the daily paper Nice Matin, Var Matin and Monaco Matin partner of the exposition. With increase in importance during three weeks before the exhibition and during the event (the whole page 4 was covered in 2014) also followed by editorials days after.

## RADIO

- ❑ Radios commercials and game competitions on Kiss FM, Nostalgie, Riviera radio, Virgin Radio, France Bleu Azur, Radio Monaco, Cannes Radio and RMC Votre Auto.

## TV

- ❑ Planned reports on French TV shows TF1 Auto-Moto, M6 Turbo, Direct auto D8, fast Club W9, V6 AB Moteurs, RTL9, Auto Info TV Première, France 3 Côte d’Azur, TMC, Azur TV as well as on the Web TV of these channels.





# COMMUNICATION PLAN

## INTERNET

- ☒ Website [www.fr-cms.com](http://www.fr-cms.com) seen by the visitors with purchasing online ticket
- ☒ Seen by professionals, collectors and passionate. More than 50 000 visits between June and November
- ☒ Website People Organisation [www.peopleorg.com](http://www.peopleorg.com) with more than 10 000 visits by month
- ☒ Direct marketing operations : mailing and rations de marketing direct : mailing, phoning, texts, newsletters
- ☒ Google AdWords' campaign
- ☒ Viral marketing campaign: e-mailing, quiz, texts campaign, social networks, blogs
- ☒ Exchanges of links on targeted websites

## EVENT

- ☒ Participation to different motor shows as exhibitors: Lyon, Avignon, Paris, Turin, Milan, Padova
- ☒ Circulation of French Riviera Classic vehicles with the event's poster inside cities of French Riviera from Monday October 5th

## PRESS KIT

- ☒ Sent to more than 4 000 professionals of specialized and mass medias as well as institutionals

## PRESS RELEASES

- ☒ Sent to the same public to every important announcement before, during and after the show. 35 planned

## PRESS CONFERENCE

- ☒ Press conference 30 days before the show, with the whole press and medias to announce the program of the French Riviera Classic 2015





FRENCH RIVIERA CLASSIC  
MOTOR SHOW



FERRARI F40  
exemplaires  
1989





## WHY BECOME PARTNER

- ☒ The collection cars market is a growth market: 400% of increase in 10 years, more than that art (195%), great wines (166%) or watches of collection (76%) over the same period.
- ☒ An exposition with prestigious vehicles like those of Collection of the Prince of Monaco but not only.
- ☒ One of the 5 most important general public event on the French Riviera.
- ☒ Thousands of visitors with purchasing-power over the average.
- ☒ The opportunity to associate your image to a very qualitative event and unique on the French Riviera.
- ☒ The opportunity to be the first to invest on an event which will become bigger and bigger year by year.
- ☒ A very large media plan for an incomparable return on investment compared to a traditional publicity campaign.
- ☒ An event highly demanded by the media with a lot a accreditations which gives important communication.
- ☒ Increase directly your number of clients with the visit of thousands visitors during three days.
- ☒ An important support of institutional: City, Metropolis, General Council and French Federation for Historic Vehicles (FFVE).
- ☒ A manifestation favorable to your operations of public relations.
- ☒ Values identical to your company: know-how, excellence, passion, performance, innovation, heritage, ...
- ☒ A manifestation for still responsible that to reduce its negative impacts on the environment, favorite of the local economic, respect every personal health and safety also permit all access.





## PARTNERSHIP OFFERS

**Do you wish to associate you to the FRENCH RIVIERA CLASSIC MOTOR SHOW?**  
**We propose you different propositions of partnership adapted to your expectations and your budget:**

### **1)- OFFICIAL SPONSOR WITH NAMING**

For a length of 3 years minimum, you're the principal partner of the event. You share the name of the show: "(your name) French Riviera Classic Motor Show". You will be associated in all communication campaign before, during and after the show. You generate thousands of contacts on different media: press, billboard, TV, internet, radio. You will beneficiate a positive visibility and unique services during the show. You will get in touch with a very large public. Your notoriety will be growing fast. Your investment will be rentable in comparison with a traditional publicity campaign for such a level of the media presence.

### **2)- OFFICIAL PARTNER**

For a minimum of edition, we will study and develop with you the best plan of actions the more efficient to valorize our image or the image of your products. Originality: your name associate to one of the zone of the show.

### **3)- OFFICIAL SUPPLIER**

You wish to communicate and to be seen with your products and services on the spot, we will study with you the most useful and developing way of integrating your company in dynamic way with our disposal of premium services.







## PARTNERSHIP OFFERS

### 1)- OFFICIAL SPONSOR WITH NAMING : 100 000 € without taxes / year for three editions minimum

- ☒ Your name associated to the event's one "(your name) French Riviera Classic"
- ☒ The title of "official sponsor" on all the communication tools
- ☒ Your logo and your name on :
  - All communication supports : billboards, press, web, TV
  - Huge poster drawn by the artist Moya on the façade of the stage and in the entrance
  - The general plan of orientation of the event placed in the main entrance on a big sign
  - The official bag offered to the visitors with a support of your choice inside cords
  - Official badges of the French Riviera Classic (exhibitors - professional visitors - media)
  - Tickets of the show
  - Official plan freely distributed to all visitors
  - Official invitations to the show, the press conference, the inauguration VIP cocktail
  - The website of the exhibition [www.fr-cms.com](http://www.fr-cms.com) with a homepage banner from January to November and in the dedicated page of partners of the exhibition
  - Social networks Facebook and Twitter
  - Newsletters (2 by every month from January addressed to 12 000 qualified contacts of our data base (owners, clubs, professionals, ...))
  - Press kit and releases send to our 4 000 medias' database
  - Decoration of the press conference room, auction's room and VIP space
  - Interviews banner placed behind personalities interviews by TV
  - Staff's clothes
  - Letters and envelops headers of the show
  - Two ground surface marking in main zone (60 x 60 cm format with logo in white background + stand number)
- ☒ Half-page in official plan's cover
- ☒ Exclusive promotional emailing using our database send to all contacts
- ☒ Link to your website
- ☒ Dedicated stand of 40mq on the exhibition
- ☒ 5 exhibitors badges for the three days
- ☒ 70 access pass by day in VIP Partners Panoramic Lounge with open bar
- ☒ 100 invitations by day during the three days of the event
- ☒ 50 invitations to the VIP inauguration cocktail Friday
- ☒ Communication of media and press fallout after the French Riviera Classic
- ☒ Name and logo's use rights and the formula "official sponsor of ..." for all your actions of communication and promotion



## PARTNERSHIP OFFERS

### 2)- OFFICIAL PARTNER : 35 000 € without taxes / year for one edition minimum

- ☒ The title of “official partner” on all the communications tools
- ☒ An area of the event at your name (9 areas : auctions, exposure, clubs, automobile exhibition, motorcycle exhibition, boats exhibition, automobilia, animations, collection park)
- ☒ Your logo and your name on :
  - All communication supports : billboards, press, web, TV
  - Huge poster drawn by the artist Moya on the façade of the stage and in the entrance
  - The general plan of orientation of the event placed in the main entrance on a big sign
  - The official bag offered to the visitors
  - Official plan freely distributed to all visitors
  - Official invitations to the show, the press conference, the inauguration VIP cocktail
  - The website of the exhibition [www.fr-cms.com](http://www.fr-cms.com) with a homepage banner from January to November and in the dedicated page of partners of the exhibition
  - Social networks Facebook and Twitter
  - Newsletters (2 by every month from January addressed to 12 000 qualified contacts of our data base (owners, clubs, professionals, ...))
  - Press kit and releases
  - Decoration of the press conference room, auction's room and VIP space
  - Interviews banner placed behind personalities interviews by TV
  - Staff's clothes
- ☒ Quarter-page in official plan
- ☒ Exclusive promotional emailing using our database send to all contacts
- ☒ Link to your website
- ☒ Dedicated stand of 30mq on the exhibition
- ☒ 4 exhibitors badges for the three days
- ☒ 30 access pass by day in VIP Partners Panoramic Lounge with open bar
- ☒ 50 invitations by day during the three days of the event
- ☒ 30 invitations to the VIP inauguration cocktail Friday
- ☒ Communication of media and press fallout after the French Riviera Classic
- ☒ Name and logo's use rights and the formula “official partner of ...” for all your actions of communication and promotion until November





## PARTNERSHIP OFFERS

**3)- OFFICIAL SUPPLIER: amount to define. For one edition minimum in exchange of merchandises in function of French Riviera Classic's needs**

- ☒ The title of “official supplier” on all the communications tools
- ☒ Your logo and your name on :
  - All communication supports : billboards, press, web, TV
  - Huge poster drawn by the artist Moya on the façade of the stage and in the entrance
  - The general plan of orientation of the event placed in the main entrance on a big sign
  - The official bag offered to the visitors
  - Official plan freely distributed to all visitors
  - The website of the exhibition [www.fr-cms.com](http://www.fr-cms.com) with a homepage banner from January to November and in the dedicated page of partners of the exhibition
  - Social networks Facebook and Twitter
  - Newsletters (2 by every month from January addressed to 12 000 qualified contacts of our data base (owners, clubs, professionals, ...))
  - Press kit and releases
  - Decoration of the press conference room, auction's room and VIP space
- ☒ One-Eighth page in official plan
- ☒ Exclusive promotional emailing using our database send to all contacts
- ☒ Link to your website
- ☒ Dedicated stand of 20mq on the exhibition
- ☒ 3 exhibitors badges for the three days
- ☒ 15 access pass by day in VIP Partners Panoramic Lounge with open bar
- ☒ 30 invitations by day during the three days of the event
- ☒ 20 invitations to the VIP inauguration cocktail Friday
- ☒ Communication of media and press fallout after the French Riviera Classic
- ☒ Name and logo's rights of use and the formula “official supplier of ...” for all your actions of communication and promotion until November







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