



TUNEREVO

AN AUTOMOTIVE SHOWCASE

2023 MARKETING PACKET_

PROVIDING AN AUTOMOTIVE EVENT
TO NETWORK AND COMPETE IN.





CONTENTS

SECTION 1	_WHO WE ARE
SECTION 2	_TOUR BREAKDOWN
SECTION 3	_ADVERTISING
SECTION 4	_WHERE WE ARE GOING
SECTION 5	_CONTACTS
SECTION 6	_PARTNERS

WHO WE ARE

OUR SHOWS ARE WHERE PREMIERE COMPETITIVE BUILDERS COME TO BE CHALLENGED ON A PROFESSIONAL LEVEL. TUNER EVOLUTION IS ALSO THE NATIONAL MEETING PLACE FOR TOP COMPANIES TO REACH OUT AND CONNECT WITH THEIR IDEAL AUDIENCE, WHERE MANY SUBCULTURES UNITE UNDER ONE ROOF.

BY INVITING MORE PEOPLE AND CULTURES TO EACH STOP ON OUR MULTI-CITY TOUR, WE CONTINUE TO PUSH THE BOUNDARIES OF WHAT A CAR SHOW SHOULD BE. WHAT SETS US APART FROM THE REST, IS THE INCLUSION OF OTHER ENTERTAINMENT FORMS SUCH AS SOCIAL MEDIA INFLUENCERS, RC DRIFT AND B-BOY COMPETITIONS, LIVE PERFORMANCES AND MORE. WITH SUCH A BROAD SPECTRUM OF ENTERTAINMENT, EVERY ATTENDEE IS GUARANTEED A UNIQUE EXPERIENCE, AND OUR AUDIENCE REMAINS ENGAGED AND ENTHUSIASTIC FROM START TO FINISH.

OUR ROOTS ARE IN THIS INDUSTRY. THIS IS OUR HEART AND PASSION AND WE TAKE GREAT PRIDE IN OUR GROWTH. IT IS OUR CONTINUED MISSION TO BE A PILLAR OF INNOVATION AND PROGRESS IN THE AUTOMOTIVE INDUSTRY WHILE STILL PRESERVING THE INTEGRITY OF OUR CULTURE. WE HAVE CREATED THIS PACKET TO GIVE SOME INSIGHT INTO OUR COMPANY METRICS AND SHOW HOW YOU CAN BECOME PART OF OUR EVENTS!



TUNEREVO
AN AUTOMOTIVE SHOWCASE

TOUR 2023

2023 NUMBERS

9 EVENTS

2,356 COMPETITOR VEHICLES

35,000 SPECTATORS

157 TOTAL VENDORS

STATISTICS

SOCAL²⁰¹⁹

REG CARS: 323
ONLINE TICKETS: 2,200
VENDORS: 45
SPECTATORS: 7,000+

SOCAL²⁰²²

REG CARS: 419
ONLINE TICKETS: 3,000
VENDORS: 47
SPECTATORS: 5,000+

NORTH CAROLINA²⁰¹⁹

REG CARS: 270
ONLINE TICKETS: 1985
VENDORS: 21
SPECTATORS: 5,000+

NORTH CAROLINA²⁰²¹

REG CARS: 306
ONLINE TICKETS: 1397
VENDORS: 17
SPECTATORS: 5000+

PHILLY²⁰¹⁹

REG CARS: 470
ONLINE TICKETS: 2,351
VENDORS: 27
SPECTATORS: 6,000+

PHILLY/AC²⁰²⁰

REG CARS: 381
ONLINE TICKETS: 783
VENDORS: 14
SPECTATORS: 3,800+

PHILLY²⁰²¹

REG CARS: 457
ONLINE TICKETS: 2877
VENDORS: 26
SPECTATORS: 7,000+

ORLANDO²⁰²¹

REG CARS: 265
ONLINE TICKETS: 1322
VENDORS: 18
SPECTATORS: 4000+

PUERTO RICO²⁰¹⁹

REG CARS: 323
ONLINE TICKETS: 3,300
VENDORS: 25
SPECTATORS: 8,000+





CHICAGO²⁰²⁰

REG CARS: 308

ONLINE TICKETS: 1,718

VENDORS: 14

SPECTATORS: 3,500+

CHICAGO²⁰²¹

REG CARS: 344

ONLINE TICKETS: 1,807

VENDORS: 18

SPECTATORS: 5,000+

HOUSTON²⁰²¹

REG CARS: 340

ONLINE TICKETS: 1,969

VENDORS: 15

SPECTATORS: 4,000+

MIAMI²⁰¹⁹

REG CARS: 328

ONLINE TICKETS: 1,396

VENDORS: 21

SPECTATORS: 6,000+

PORTLAND OREGON²⁰¹⁹

REG CARS: 205

ONLINE TICKETS: 1,929

VENDORS: 11

SPECTATORS: 4,000+

TOUR HIGHLIGHTS

SOCAL 2018/2019

- INCREASED ONLINE
TICKET SALES FROM: 1400 TO OVER 1650
- VENDORS FROM 30 TO 45
- OVER 7000 SPECTATORS

MIAMI / DAYTONA

- INCREASED REGISTERED CARS
- ONLINE TICKET SALES
- SPECTATOR COUNT INCREASED BY 5000

CHICAGO 2018 / 2019

- INCREASED ONLINE TICKET SALES & VENDORS
- INCREASED SPECTATOR COUNT

CHARLOTTE 2018 / 2019

- INCREASED REGISTERED CARS
- DOUBLED ONLINE TICKET SALES

PHILLY 2018 / 2019

- INCREASES ONLINE TICKETS

LOCATION HIGHLIGHTS

MIAMI

MIAMI CONVENTION CENTER

1901 CONVENTION CENTER DR, MIAMI BEACH, FL 33139

CLOSE TO 500,000 SQFT

SURROUNDING POPULATION

· 19,000,000

5 HOURS: RADIUS PALM BEACH

1 HOUR: ORLANDO

3 HOURS: DAYTONA BEACH

3 HOURS: TAMPA

4 HOURS: JACKSONVILLE

5 HOURS: TALLAHASSEE

6 HOURS: SAVANNAH

7 HOURS: GA

PUERTO RICO

CONVENTION CENTER 100 BULEVAR SAINT JOHN,

SAN JUAN, 00907, PUERTO RICO

152,700 SQFT, 3 HALLS, LOADING DOCK(S)

SURROUNDING POPULATION

· 3,000,000

1.5 HOURS: PONCE

1.5 HOURS: AGUADILLA

2 HOURS: BOQUERÓN

2 HOURS: LAJAS

SOCAL

ANAHEIM CONVENTION CENTER 800 W KATELLA AVENUE,

ANAHEIM, CALIFORNIA 92802

220,000 SQFT, HALL, LOADING DOCK(S)

SURROUNDING POPULATION

· 13,000,000

5 HOUR: LOS ANGELES

2 HOURS: SAN DIEGO

2.5 HOURS: SANTA BARBARA

1 HOUR: RIVERSIDE

1 HOUR: SAN BERNARDINO

5 HOUR: LONG BEACH

3 HOURS: LAS VEGAS

6 HOURS: MONTEREY

7 HOURS: SAN FRANCISCO





ADVERTISING

WE STRIVE TO REACH OUR AUDIENCE THROUGH CONTENT THAT RESONATES, AND WE ANTICIPATE TRENDS AND SHIFTS IN CULTURE. THROUGH WORKING WITH MANY INFLUENCERS ACROSS THE COUNTRY AND GLOBE, WE HAVE BEEN ABLE TO REACH MORE PEOPLE IN NEW PLACES, BETTER THAN EVER BEFORE.

WE ALWAYS ARE WHERE THE ENTHUSIASTS ARE. THAT'S WHY WE'VE PUT A STRONG EMPHASIS ON INSTAGRAM AND THE CAR COMMUNITY ON THAT PLATFORM AS THE 18-34 DEMOGRAPHIC MOVES AWAY FROM FACEBOOK TOWARDS INSTAGRAM.



INSTAGRAM AVG WEEKLY PROFILE VISITS: 5,000 AVG 150,000 IMPRESSIONS
PER WEEK REACHING 38,000 CAR ENTHUSIASTS PER WEEK 80%
AUDIENCE IS 18-34



FACEBOOK AVG WEEKLY PROFILE VISITS: 500 REACHING
OVER 3,000 USERS PER WEEK 68% OF
AUDIENCE IS 18-34

INSTAGRAM

130K

FACEBOOK

50K

EMAIL LIST

30K

WEBSITE STATISTICS



65% MOBILE



35% DESKTOP

130K

ANNUAL UNIQUE VISITORS

207K

ANNUAL UNIQUE SESSIONS

130K

ANNUAL UNIQUE VISITORS

TOP TRAFFIC CHANNELS

56.5% SEARCH ENGINES

23.5% DIRECT 13.9%

SOCIAL MEDIA 6.1% REFERRAL

TOP REFERRERS

1. INSTAGRAM 33%

2. FACEBOOK 22%

3. YOUTUBE 9.8%

4. ANAHEIM.NET 1%

5. CARDRUGS.COM 1%

PAGES WITH THE MOST TRAFFIC

1. HOME PAGE

2. REGISTRATION

3. TICKET SALES

4. PHILLY EVENT PAGE

5. CHICAGO EVENT PAGE

TRAFFIC BY LOCATION

1. CHICAGO

2. SAN JUAN

3. MIAMI

4. LA

5. CHARLOTTE

6. ATLANTA

7. NY 8. PHILLY

9. PORTLAND

HEAVIEST TRAFFIC TIMES ARE THE FEW DAYS BEFORE AN EVENT (TICKET SALES) HEAVIEST TRAFFIC MONTH OF 2019 WAS FEBRUARY



SINCE THE START OF THE TUNER EVOLUTION TOUR IN 2016, OUR OFFICIAL RECAP FILMS HAVE GARNERED OVER 10,000,000 VIEWS ON YOUTUBE. AS WE BEGAN THE 2020 SEASON, WE KICKED OFF OUR OWN OFFICIAL YOUTUBE CHANNEL.

STARTING IN 2020, WE MET OUR AUDIENCE WHERE THEY LIVE BY BEGINNING A NEW CHAPTER ON YOUTUBE. SINCE THEN WE'VE BEEN CREATING ENGAGING VIDEO CONTENT THROUGHOUT THE YEAR, LEADING UP TO AND INCLUDING THE FULL 2022 TOUR. YOUTUBE IS A PLATFORM THAT HAS PROVEN TO HAVE A LARGE ROI, AND WE WILL BE EXPLORING SPONSORSHIPS FOR TOUR DATE CAMPAIGNS AND INDIVIDUAL VIDEOS.





**2023 WILL BE OUR
MOST EXCITING YEAR
OF TUNER EVOLUTION YET.**

**WITH THE OVERWHELMING SUCCESS OF OUR DEBUT
PUERTO RICO EVENT, WE HAVE EXPANDED THIS YEAR'S EVENT
TO A 2-DAY SHOW, A FIRST FOR TUNER EVOLUTION.
ON TOP OF PUERTO RICO, WE WILL ALSO BE EXPLORING
NEW LOCATIONS TO ADD TO OUR NATIONWIDE TOUR.**

_CONTACT

JAY MARTINEZ – OWNER

JAY@TUNER-EVOLUTION.COM

TUNER EVOLUTION PUERTO RICO





THANK YOU

TUNER-EVOLUTION.COM | @TUNEREVO | FB.COM/TUNEREVOLUTION