

# **FUELING PHILLY** 25

**PHILADELPHIA AUTO SHOW  
2025 SPONSORSHIP OPPORTUNITIES**

# ABOUT THE SHOW

The Philadelphia Auto Show has been educating and entertaining consumers since 1902. With the latest new vehicles from major brands, plus classic, exotic, modified and custom vehicles on display, we truly offer something for everyone. We attract a wide range of attendees from all demographics, so no matter who you're targeting, you will find them at the Philly Auto Show!

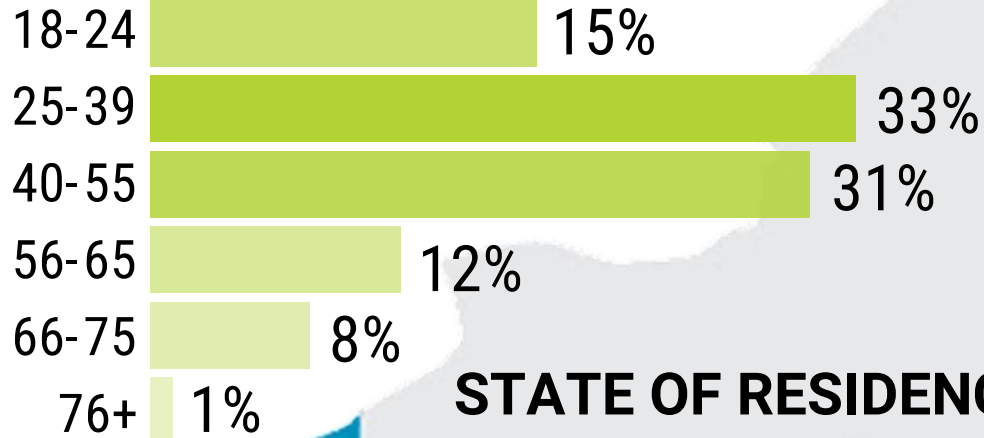
**2025 DATES:** January 11–20 ▪ **LOCATION:** PA Convention Center, Philadelphia PA



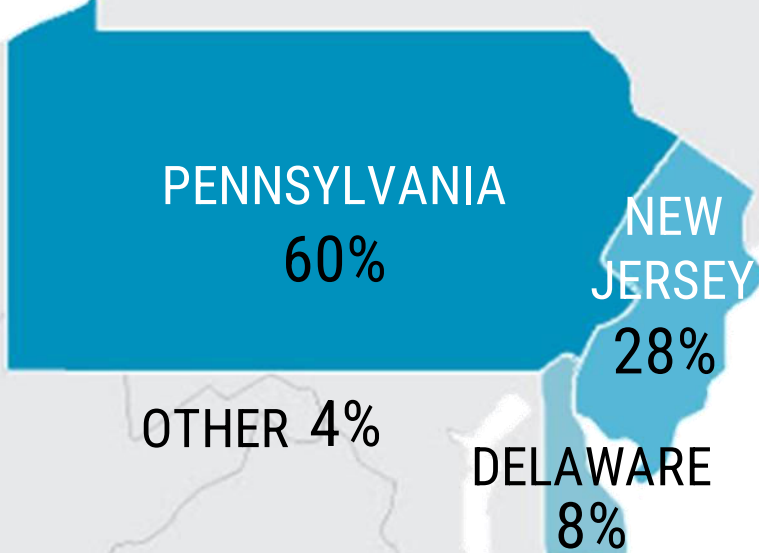
# ATTENDEE DEMOGRAPHICS

AVERAGE ATTENDANCE: 143,198\*

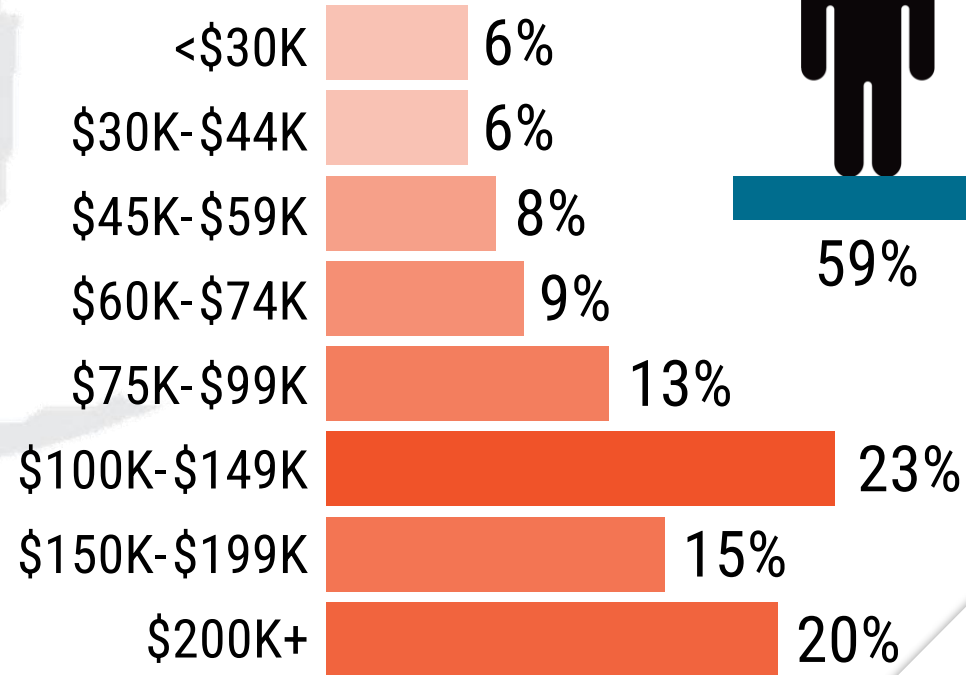
## AGE



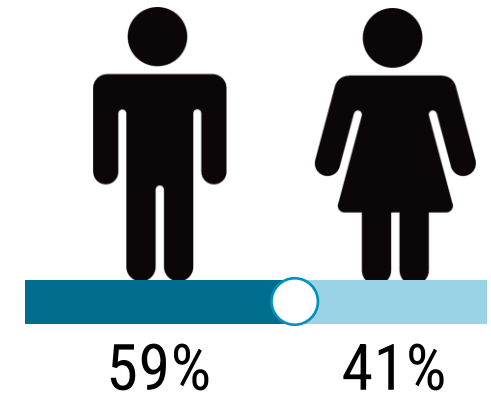
## STATE OF RESIDENCE



## HOUSEHOLD INCOME



## GENDER



\*Post-COVID (2022-2024)



# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsors

- e-Track
- Custom Alley
- Back in the Day Way (Classics)

### Includes:

- Naming rights
- Logo/name in all feature promotion
  - Advertising, signage, website, email marketing
- On-Site presence
- Custom-logoed Auto Show tickets
- Buyer's Guide advertisement
- PR/Social media exposure
- Hospitality opportunities
- B2B opportunities

Price Range: \$40,000 - \$75,000



# SPONSORSHIP OPPORTUNITIES

## Feature Sponsors

- Custom Alley Local Lane
- Off-Road Local Lane
- Auto Show Marketplace

### Includes:

- Logo/name in all feature promotion (signage, website, email marketing, social, etc.)
- On-Site presence
- Custom-logoed Auto Show tickets
- Hospitality opportunities

Price Range: \$15,000 - \$20,000



# SPONSORSHIP OPPORTUNITIES

## Weekday Event Sponsors

### Prospective Events:

- Education Night
- Tech Tuesday
- Wine Wednesday
- First Responders Night
- Friday Night Flights
- Family/Community Day

### Includes:

- Logo/name in all event promotion (signage, website, ticketing, email marketing, social, etc.)
- On-Site presence
- Complimentary Auto Show tickets

Price Range: \$15,000 - \$30,000+



# INTERESTED?

Submit a sponsorship inquiry at  
[phillyautoshow.com/sponsorships](http://phillyautoshow.com/sponsorships)

AUTO DEALERS ASSOCIATION  
of Greater Philadelphia



Auto Dealers CARing for Kids Foundation 