



**GREATER
LEHIGH VALLEY
AUTO DEALERS
ASSOCIATION**



GREATER LEHIGH VALLEY AUTO SHOW PREVIEW GALA

Join us for an unforgettable evening at the Lehigh Valley Auto Show Preview Gala. This prestigious event promises an evening of elegance, innovation, and excitement as we unveil the latest advancements and designs in the automotive industry. This event will offer a unique opportunity to explore cutting – edge vehicles, enjoy gourmet cuisine, and network with industry leaders and fellow enthusiasts. We are excited to announce this year’s beneficiary is Good Shepherd Pediatrics. Good Shepherd offers leading – edge pediatric rehabilitation services and the use of innovative technologies to help children with development and/or physical disabilities or injuries live their lives to the fullest. We offer a range of sponsorship opportunities to suit your goals and budget.

WHY SPONSOR THE AUTO SHOW PREVIEW GALA?

Exclusive Exposure: Gain visibility among top automotive executives, industry leaders, and media representatives.

Business Prestige: Associate your business with one of the most prestigious events in the Lehigh Valley.

Community Engagement: Demonstrate your commitment to the automotive community and support this selected beneficiary.

SPONSORSHIP OPPORTUNITIES:

PRESENTING SPONSOR:

As the Title Sponsor, your business will receive the highest level of recognition and visibility throughout the event. This includes:

Exclusive naming rights to the Gala.

Prominent logo placement on all materials, including invitations, programs and signage.

Full page advertisement in the Newsletter and social media mentions and highlights.

Opportunity to deliver a welcome speech at the Auto Show Press conference.

8 Tickets to the GALA.

20 Auto Show Tickets

Promotional Fee - \$5000.00

BEVERAGE SPONSOR - IMPORT PAVILION:

There will be signage at every bar located in every building, including your company name and logo on all napkins and social media shoutouts, you will be in front of every guest while being in the Import Pavilion.

4 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee - \$1,500.00

BEVERAGE SPONSOR - DOMESTICS PAVILION:

There will be signage at every bar location in every building, including your company name and logo on all napkins and social media shoutouts, you will be in front of every guest all while being in the Domestics Pavilion.

4 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee - \$2,000.00

SIGNATURE DRINK:

To instill a bit of excitement at the open bars in each pavilion, the staff at The Auto Show will create a "Signature Drink", reflecting the beneficiary and the auto industry. These drinks will serve as an alternative to the open bar and will provide a unique experience for our guests. Sponsors will share in the excitement and the visibility that the drinks will create.

4 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee: SOLD

ENTERTAINMENT SPONSOR – IMPORT PAVILION – MUMMERS MARCHING BAND:

What is a party without Entertainment? This year the Lehigh Valley Auto Show will feature the Philadelphia Silver String Mummies Marching Band, designed to match the incredible excitement the auto show provides. In addition to prominent signage in the Import Pavilion the sponsor will be recognized verbally and social media shoutouts.

6 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee: \$2,350.00

ENTERTAINMENT SPONSOR – DOMESTICS PAVILION – CUNNINGHAM & ASSOCIATES:

What is a party without Entertainment? This year the Lehigh Valley Auto Show will feature a local musical talent "Cunningham & Associates", Cunningham and Associates is a rhythm and blues, rock n' roll band led by former Bethlehem Mayor and Lehigh Valley Economic Development Company Executive Don Cunningham on guitar and vocals. The six-piece band of award-winning veteran Lehigh Valley musicians are a staple at Lehigh Valley festivals and special events with its high-energy mix of roots rock n' roll covers from the 60s, 70s & 80s to match the incredible excitement the auto show provides. In addition to prominent signage in the Import Pavilion the sponsor will be recognized verbally multiple times by the band and social media shoutouts.

6 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee: \$2,500.00

STAGE & SOUND SYSTEM SPONSOR - DOMESTICS PAVILION:

There will be prominent signage throughout the Domestics Pavilion as well as multiple verbal recognitions by the band and social media shoutouts. Your signage will remain in the Domestics Pavilion for the duration of the show.

6 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee: \$2,500.00

APPETIZER SPONSOR:

For the 2025 Lehigh Valley Auto Show VIP Gala, there's an Appetizers Sponsorship available. Your company name and logo at all appetizer stations and social media shoutouts.

4 Gala Guest Tickets

4 Auto Show Tickets

Promotional Fee: \$1,650.00

DINNER SPONSOR -DOMESTICS PAVILION:

This elegant evening includes music, gourmet dinner, and dancing. Sponsorship includes recognition such as your logo displayed on event materials and social media shoutouts.

6 Gala Guest Tickets

6 Auto Show Tickets

Promotional Fee: \$2,500.00

DESSERT SPONSOR:

The Dessert will be in the Luxury Pavilion, made up of a delightful array of sweet treats sponsorship includes recognition such as your logo displayed on event materials and social media shoutouts.

4 Gala Guest Tickets

4 Auto Show Tickets

Promotional Fee: \$1,500.00

In conclusion, sponsorship in the Lehigh Valley Auto Show Preview Gala offers a unique opportunity to showcase your brand to a discerning and influential audience. By aligning your brand with this prestigious event, you will enhance your visibility, prestige, and connections within the automotive industry. We invite you to join us to celebrate excellence and innovation at the Auto Show Preview Gala.

For more information and to secure your sponsorship, please contact:

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Greater Lehigh Valley Auto Dealers Association