

20220506



MEDIA KIT | 2022-23

PRESENTED BY: JEFF CANTAGALLO
PROPRIETOR / CARSHOWZ.COM

Dear Potential Partner,

Thank you for your interest in joining our team and for giving us the opportunity to help promote your business and / or venue. Our team is made up by hard working automotive enthusiasts that takes pride in everything we do; to include building your brand. Our services are an extension of you, and we want to make sure we give you the quality you deserve.

Our team has experience with hosting and promoting motorsport events for the past two decades with a combined experience of over 100 years within the automotive aftermarket community. Our websites primary user traffic is generated by viewing our car show listings and feature articles; supported by coverage photography from the events we attend throughout the nation.

Our team is looking to partner with businesses for the 2022/2023 season. We are seeking advertisers who are interested in displaying their business advertisement banner on our website. Our sponsoring partners will not conflict with other advertisers that are affiliated with our website. For example, if an automotive detailing / cleaning supply company is one of our sponsoring partners, no other products or manufactures associated with cleaning products will appear on our website, social media channels, etc. outside of [Google Advertising](#). Partnering with us is exclusive which is taken into consideration for our advertising package options.

The sponsoring partners will be given the following options to advertise:

- Premium advertising on the carshowz.com website, main page and secondary pages / side bar logo placement.
- Header and footer options placed on our automotive event listing pages for each state.
- Feature articles highlighting the business and the products it produces.
- Social media campaign sharing meaningful content to our followers.

Your partnership will assist us in evolving which will allow for further exposure for your business:

- Commit additional Photographers to cover more events. More events equal more photos with co-branding our partners.
- Publish additional ad campaigns for our social media network with combined branding of carshowz and our sponsor partners.
- Allow for us to attend more events and secure a vendor booth to hand-out partner product information, etc. (the events we attend can be negotiated). We can help promote your product reducing your travel costs and staff compensation.

We are primarily based out of the Mid-Atlantic U.S. region but, traveling is not out of the question. We have several members travel throughout the U.S. to include events like The SEMA Show, Motor Trend International Auto Shows, Lone Star Throwdown (Texas) to name a few.

Provided below is our demographic reach and marketing information. Our goal is to build a network of businesses with various disciplines within the automotive industry. Thank you again for your interest and for the opportunity to potentially serve your business.

Very Respectfully,

Jeffrey R. Cantagallo,

Proprietor - CarShowz.com

CARSHOWZ.COM MEDIA KIT

HIGHLIGHTS

With a primary goal to be the automotive event source in 2009 when the automotive industry dipped because of the economy, we decided to start carshowz.com to continue to promote automotive events throughout the United States. As times have changed with the automotive market bouncing back and with social media taking over, we need to continue to evolve and manufacture new ways to promote our brand. With competing social media pages and websites, we understand it will take a lot of work to produce desirable content.

With a strong family-oriented team and foundation, we are in this for the long haul. We realize money needs to be invested to stay relevant and produce valuable content and we also realize we cannot do this alone. Forming a long-term relationship with our partners is our goal. Constantly adjusting and tweaking our marketing strategy is an everyday effort that requires time, money and energy which, we are onboard 110% to accomplish both of our short-term and long-term goals. Although we are a small team of automotive enthusiasts, I feel we have had a tremendous impact within our industry. All web and social media tools aside, the personal relationships with have built with fellow automotive enthusiasts is the ultimate marketing tool we possess.

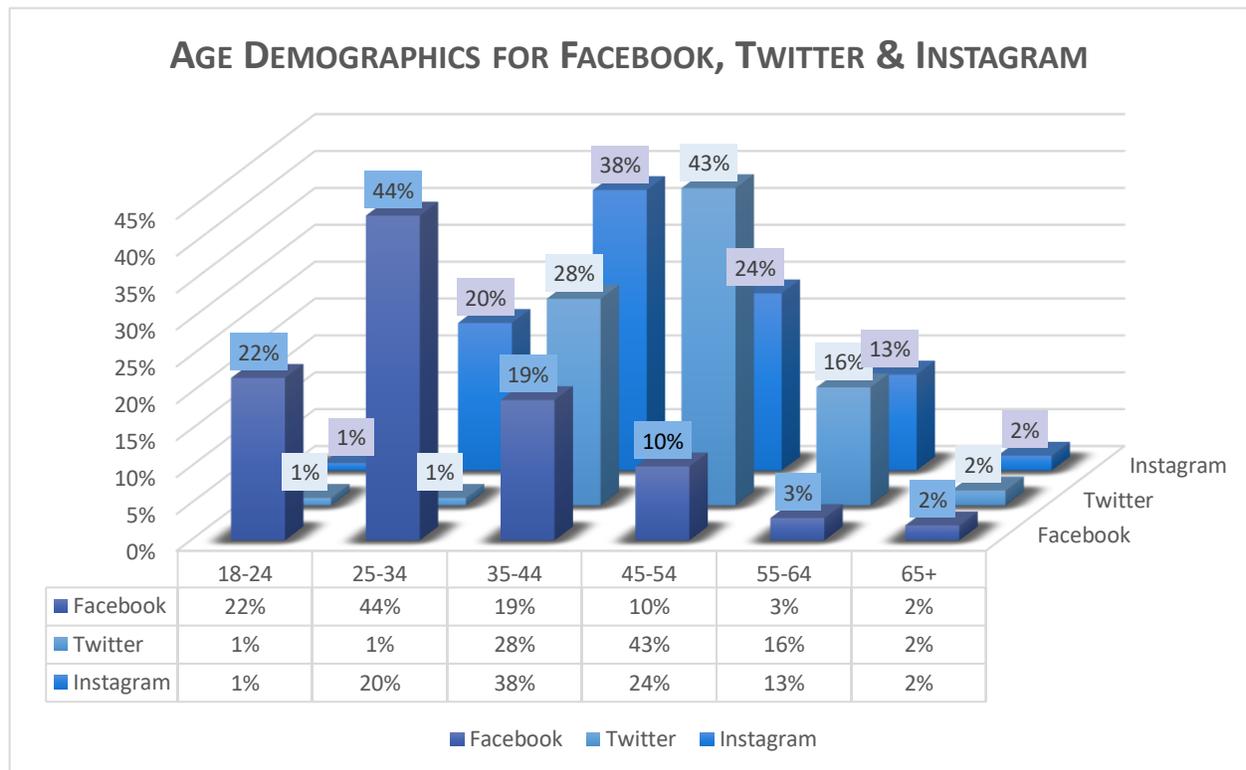
Please see below for website and social media statistics.

TARGET AUDIENCE

The stats below are based on our current social media following and demographics captured from the insights and stats provided by each social media channel. In addition to Facebook, Instagram and Twitter. Our social media campaigns can be easily adjusted to fit the needs of our partners.

Target Audience Overview:

- Car enthusiasts who enjoy car shows, motorsports, and automotive gatherings. All genres of vehicles and events.
- Men and Women from ages 13 to 65+ years old
- Facebook Demographics (social media): Men 92% | Women 8%
- Twitter Demographics (social media): Men 75% | Women 25%
- Instagram Demographics (social media): Men 90% | Women 10%



TARGET AUDIENCE CONTINUED

Method of contact

Our primary reach to our customers is through search engine optimization of our website as well as our social media following.

- Host website: <https://carshowz.com>
- Social Media Sites:
 - Facebook (Fan page): <https://www.facebook.com/CarShowzUS> (435,000+)
 - Facebook (CarShowz Friend Page): <https://www.facebook.com/car.showz1> (4,800+)
 - Instagram: <http://instagram.com/carshowz> (20,000+)
 - Twitter: <https://twitter.com/carshowz> (1,000)

Our social media reach is through organic social networking. In the past, we have invested in paid advertising via Facebook / Instagram to see if there is a return-of-invest for sponsored ads. Most of our followers you see are gained organically through our followers sharing our content we publish and through the auto events we attend. With sponsors and advertisers onboard we will have the ability to purchase sponsored ads to help boost and spread our social network and our partner's products and brand through articles and posts via our website. This will allow us to take advantage of our current followers and continue to remain relevant in a very competitive market and grow our social network which in turn will better promote our sponsors.

We have experimented with the frequency of social media posts through-out the day and into the evenings. We have tried to balance our posts without spamming and gaining followers who are not into the car scene but would rather follow "trendy" content. We want return visitors who are potentially interested in our partner products and events which will yield a higher return of investment.

MESSAGE

Our Team is committed to the automotive industry to not only better ourselves, but to better the scene and culture that surrounds us. Our goal is to educate the up-and-coming enthusiasts through our blog section as well as our social media posts. To promote automotive shops that do great work and are a healthy addition to the industry; to promote the events that are dedicated to the enthusiasts; and to promote the businesses who offer the best products and services around.

RESPONSES

Below are stats from our website from the past 8 seasons and social media sites with this year's current stats. We are true to who we are and none of the numbers or information you have received within this media kit are inflated or are untrue. We are straight shooters and want to present an accurate representation of who we are.

Response	Count
Unique Visitors Gained (Website) Unique visitors refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit.	2.1M
Number of Visits (Website) Number of visits made by all visitors.	4.1M
Website Hits Any files requested from the server (including files that are "Pages")	158M
Social Media Following Combined following	466K+
Event Promotions (Shows promoted through our website, media and events we have attended)	20K+
Photo Coverage (Albums) Total covered throughout the years. Previous years albums are archived to save on bandwidth and disk space and to help optimize the website.	400+
Photo Coverage (Photos)	200K+

Large shows we have promoted over the years with success:

- Motor Trend International Auto Shows (Nationwide)
- SEMA Ignited (The SEMA Show after-party)
- Pep Boys Speed Shop Events (Nationwide)
- Carlisle Events (East Coast)
- NOPI Nationals (Nationwide)
- Import Face-off (Nationwide)

*Thousands of local events and charities (Nationwide)

REVIEW

Our primary goal is to build relationships with businesses throughout the automotive industry. We have worked hard over the past few years to build a following and make a name for our brand and we will continue to build on that foundation. We are always looking to evolve, but to do that we need to expand our network and surround ourselves around good people.

Brand recognition is our mission. We have built our following by providing content that car fans want to see. What we are known for is staying true to who we are which is to share all genres and aspects of the automotive industry, whether it is hot rods, imports, euros, trucks, motorcycles, track events, you name it, we support it.

	What worked	Our Goal
Message	Brand Recognition	Your business and product is our #1 goal and we can help promote your business.
Costs	Low overhead. Everything we do is in-house, the technology, the photography, etc.	Our costs are reasonable, our numbers are legit, we do not over inflate our website traffic and we are already attending events, allow us to help promote your product.
Audience	Great response from our target audience.	Continue to expand our network from local shops, car clubs, enthusiasts, etc.

ABOUT OUR CREATOR / FOUNDER

Jeff Cantagallo was born and raised just outside of Philadelphia, PA. A U.S. Navy Veteran who has served our World's greatest Navy and continues to serve our nation.

For the past 26+ years Jeff has taken interest in the automotive customization market, starting out in car audio. In the early 2000s, Jeff's passion took to the next level building a show car himself which, was featured in numerous magazines to include Car Audio & Electronics.

After delving into the car show side of the industry, Jeff took his passion to the next level where he began writing for Street Trenz Magazine and became a contributing Photographer for Performance Auto and Sound magazine.

Jeff's writing skills and passion moved on to writing press releases for the Chemical Guys (Detail Garage) franchise throughout the nation. As a Staff Photographer for Lone Star Throwdown (Texas), Jeff plans to continue to travel to events to capture the moment and share his experience with others!

In addition to his photography and journalist skills, Jeff has consulted for thousands of automotive events throughout the years. From marketing to social media, event layout, judging and the list goes on.

Jeff's goal is to continue to build the carshowz.com brand along with his amazing team and build relationships with other enthusiast throughout the world!

CONTACT

Jeff Cantagallo

Proprietor, CarShowz.com

Email: jeff@carshowz.com

Cell Phone: 240.472.5684

CarShowz.com

PO BOX 898

Severna Park, MD. 21146

