

THE PALM BEACH CAVALLINO CLASSIC XX

SPONSORSHIP OPPORTUNITIES

FERRARI DEALERS & VENDORS

JOHN W. BARNES, JR.
PRESIDENT
CAVALLINO EVENTS
P.O. BOX 810819
BOCA RATON, FL 33481-0819
TEL: +1.800.306-6937
+1.561.994.1345
FAX: +1.561.994.9473
E-MAIL: CAVALLINOCCLASSIC
@HOTMAIL.COM

MAJOR & CORPORATE

TIMOTHY P. MCGRANE
PRESIDENT
EVENTS INTERNATIONAL COMPANY
5776-D LINDERO CANYON ROAD, #438
WESTLAKE VILLAGE, CA 91362-6419
TEL: +1.818.706.3814
FAX: +1.818.706.3819
MOBILE: +1.602.316.6694
E-MAIL: TIM.MCGRANE
@EVENTSINTERNATIONALCOMPANY.COM

ECONOMIC PROFILE OF ATTENDEES...

- The attendees of the Palm Beach Cavallino Classic represent the **highest economic demographic** of any automotive event in the world!
- This group includes **Ferrari and Vintage Car Owners and Collectors**, as well as additional attendees who are Palm Beach residents.
- Attendees from the U.S., Canada, Mexico, Europe and Japan come to Palm Beach in order to enjoy their Collectible Automobiles **in a safe, private and exclusive setting**.
- Attendees have an **extremely high net worth**.
- Attendees are **prominent decision makers** in their fields.
- Attendees, as a group, **appreciate a Collectible Automobile as a quality item**, not just as an automobile.
- Attendees **appreciate the quality** of all things and insist on the finest in food, clothing, housing, travel and life experiences.
- 25% are entrepreneurs, owners of their own firms with revenues of \$10m to \$100m.
- 22% are Presidents or CEOs of major firms with revenues of \$50m to \$1b.
- 18% are professionals in the medical field and most are specialists.
- 15% are professionals in the legal field and most are partners in their firms.
- 10% are self-sufficient, through inheritance or through success in their chosen field.
- 10% are personages from the entertainment and sports industries.
- **Ferrari demographic studies of Ferrari owners:**
Average yearly income: \$1.67m • Average net worth: \$20.5m
- **Classic Car demographic studies of Collectible Automobile owners:**
Average yearly income: \$3.02m • Average net worth: \$26.5m
- **Palm Beach Daily News demographic studies of Palm Beach residents:**
Average household net worth: \$34.24m
Average household investments: \$30.98m

“THE GREATEST CARS, WITH THE FINEST PEOPLE, IN THE MOST BEAUTIFUL OF SETTINGS, AT THE BEST TIME OF YEAR – THE CAVALLINO CLASSIC!”