

Brake the Stigma Car Show & Health / Wellness Expo IV

September 22, 2024



KEYLESS
MEDIA GROUP

www.Cars4Awareness.org

“We’re dedicated to building a world where people with mental illness can live rich, purposeful lives by ensuring that they and others understand their illness and learn how to adapt to it, ultimately reducing suicides”

Keith (Founder, Cars4Awareness)



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About the Event

Date: September 22, 2024

Location: 3228 Academy Ave, Portsmouth, VA 23703

The Brake the Stigma Car Show & Health / Wellness Expo is the first of its kind. Since 2021 the nonprofit, Cars4Awareness has been bringing car enthusiasts, health & wellness vendors, and the community together to one venue. We offer on site vehicle displays, exhibitor booths and demonstrations, food trucks and raffles. This 4th event will take place in the beautiful Hampton Roads region of Virginia.



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What is a Car show?

Car Show describes a public exhibition of current automobile models, debuts, concept cars, out-of-production classics, and modified or customized vehicles. It is attended by automotive industry representatives, dealers, auto journalist, photographers, and car enthusiast. The Brake the Stigma Car Show is a public show allowing any make or model to participate. This is a judged show meaning, participants will register their vehicles and some will be awarded trophies based off categories such as cleanliness and customization. Proceeds for this show support those who are affected by post-traumatic stress disorder.



Connection to Mental Health

Did you know that over 20 million people attend some type of auto show each year nationwide? Among the 38 million 16-24 year old's in the U.S., SEMA's Young Accessorizes Report found that 24 million are regular drivers and 7.9 million accessorize or modify their vehicle each year. Approximately 52% of them plan on making more modifications to their vehicles in the next year and will continue doing so throughout their adult lives. A social life is key for young people and they find friends and family to be big influencers on their lives, 79 percent said their car helps them stay closer to friends.

There are over 69 million individuals in the U.S. who may be considered car enthusiasts. There is also over 18 million adults who suffer from depression in the U.S. It is uncertain how many car enthusiast suffer from mental illness but in our experience, the number is high. Many seek out to join the car community as a sort of therapy, to be around like minded individuals with the same passion and commitment. The car community also brings a sense of family and becomes one giant support group when life gets a little tough.



The Demographics

Know the Audience

The majority of the attendees in the car show community are financially successful individuals who enjoy spending their time, earnings and resources looking for products to further their automotive hobbies, however, most also enjoy family and treat their car community as such. The aftermarket car industry accounts for over \$10 billion per year and many of these enthusiasts have multiple cars, ranging in price ranges from \$30k - 100k plus. With over 69 million individuals in the U.S. who may be considered car enthusiasts, a large portion of them do have some sort of mental or physical health issues. The age range of registered participants is between 16 - 80 years old with spectators as young as families with infants.



Reach the Audience

Show What You Do

Attending our event positions your business at the forefront of the car community. Thousands of attendees travel to the Brake the Stigma Car Show & Health / Wellness Expo to relax, unwind, and show off their custom builds, allowing you to present, demonstrate and sell your products or services face to face.



2023 Statistics

300+
registered participants

1000+
spectators

20+
vendors/exhibitors



Exhibit & Sponsor

Exhibitor / Vendor Space

All exhibitors / vendors have the opportunity to demo or sell their products or services in a booth. Exhibitors will receive:

- registration for a judged entry into show if applicable
- booth sizing starting at 10' x 10' and increasing incrementally to 20'x20'

Event Sponsorship

- Financial Sponsorships
- In-kind Sponsorships
- Media / Promotional Partner Sponsorships



Sponsorship Opportunities

Platinum Sponsor \$1000	Gold \$500	Silver \$250	Supporting Donation Only
<ul style="list-style-type: none"> • VIP booth location (contact for sizing) • Trophy (your business presenting) to your favorite participant • Logo placement in event marketing (web, social, print) • Platinum sponsor highlighted in exhibitor listing on website • Exclusive media coverage throughout the event • Logo placement on Cars4Awareness website for 1 year 	<ul style="list-style-type: none"> • Booth included (up to 20'x10') • Trophy (your business presenting) to your favorite participant • Logo placement in event marketing (web, social, print) • Gold sponsor highlighted in exhibitor listing on website • Media coverage twice during the event 	<ul style="list-style-type: none"> • Booth included (10'x10') • Logo placement in event marketing (web, social, print) • Silver sponsor highlighted in exhibitor listing on website 	<ul style="list-style-type: none"> • No booth included • Logo placement in event marketing (web, social, print) • Supporting sponsor highlighted in exhibitor listing on website

Exhibitor Spaces

Vendor (Tier 1) \$100	Vendor (Tier 2) \$50	Non-profits \$30
<ul style="list-style-type: none"> • Booth included (20'x'10) • Listing in exhibitor / director on website 	<ul style="list-style-type: none"> • Booth included (10'x'10) • Listing in exhibitor / director on website 	<ul style="list-style-type: none"> • Booth included (10'x'10)

Get in Touch

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