

# IOLA CAR SHOW

501(C)(3) NON-PROFIT CORPORATION

AMERICA'S GREATEST CAR SHOW & SWAP MEET

2025 PARTNERSHIP GUIDE





# ABOUT US

MAIN  
FOOD &  
BEVERAGE

PJ's AUTO  
LITERATURE

LOWMAX

INFORMATION  
&





# WHO WE ARE

The Iola Car Show & Swap Meet is a world-renowned national car show and swap meet operated by 501(c)(3) Iola Old Car Show, Inc. for the purpose of generating funds for 120 charitable and civic organizations

- 53 years in business
- The annual Iola Car Show attracts 120,000 participants each year to small town Iola, WI (population 1,300) for the 3 day event
- Ranked in top 5 car shows in America each year
- More than \$30M of economic impact for central WI each year
- More than \$250,000 issued to charitable organizations and causes annually (\$9.5M+ since incorporation in the 1980s)





# Iola Car Show Event Grounds

- 325 Acres owned & maintained by Iola Old Car Show, Inc.
- Corporate Headquarters
  - Convention Center
  - Several Support Buildings & Locations
  - Performance Stage and Bleachers
- Shower & Restroom Facilities
- Themed Venue Locations
- Infrastructure to support Large Events



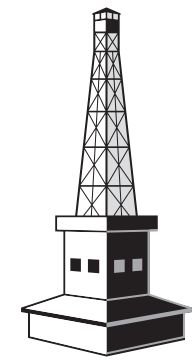
# CONNECT WITH OUR AUDIENCE

OF FINANCIALLY SECURE MIDWESTERNERS  
WHO LIKE TO WORK WITH THEIR HANDS AND TRAVEL





# IOLA CAR SHOW EVENT STATS



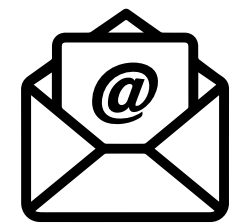
**Event Attendees 120,000**



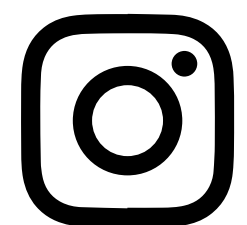
**Website Sessions 152,800**



**Facebook Followers 33,000**

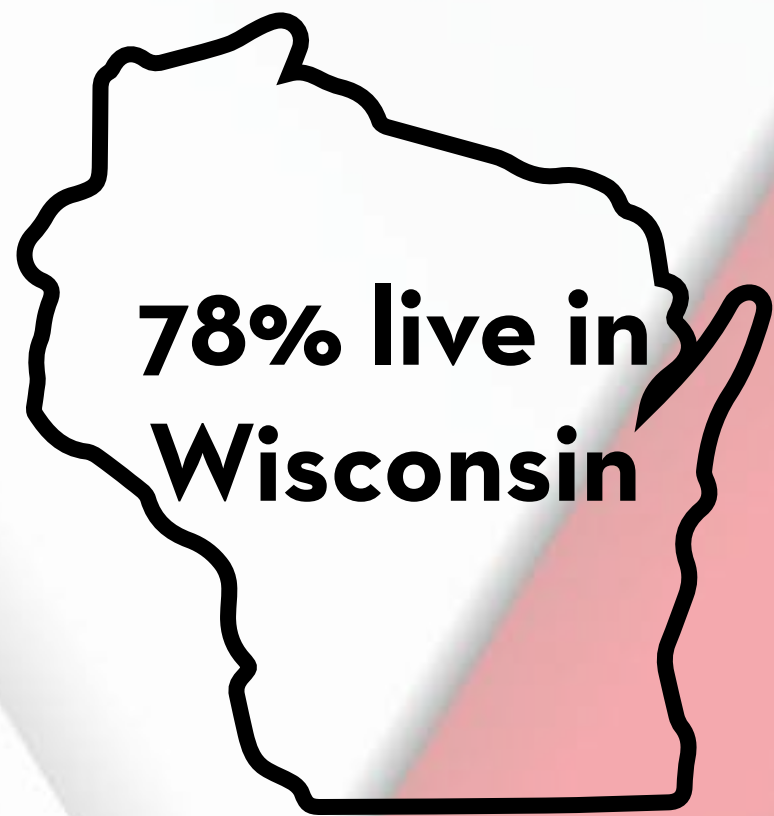


**Database Size 25,100**



**Instagram Followers 7,700**





80% are Married



47% are Retired



18% Own a Business



33% have homes valued between \$200k-\$349k



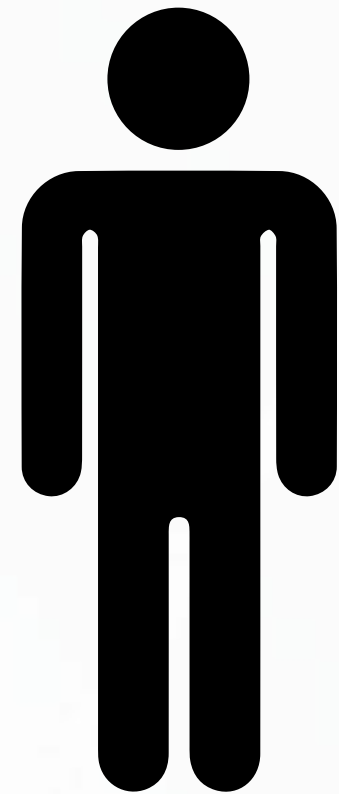
84% use Credit Cards



83% Make Online Purchases



79% Have no Children at Home



85% Male



72% use Facebook



64% Between Ages 55 & 74



Purchase mid-grade and premium products  
Like coupons and bargains  
Not impulse buyers

# About Our Audience



# IN THE NEXT 18 MONTHS...

84% Likely  
to take a trip or  
go on vacation



61% Likely  
to complete DIY/ Home  
Improvement Project



49% Likely  
to purchase new shop/  
construction equipment



47% Likely  
to purchase a  
new vehicle







# OUR AUDIENCE IS RESPONSIVE

**67% OF OUR AUDIENCE REPORT THEY ARE MORE LIKELY TO CONSIDER A PRODUCT OR SERVICE FROM ONE OF OUR SPONSORS**

**EMAIL OPEN RATE 38.6%**

**CASE STUDY FROM  
SUPER SATURDAY GIVEAWAY  
3,600+ EMAIL ADDRESSES**



A vibrant outdoor festival scene with people walking on a paved path. In the foreground, a woman in a black tank top and a man in a grey t-shirt and plaid shorts are walking away from the camera. To the left, a woman in a grey shirt and sunglasses is looking at a green scooter. In the center, a woman in a pink tank top is pushing a stroller. To the right, a man in a grey t-shirt and blue shorts is walking towards the camera. In the background, there are trees, a white and green striped tent, and a sign that says "SCOOTER Rental".

**LET ME** *introduce*  
**YOU TO...**



**LOCATION: MIDWEST**

**AGE: 65 MARRIED**

**HOUSEHOLD INCOME: \$75,000 WITH  
STRONG PENSION/SAVINGS/ASSETS**

**LARRY LOVES TO TRAVEL AND ATTEND  
CAR SHOWS AND SWAP MEETS**

**LARRY WANTS TO ENJOY HIS RETIREMENT  
AND HAS PLENTY OF FINANCIAL  
SECURITY TO DO SO**

**HE WANTS TO BUY TOYS AND HAVE  
EXPERIENCES**

**LARRY LIKES MILWAUKEE TOOLS AND  
QUALITY PRODUCTS**

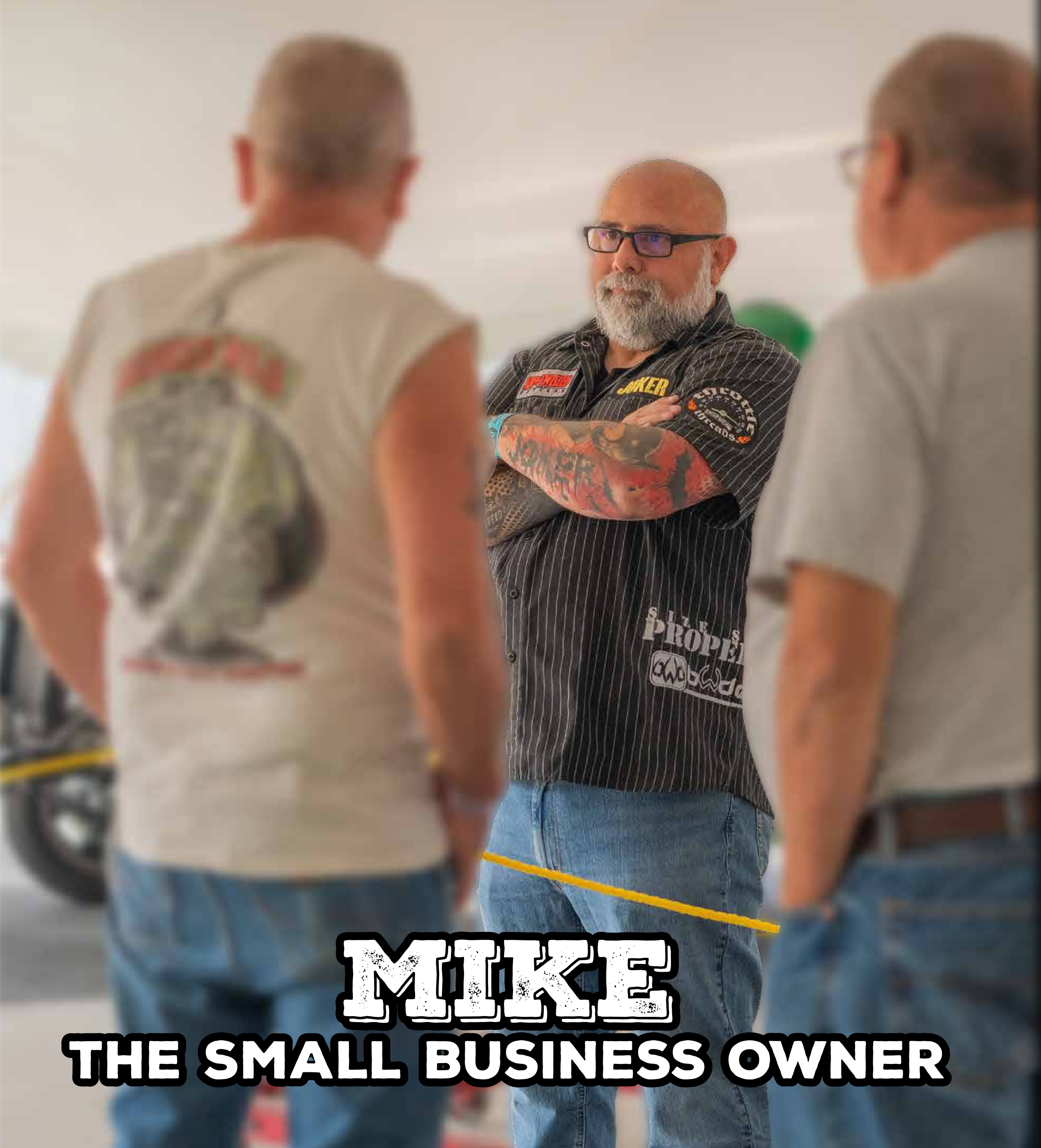
**LARRY LIKES TO FIX THINGS WITH HIS  
OWN HANDS**

**HE ENJOYS ATTENDING HIS  
GRANDCHILDREN'S ACTIVITIES**



**LARRY  
THE RETIRED TRADESMAN**





**LOCATION: GREEN BAY, WI**  
**AGE: 55      MARRIED**  
**HOUSEHOLD INCOME: \$145,000**

**MIKE IS A BUSY BUSINESS OWNER  
AND FAMILY MAN**

**HE LIKES TO WATCH SPORTS,  
HUNT, AND FISH**

**HE STRUGGLES MAINTAINING A  
WORK/LIFE BALANCE AND  
FINDING QUALITY EMPLOYEES**

**HE ATTENDS IOLA FOR BUSINESS  
PRODUCTS AND SERVICES**

**MIKE**  
**THE SMALL BUSINESS OWNER**





**ASHLEY**  
**THE MOM**

**LOCATION: WAUSAU, WI**  
**AGE: 49 MARRIED**  
**HOUSEHOLD INCOME: \$125,000**

**ASHLEY LIKES QUALITY TIME  
SPENT WITH THE FAMILY**

**SHE HAS A BUSY WORK  
SCHEDULE AND ACTIVE KIDS**

**SHE PREFERS COLUMBIA,  
APPLE AND MICHAEL KORS  
BRANDS**

**SHE WISHES SHE HAD A  
LITTLE MORE RECREATIONAL  
TIME FOR HERSELF AND HER  
FRIENDS**





# **DIGITAL & MEDIA PRESENCE**



# SOCIAL MEDIA POWER

OVER 4 MILLION IMPRESSIONS IN 2024

**Facebook Followers**  
**33,000**

**Facebook Impressions**  
**4+ million**

**Instagram Followers**  
**7,700**





## Thousands expected to visit Iola during annual car show



The show runs Thursday through Saturday

By Chandler Ducker  
Published: Jul. 11, 2024 at 3:26 AM CDT

IOLA, Wis. (WSAW) - The largest car show in the country is returning to Iola for its 52nd year, there are activities for all ages including for your little ones.

Organizers are expecting more than 2,500 cars to be on display at the show and over 4,000 swap meet spaces, but little ones can also enjoy the show. They will be able to go to the Iola Gear Kids tent. A fun hands-on activity-filled area for kids to enjoy the show. Activities range from a scavenger hunt, face painting, plus so much more. If you want to park, there is free spectator parking. Just follow the street signs to get to the Iola Car Show Spectator Lots. Click [here](#) for a map of the grounds. These should put you near gate #1, The main spectator entrance. Remember, there are a number of paid private lots surrounding the show grounds.

## 'The Fonz' joins 2024 Iola Car Show

Actor Henry Winkler will reunite with "Happy Days" costars Donny Most and Anson Williams



For many attendees, coming to the show and the swap meet is a longstanding tradition

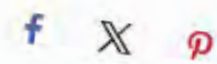
By WBAY news staff  
Published: Jul. 3, 2024 at 2:05 PM CDT

IOLA, Wis. (WBAY) - "Happy Days" is here again with the Iola Car show reuniting actors from the popular TV show. Henry Winkler, best known as TV's "The Fonz," will be joined by Donny Most ("Ralph Malph") and Anson Williams ("Potsie"). This is the 52nd year for the Iola Car Show and the 50th anniversary of "Happy Days" going on the air in 1974. The [Iola Car Show](#) runs Thursday, July 11, through Saturday, July 13.

## The 'Fonz' Henry Winkler heads a star-studded lineup of guests for the 52nd Annual Iola Car Show

Special guests and 'The Meeting of the Muscle' take center stage at Iola Car Show's 52nd car-loving extravaganza July 11-13, 2024.

OLD CARS WEEKLY • JUL 8, 2024



IOLA, WI - The Iola Car Show is hosting its 52nd annual event from July 11 through 13, 2024. The largest car show and swap meet in the country, over 2,500 show cars are on display along with over 4,000 swap meet spaces. Celebrating the theme of "The Meeting of the Muscle", special guests include [Henry Winkler](#), [Donny Most](#) and [Anson Williams](#) of "Happy Days", [Stan Livingston](#) of "My Three Sons", [Jon Provost](#) of TV's "Lassie", [Derek Bieri](#) of Vice Grip Garage, [Emily Reeves](#) of Flying Sparks Garage, and more.



Cars at Iola Car Show

HUMAN INTEREST

## 'People put a lot of effort into these vehicles': Love for Iola car show runs deep

BY JON FULLER | WISCONSIN  
PUBLISHED 6:21 PM ET JUL. 12, 2024

IOLA, Wis. — People from all over the country roiled and rumbled into Iola for the annual car show on Thursday with spotless paint jobs and shiny chrome. Ronald Henke of Wisconsin Rapids has deep family ties to the Iola Car Show.

### What You Need To Know

- Organizers expected over 2,500 vehicles on display in 2024
- Three-day event to draw over 120,000 attendees
- Henry Winkler joined the fun and met with fans

"There's history and nostalgia. My dad and mom have made many friends here throughout the car shows," said Henke.

His 87-year-old father, Robert, started coming to the show 38 years ago. It was not something he cared to miss, even on the day of his son's wedding.

"We got married the day of the Iola Car Show, and dad took his '57 Cadillac with my brother to the car show before our wedding," explained Henke. "We made it back in time for our wedding. We had a 2 o'clock wedding that day, but they had to get to the show with that '57 Cadillac."

# Organic Media



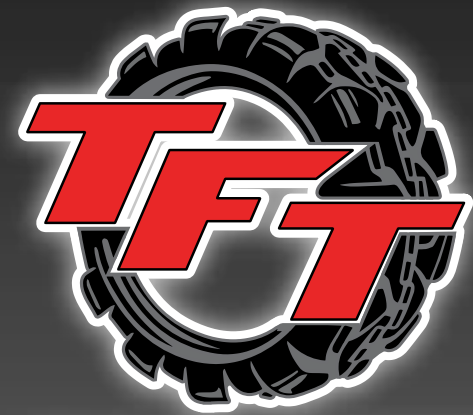
**CASE STUDIES**

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**ACTIVATIONS**



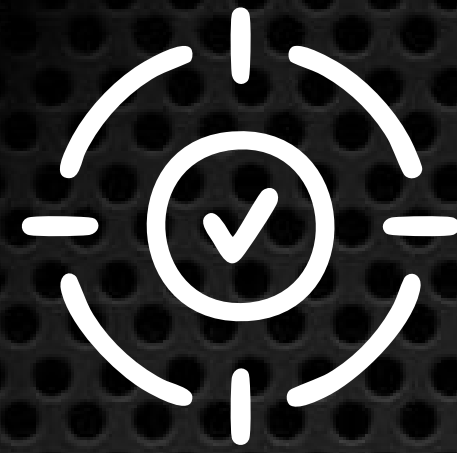
# CASE STUDY



## TOYS FOR TRUCKS

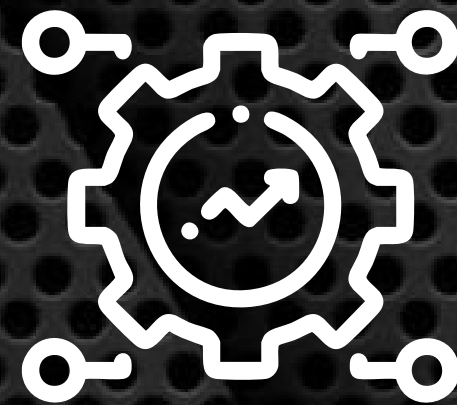
CAR, TRUCK AND JEEP ACCESSORIES

[www.toysfortrucks.com](http://www.toysfortrucks.com)



### GOALS

- INCREASE BRAND AWARENESS
- GENERATE SALES
- INCREASE CUSTOMER BASE



### STRATEGY

- 9,000 SQ. FT. BUILDING WITH NAMING RIGHTS
- PREMIUM SPONSOR BOOTH
- SOCIAL MEDIA & VIDEO PROMOTION



### RESULTS

- SALES INCREASE +100%
- INCREASED BRAND AWARENESS
- INCREASED CUSTOMER BASE
- INCREASE CUSTOMER LOYALTY



# BILL CIUPLINSKI

## VICE PRESIDENT RETAIL

“The results have been phenomenal. With the size of our presence and offerings we have more than doubled our sales in a one year time frame and have continued to grow and do well year after year because people are certain we are there to stay. That provides the confidence we are a good partner to buy from and will stand behind our products. With people coming from all over the world to IOLA it gave us the opportunity to be known and remembered for many years to come! The staff on the grounds are like no other venue we participate in, so if you are looking to get noticed join all of us at IOLA CAR SHOW and become a permanent fixture!”







**DON'T JUST TAKE  
OUR WORD...**

**"THIS IS AMAZING, IT'S SO GREAT TO SEE OVER 100,000  
PEOPLE HERE! THIS IS ONE OF THE BEST ORGANIZED, WELL  
PLANNED SHOWS I HAVE EVER ATTENDED. THE CAR SHOW IS  
EXCELLENT WITH A TON OF POST WAR CARS. THE SWAP  
MEET IS MAINLY INDIVIDUALS SELLING QUALITY STUFF, AND I  
WAS ABLE TO FIND SOME GREAT TREASURES! EVERYONE IS  
SUPER FRIENDLY AND THERE ARE MANY CELEBRITIES,  
VENDOR BOOTHS, AND GREAT FOOD. IF YOU HAVEN'T BEEN  
TO THE IOLA CAR SHOW, YOU REALLY SHOULD PLAN TO BE  
HERE IN THE FUTURE, YOU WILL NOT BE DISAPPOINTED."**

**TESTIMONIAL FROM INDUSTRY ICON  
WADE KAWASAKI**



# TESTIMONIAL FROM CHEVROLET REP JACK MORTON WORLDWIDE

**"THE SHOW STAFF WAS SPECTACULAR TO WORK WITH. TO TOP IT OFF, OUR RESULTS FROM THE SHOW WERE STELLAR AND MET ALL EXPECTATIONS OF OUR CLIENTS. WE LOOK FORWARD TO FUTURE SHOWS."**





# 3 QUESTIONS WITH A CELEBRITY GUEST!

- **AUDIENCE MEMBERS HAVE THE OPPORTUNITY TO ASK THREE INTERVIEW-STYLE QUESTIONS OF ONE OF OUR CELEBRITY GUESTS**
- **ANSWERS ARE RECORDED ON THEIR PERSONAL DEVICE TO BE PUSHED OUT TO THEIR SOCIAL MEDIA**
- **STRONG VIRAL POTENTIAL**
- **SPONSOR BRAND & SOCIAL ENGAGEMENT**





# OASIS COOLING STATION!



**USE “THE OASIS,” OUR MOST POPULAR OUTDOOR SPACE AS YOUR PREMIUM EVENT BOOTH WITH NAMING RIGHTS. THIS IS A MUST-STOP, FUN LOCATION THAT’S A PROMINENT REST STOP ON THE GROUNDS.**

- **BRANDED SPACE**
- **IDEAL FOR SAMPLING OR SURVEYS**
- **LEAD COLLECTION OPPORTUNITY**



# TROLLEY TOUR!

**USE OUR TWO VINTAGE BUS STOPS TO YOUR BENEFIT AND BE THE FACE OF COMFORT AND CONVENIENCE AS OUR INTERNAL BUS/TROLLEY TRANSPORTS OUR GUESTS THROUGHOUT THE GROUNDS. THIS POPULAR TRANSPORTATION METHOD SAVES LOTS OF WALKING WHICH IS WIDELY APPRECIATED BY OUR GUESTS**

- **BRANDING OPPORTUNITY**
- **DIRECT ENGAGEMENT**







*How we work with  
Our Partners*



We don't do the Gold, Silver, Bronze thing because we know that doesn't work.

We want to learn about your goals, how you measure ROI and what you are trying to achieve.

Once we know that, then we can offer you something tailored to your needs.



# As an Iola Car Show Sponsor, You'll Receive...

**Sponsor Pass (Early arrival and setup, 15 event worker passes)**

**Sponsor Parking (Car Hop Hospitality Access)**

**Full Color Directory Ad (1/2 Page, 30,000 printed)**

**Website logo placement**

**Promotional tickets: 25 1-day passes**

**Fence Line Sign: (facing highway, 4' x 8', year round)**

**Dedicated Sponsor Wifi (Main Drag and select locations)**

**Super Saturday Giveaway (including email collection)**

**And that's just the beginning!**





We want to hear about your sales targets and annual growth plans. We're excited to help you achieve them. Together, let's leverage the power of vehicles to create memories and transform lives.







## **Ali Johnson**

Director of Corporate Partnerships

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## **Joe Opperman**

Executive Director

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