



CAL STATE LA'S FIRST ANNUAL CAR SHOW

SPONSORSHIP OPPORTUNITIES

WHERE THE LA CAR CULTURE MEETS THE FUTURE

VPR CAL STATE LA
UNIVERSITY
Venues, Productions & Real Estate

2026

WELCOME TO A STRATEGIC PARTNERSHIP

We invite you to partner with **Cal State LA** for our first-ever campus car show, uniquely located in the heart of Los Angeles' car culture. This inaugural event will showcase a diverse range of vehicles, from classic cars and custom builds to modern performance and electric vehicles, bringing together students, faculty, alumni, and the broader community. All net proceeds will directly support student programming and faculty research, making your sponsorship an investment not only in an exciting new automotive event, but in education, innovation, and community impact.



SUPPORTING OUR VISION & MISSION

Cal State LA sits at the center of Los Angeles where culture, education, and opportunity come together. Supporting the Car Show means investing in students, community connection, and real pathways to upward mobility.

EVENT PURPOSE & IMPACT

Our mission is to turn community passion into measurable impact by funding student scholarships, faculty research, and experiential learning, empowering students who reflect the communities we serve while driving innovation and academic excellence at Cal State LA.

● STUDENT SUCCESS & FACULTY RESEARCH

● COMMUNITY & CIVIC ENGAGEMENT

● FORM LONG LASTING PARTNERSHIPS



MEET THE
PRESIDENT'S
CABINET



President Berenecea Johnson Eanes



ENGAGE WITH OUR COMMUNITY

Target Audience: Network of **20,000** students, **50,000+** alumni, **20** government & business leaders, faculty & staff, automotive enthusiasts & clubs, local families & community members.

Attendees from various generations in Los Angeles have substantial local purchasing power, engage in campus events, and maintain a strong connection to the city.



GREAT EXPOSURE

- Diverse audience of Gen Z and Millennial students, young professionals, car culture enthusiasts, local families, alumni, industry professionals, and Cal State LA faculty and leadership
- Hundreds of attendees with strong local ties, high cultural engagement, and long term brand loyalty potential
- Direct exposure to future buyers and decision makers at a formative stage of brand preference
- Authentic access to multicultural and underserved markets often missed by traditional advertising
- Positive brand alignment with education, opportunity, and innovation
- On campus visibility that builds trust and legitimacy, positioning brands as committed community partners rather than just sponsors



THE IDEAL HOST

By supporting this first-of-its-kind car show at Cal State LA, sponsors gain more than visibility. They earn relevance, credibility, and meaningful connection within the heart of Los Angeles.



WE KNOW HOW TO EXECUTE

Cal State LA offers a uniquely credible and strategic setting for a first of its kind campus car show rooted in Los Angeles culture. Centrally located at the crossroads of the region's most active car communities, the university is easily accessible to attendees from across the city and surrounding areas. As a widely recognized hub for culture, education, and innovation, the campus regularly brings together students, faculty, industry partners, and the broader community through large scale public events.

The university is supported by a secure and professionally managed campus environment and an award winning events team with a strong track record of delivering safe, well organized productions. With the infrastructure, expertise, and institutional support required for an event of this scale, Cal State LA provides sponsors and partners with confidence that this experience will be executed at a high standard.



SUSTAINABILITY AND THE FUTURE OF MOBILITY

OUR IMPACT

The car show will feature Cal State LA's award-winning sustainable vehicles, highlighting the technologies shaping the future of mobility.

- For sponsors, this creates a powerful opportunity to align with forward-thinking transportation, environmental leadership, and an institution actively driving the next generation of sustainable innovation.



Cal State LA's Solar Eagle Team

CONTINUED SUSTAINABILITY

Cal State LA is recognized as one of the nation's top universities for sustainability, leading through innovation, research, and real-world application.

- The university operates a large fleet of non-gas-powered vehicles and electric equipment, demonstrating a campus-wide commitment to clean energy and reduced emissions.



Cal State LA's Hydrogen Fleet



CAR SHOW AT A GLANCE

Event Snapshot

Event: Community Day & Car Show

Occasion: Supporting Cal State LA's students and faculty while celebrating culture and community

Date & Time: April 25, 2026, 10:00 AM - 5:00 PM

Location: 5151 State University Dr, Lot 5, Los Angeles, California 90032

Format: Outdoor, family- friendly community celebration

Beneficiaries: Student scholarships & faculty research

Features

- Entertainment throughout the day
- Food trucks and community market
- Vendor and campus showcases
- Sponsorship activations
- Awards, raffles, and giveaways
- 2027 commemorative calendar launch

EVENT SPACE LAYOUT

LOT 5

The event footprint is intentionally designed to prioritize sponsor exposure, audience movement, and experiential engagement, creating multiple touchpoints for brand interaction across the entire event space.



EVENT RISK & PREPAREDNESS

- University Police Department presence
- EMS and first responders on-site
- Traffic control and crowd flow planning
- Fire permits secured
- Business and automobile insurance requirements
- Campus-approved event protocols

EVENT OPERATIONS OVERVIEW

The event is supported by comprehensive planning, on-site public safety personnel, and campus-approved protocols to ensure a safe, well-managed experience for all attendees.

- Coordinated event staffing across all activity zones
- Clearly defined operational roles and points of contact
- Centralized communication during event hours
- Real-time coordination between event operations and campus services



SPONSORSHIP OPPORTUNITIES

Elevate your brand through premier sponsorship opportunities that deliver strong visibility, exclusive recognition, and meaningful engagement at the Cal State LA Car Show.

GOLDEN EAGLE GRAND PRIX

Top-tier sponsorship offers exclusive benefits for one sponsor, including:

- Event naming rights
- Ignite sponsorship first right of refusal (2027)
- Campus signage and branding
- 30 VIP passes to sponsor tent
- 10x10 vendor booth
- One-year website feature
- Logo on marketing materials
- Digital display placement
- 3 social media mentions
- Car Show Calendar (2027) feature
- Entertainment acknowledgment

Limited to one sponsor.

\$25,000

ENGINE BLOCK

High-visibility sponsorship highlights leadership in student and faculty success, offering:

- Event quadrant naming
- Driving Force first right of refusal (2027)
- 18 VIP passes to sponsor tent
- 10x10 vendor booth
- One-year website feature
- Logo on marketing materials
- Digital display placement
- Banner recognition
- 2 social media mentions
- Car Show Calendar (2027) feature
- Entertainment acknowledgment

Limited to 4 sponsors.

\$12,500

PIT CREW

Prominent event and digital recognition with VIP engagement.

- 12 VIP passes to sponsor tent
- 10x10 vendor booth
- One-year website feature
- Logo on marketing materials
- Digital display placement
- Banner recognition
- 1 social media mention
- Car Show Calendar (2027) feature
- Entertainment acknowledgment

\$6,000

SPONSORSHIP OPPORTUNITIES

Engage with attendees through flexible sponsorship options designed to provide targeted exposure, on-site presence, and impactful brand recognition throughout the Cal State LA Car Show experience.

● CRUISE CONTROL

Strong brand visibility with VIP access and alumni recognition.

- 6 VIP passes to sponsor tent
- One-year website feature
- Logo on marketing materials
- Car Show Calendar (2027) feature
- Entertainment acknowledgment

\$2,500

● SHOWCASE

On-site presence with brand recognition and VIP access.

- One-year website feature
- 3 VIP passes to sponsor tent
- Logo on marketing materials

\$2,000

● COMMUNITY DRIVE

Targeted recognition with event and digital exposure.

- 6-month website feature
- 2 VIP passes to sponsor tent
- Logo on marketing materials





JOIN US IN CELEBRATING
LA CAR CULTURE
WHILE INVESTING IN
THE NEXT GENERATION!



REGISTER
HERE

EVENT PRODUCTION SERVICES
HOW WE DELIVER A HIGH-QUALITY EVENT



INSTAGRAM:
@CALSTATELA.VPR



X: @CALSTATELA.VPR



[www.calstatela.edu/
facilities-rentals](http://www.calstatela.edu/facilities-rentals)

MARKETING

- Event website development
- Registration setup
- Social media outreach
- Graphic and design production

COORDINATION

- Aligning campus partners
- Coordinating vendors and sponsors
- Assigning clear roles and tasks

EXECUTION

- On-site operations and run-of-show management
- Vendor and sponsor communication
- Attendee experience oversight

