



Events Media Kit



About Caffeine & Carburetors

The Caffeine & Carburetors event series in New Canaan, CT is indicative of the global fervor for automotive-related events. C&C's seasonal events draw cars, collectors, New Canaan area residents and enthusiasts comparable to the most upscale and premier concours shows in the world. Upwards of 1,500 cars and 4-5,000 people attend each event with over 65,000 cars in total over the past 11 years. Fans from as far away as California and Europe eagerly follow the action on social media.

Available Dates

September 12

Pine Street, New Canaan, CT

October 17

Waveny Park, New Canaan, CT

Event Sponsorship Opportunities

Event Sponsorship

\$3,800

- Event booth
- Blog post mention
- 2 Social posts
- Event Email logo placement
- Web sponsor logo with link



Website Sponsorship Opportunities

As the central hub for both the 4 major Caffeine & Carburetors live events, as well as The Cafe events, the traffic to the website will be significant. Current site visits average 4,377 unique visitors per month.

Sponsor Blog Post

\$1,000

- Logo & link in blog post
- Individual opportunity
- 1 social media post in Facebook & Instagram
- Email newsletter placement

Home Page

\$3,500

- Banner advertisement with the ability to change out when needed
- Rotating with other regional/national brand sponsors
- Yearly commitment

Sponsor Block**

\$500

- Graphic square
- Yearly sponsorship

**Available to hyper-local or non-profit sponsors ONLY

Email Marketing Sponsorship Opportunities

The editorial calendar plan is to send 2 emails per month (minimum) to a database of 5,900+ subscribers with a voracious appetite for high-end, exclusive, automotive-focused content.

Top Banner in Two eNewsletter Sections

\$1,000

- Exclusive eNewsletter announcement
- Only one available per month
- One per year, per sponsor