



TUNER EVOLUTION

CELEBRATING 10 YEARS OF QUALITY

Dear Business of Choice:

We are an energetic organization that is responsible for bringing one of the bigger and better custom car shows to our area. Each year it has been our goal to present entertaining events with tons of exposure opportunities for your company. We are devoted to endorsing our sponsors. After all, your company is putting time, effort, trust, and commitment into our events and we make it our duty to be sure you are satisfied with your contribution. Without your company's support our events wouldn't be possible. Please take the chance to review our marketing packet.

In 2015 we hosted our 9th show season with a total of 4 events up and down the East Coast. Our main event was held at The Greater Philadelphia Expo Center at Oak's, PA on August 1st. We had an overwhelming outcome of more than 400 cars for an all indoor event. We also brought even more, and higher quality cars than the previous year, almost 5,000 spectators, and over 30 sponsors and vendors to the event. We also hosted our 3rd annual meet along with LosGoonies called Panda Junction, held at Ripken Stadium in Aberdeen, Maryland in the spring and again this past fall. The event brought over 1800 vehicles and was even bigger than the previous year! Lastly we hosted our second annual show in North Carolina at the Park Expo Center in Charlotte with a substantial growth and interest from the local community in comparison to last year's first North Carolina show, we are extremely excited to continue bringing our show to North Carolina annually. We encourage you to check out some pictures and information from our past events, which can be found on our website at www.tuner-evolution.com. Be sure to log on and check it out!

Tuner Evolution's tenth show season is already in the works for 2016. It is our goal to make each season's events bigger and bolder than the previous year. This year, we will be returning at The Greater Philadelphia Expo Center, as well as bringing Panda Junction back to Ripken Stadium and Tuner Evolution NC to the Park Expo Center in Charlotte. With all three venues being centrally located between many major metropolitan areas, we feel they are the perfect locations to ensure a great turnout and provide a solid marketing opportunity for us and our sponsors. We already have plans for an aggressive East Coast advertising campaign. We will continue using an aggressive and aesthetically driven social media campaign, employing local media advertisements, as well as continuing to use our successful street team with their guerrilla marketing style. These teams help spread the word by handing out flyers and posters in the automotive communities local to our events in order to attract even more vehicles and spectators for the coming event. We don't want you to miss the chance to become a part of our always growing events! Naturally, we are always trying to improve, so with each year you can expect great new ideas for events and entertainment as well. Our plan is to always satisfy the spectators. Each year we push ourselves further, obtaining bigger sponsors, more vendors, fresh forms of entertainment, and last but certainly not least, more of the hottest and most elite show cars from around the country. We feel that Tuner Evolution is a great opportunity for your business to reach its targeted demographic and would like to place your company as one of our sponsors for the upcoming 2016 season.

Take some time to view our packet and understand the advertising possibilities you can have with us. We currently have many different levels of sponsorship to choose from. We can accommodate any business, from small local vendors just looking to get their name out there, to a large corporation that may be interested in our ultimate advertising package. We appreciate businesses of all shapes and sizes and treat everyone as equals to help bring our events together smoothly. If your company is interested in working with us, or if you have any questions, feel free to contact us. We hope your business has a chance to grow with us, and we look forward to hearing from you.

Best Regards,
Jay Martinez, Owner/Event Director

(717) 779-3876
Jay@tuner-evolution.com

BIO

Our main event, Tuner Evolution is the show that started it all for us. Established in 2006, the best way to describe it is a full automotive lifestyle event that showcases many aspects of the aftermarket automotive industry. Starting out in York, Pennsylvania, and now expanding to Philadelphia and Charlotte, North Carolina, we continue to live up to our company name by evolving and growing even more each year. Our events include some of the hottest customized vehicles in the country, vendors showing off their latest and greatest products, entertainments acts including bands, hip hop artists, skating and BMX demos, graffiti artists, eating contests, bikini contest, celebrity appearances, models, and so much more that we can't even list it all! We've been doing this for almost ten years now, and that has allowed us to fine tune our events to provide an awesome experience for anyone, including those who may not even be all that familiar with our industry. We pride ourselves on holding events that are fun, entertaining, and rewarding for everyone from our vendors/sponsors to our car competitors to our spectators. But the main attraction at Tuner Evolution is the vehicles. Over the years our events have become super competitive, attracting many of the country's top builders, all competing for the elusive Best of Show award! This has allowed us to become more selective of the vehicles we showcase, which in turn provides our spectators with a much better experience. It allows our audience to see more of the elite cars and amazing custom builds that you can't see out on the streets or at meets. Providing that unique experience is something that we are very proud of, and will continue to provide well into the future!

ENTERTAINMENT



ENTERTAINMENT

ALL INDOOR SHOW FIELD

Featuring up to 400 vehicles traveling from up and down the east coast, mid atlantic, mid west and Canada.

LIVE DJ'S

Throughout the event in order to entertain the audience and provide an enjoyable environment.

BIKINI CONTEST

Top industry models competing for cash prizes.

FLATLAND BMX DEMO

AM Flatland circuit, competing for cash prize.

B-BOY COMPETITION

Pro Breaking tour competing for cash prizes.

RC DRIFT COMPETITION

Local RC drifting teams showcase and compete in bracket style tournament.

VENDOR SHOWCASE

Vendors booth spaces are used to showcase the products and services they offer to the competitors, and spectators.

GIVEAWAYS

Between us, vendors and sponsors a variety of prizes are given away through raffles (ie. toyo tires, Go-Pro, ps4, etc.)

TOP HONOR AWARDS

Cash prizes and high quality trophies are awarded to show winners.

MODELS

We work with a wide variety of the automotive industries top models and personalities. Through these individuals and their extremely active social media audience we are able to reach a much broader audience.

MODELS

MODEL	INSTAGRAM FOLLOWING
BRITTANI PAIGE	210K
JERI LEE	160K
DANNIE RIEL	1M
MORNING STAR	43K
JANIS TRUE	452K
BEAR DELLINGER	50K
CHRISTINE EL	28K
JUSTINE JARO	232K
DAWN JARO	190K
ELA PASION	131K
MARIE MADORE	266K
ELIZABETH TRAN	212K
FAITH MARONE	46K
STEPHANIE SNYDER	120K
CONSTANCE NUNES (TOYO TIRES)	64K

DEMOGRAPHICS

A look into our target audience and attendees.

DEMOGRAPHICS

TARGET AUDIENCE

TARGET AGE GROUP:



SECONDARY AGE GROUP:

25+

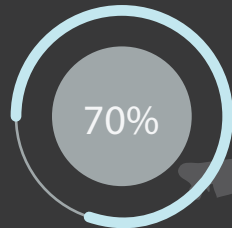
MEDIAN AGE:

27

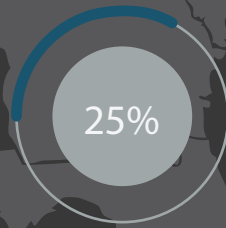
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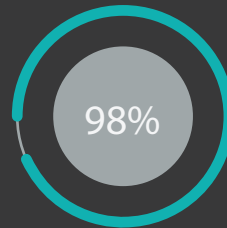
LIFESTYLE



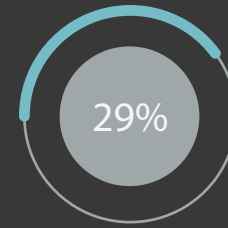
claim to purchase a sponsor product



own multiple vehicles



are online



regularly purchase online

VENUES/CITIES

ABERDEEN, MD
RIPKEN STADIUM

DAYTONA BEACH, FL
OCEAN CENTER

PHILADELPHIA, PA
THE GREATER
PHILADELPHIA EXPO CENTER

CHARLOTTE, NC
PARK EXPO CENTER



RIPKEN STADIUM

05.01.2015 / 10.09.2016

873 LONG DR. ABERDEEN MD 21001

THE PANDA JUNCTION

Outdoor venue 2,000 Parking spaces available

PROXIMITY TO MAJOR CITIES

- 1 Hour from Philadelphia, Pennsylvania
- 2.5 Hours from New York
- .5 Hours from Baltimore, Maryland
- 45 min from Wilmington, Delaware
- 2 Hours from Atlantic City, New Jersey
- 4.5 Hours from Pittsburgh, Pennsylvania
- 3 hours from Richmond, Virginia

ATTRACTIONS

- Baltimore National Aquarium
- Baltimore Night life and dining



OCEAN CENTER DAYTONA BEACH

06.18.2016

101 N ATLANTIC AVE, DAYTONA BEACH, FL 32118



94,000 Sq Ft Indoor Space, 100,000 Sq. Ft of Outdoor Space

PROXIMITY TO MAJOR CITIES

51 Miles from Orlando, FL
86 Miles from Jacksonville, FL
141 Miles from Tampa, FL
242 Miles from Miami Beach, FL
432 Miles from Atlanta, GA
473 Miles from Charlotte, NC
483 Miles from Montgomery, AL

ATTRACTIONS

Beach
Nascar
Nightlife and Dining



THE GREATER PHILADELPHIA EXPO CENTER

07.30.2016

100 STATION AVENUE, OAKS, PA 19456

TUNEREVOLUTION
PHILLY

Three separate exhibition halls - One loading dock per hall
200,000 combined sq. feet - 1,900,00+ surrounding population

PROXIMITY TO MAJOR CITIES

.5 Hours from Philadelphia, PA
2 Hours from New York, NY
2 Hours from Baltimore, MA
1 hour from Wilmington, DE
1.5 Hours from Atlantic City, NJ
5 Hours from Pittsburgh, PA
4.5 hours from Richmond, VA

ATTRACTIONS

Liberty Bell
Independence Hall
Nightlife and Dining



PARK EXPO CENTER

10.22.2016

800 BRIAR CREEK ROAD, CHARLOTTE, NC 28205

**TUNER EVOLUTION
NORTH CAROLINA**

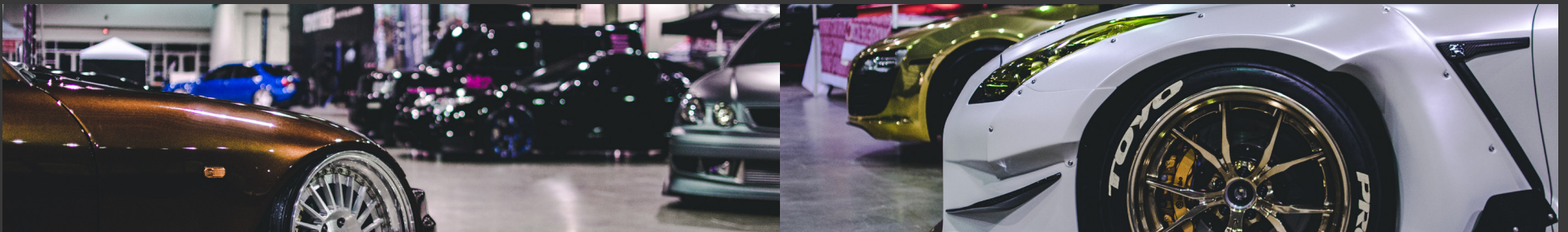
*224,000 sq ft Building

PROXIMITY TO MAJOR CITIES

2.5 Hours from South Carolina
4 Hours from Atlanta, Georgia
7 Hours from Nashville, Tennessee
9 Hours from Tampa, Florida
8 Hours from Louisville, Kentucky
2 Hours from Raleigh, North Carolina

ATTRACTIONS

NASCAR - Myrtle Beach
Night life and dining



BREAKDOWN

THE PANDA JUNCTION



4500+ spectators



1800+ vehicles



20 vendors

TUNER EVOLUTION
PHILLY



8500+ spectators



400+ screened vehicles



40 vendors

TUNER EVOLUTION
NORTH CAROLINA



4500+ spectators



300+ screened vehicles



30 vendors

ADVERTISING

When it comes to advertising we implement a very aggressive print and social media campaign in order to engage our target audience prior to our events.

ADVERTISING

FACEBOOK:

18,000+ followers
500,000+ post reach

TWITTER:

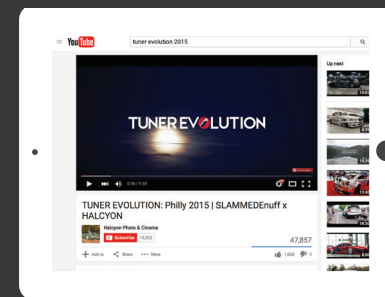
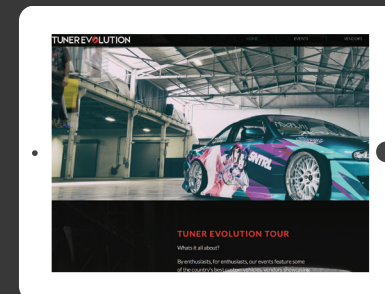
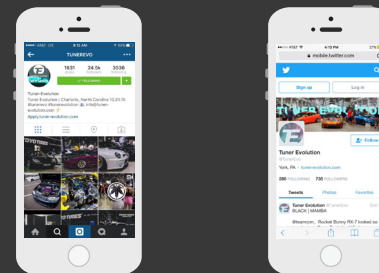
700+ followers

INSTAGRAM:

27,000+ followers
27,000+ posts with #tunerevolution
22,000+ posts with #tunerevo

YOUTUBE:

Top 5 videos total over 1.5 million views



ADVERTISING

PRINT MEDIA -

- 70,000 + Flyers
- 2,500 Posters
- Banners
- Billboards
- Tshirts
- Stickers
- Wristbands
- Keychains

NATIONAL MAGAZINE COVERAGE -

Super Street,
Performance Auto & Sound Magazine,
USDM Freax



TESTIMONIALS

"We've been partnered with Tuner Evolution for many years and we're extremely appreciative of all the support. The staff of Tuner Evolution continue to do what the name of their event states - evolve. From their humble beginnings to their current evolved state, each year they prove that their organizational skills, team growth and supportive foundation are key ingredients to a successful event. We look forward to Tuner Evolution 2014 and beyond!"

RANDI BENTIA

Audience Development Manager, Performance Auto & Sound Magazine (PASMAG)

"The Tjin Edition Tour has been part of some of the best shows around the Country, and the Tuner Evolution show definitely ranks among the top tier shows that the Tjin Edition Tour has been part of. The 2013 Tuner Evolution show had all the elements to make the show successful and 2014 should be even more exciting and spectacular. We look forward to seeing what the 2014 Tuner Evolution show has in store, and if you are looking for a show that reaches not only the competitors, but also the spectators, Tuner Evolution is the show for you."

NEIL TJIN

Tjin Edition Tour

"As an automotive showmanship event producer and manager I have been involved with over 300 custom car shows in the last decade. It is exciting to see true enthusiasts getting themselves involved in the industry. Jay and his team understand what the car community wants and have developed their event to cater to the true automotive connoisseur, putting the car community before the music models and other entertainment."

ANDY GOODMAN

Promotor, Motorama Events

"What I love about Tuner Evolution is it is one of the rare events you can actually turn a profit from on the sales side. Over the years I have recommended many of the clients I manage such as BASF Refinish, TAKATA Racing, AMSOIL, VP Racing Fuels, and Yonaka Motorsports and they have all at least broke even with the amount invested to sales and profits from his events. Most events are tailored around just branding, and the ROI aspect is something you struggle to actually put a number on. Jay's network of car enthusiasts, tuner shops, and show attendees are the right target demo we seek on a constant basis. What else I really love is that Jay is an enthusiast and constantly puts his partners in front of his audience all year long! No other event I have been involved with has a cult following like his show, period. This is relevant because my clients sell products all year long, not just during a set period of time."

BRIAN FOX

Brand Consulting Architect, Fox Marketing

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