

HORNETS NEST AUTO FEST



WELCOME TO THE SOUTHEAST'S PREMIER COLLECTOR CAR FLEA MARKET AND SWAP MEET, THE LARGEST EVENT OF ITS KIND IN THE REGION. WITH THOUSANDS OF VENDORS OFFERING A DIVERSE ARRAY OF CLASSIC CAR PARTS, MEMORABILIA, AND VINTAGE TREASURES, WE DRAW IN TENS OF THOUSANDS OF SPECTATORS OVER A THREE DAY WEEKEND.



AT ONE OF OUR SHOWS, YOU CAN EXPECT TO MEET SEASONED COLLECTORS, RESTORATION ENTHUSIASTS, AUTO PROFESSIONALS, DIYERS, AND ADMIRERS OF ALL THINGS AUTOMOTIVE. OUR FLEA MARKET AND SWAP MEET PROMISES AN UNFORGETTABLE EXPERIENCE FILLED WITH EXCITEMENT AND RARE FINDS THAT ATTRACT A VIBRANT COMMUNITY OF PASSIONATE CAR LOVERS.



TIME TESTED

THE HORNETS NEST REGION OF AACA HAS BEEN DEDICATED TO PRESERVING AUTOMOTIVE HISTORY SINCE 1967, HOSTING SHOWS AT THE CHARLOTTE MOTOR SPEEDWAY SINCE 1978. NEARLY 500 PASSIONATE AND COMMITTED MEMBERS VOLUNTEER COUNTLESS HOURS TO CREATE AN ATMOSPHERE THAT UNITES SPONSORS, VENDORS, AND SPECTATORS. THEIR EFFORTS ENSURE THAT OUR HOBBY AND INDUSTRY WILL THRIVE FOR YEARS TO COME.

PARTNER

THE WALL STREET JOURNAL REPORTED ON MAY 13, 2024, THAT BRANDS ARE INCREASINGLY ABANDONING TV ADVERTISING DUE TO SHRINKING AUDIENCES. ADDITIONALLY, STUDIES SUGGEST THAT 14-35% OF SOCIAL MEDIA AD CLICKS ARE FAKE. INVEST YOUR MARKETING DOLLARS IN REACHING REAL PEOPLE WITH GENUINE INTEREST IN YOUR MARKET SEGMENT. PARTNER WITH HORNETS NEST TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE.

WHO

BASED ON INDUSTRY METRICS, OUR OWN EXPERIENCE, AND ONLINE DATA, OUR AVERAGE ATTENDEE IS A 60-YEAR-OLD MALE WITH AN ANNUAL INCOME OF \$90,000 AND A NET WORTH JUST OVER \$1 MILLION. HE TYPICALLY OWNS TWO COLLECTIBLE OR PROJECT VEHICLES (AT LEAST THAT HE'S WILLING TO TELL HIS WIFE ABOUT). THESE ATTENDEES ARE HANDS-ON, RESPECT CRAFTSMANSHIP OF THE PAST, HAVE A RELUCTANT INTEREST IN NEW GADGETS, AND SEEK QUALITY AT A VALUE PRICE POINT.

OPPORTUNITIES

OUR GOAL IS TO HELP YOU CONNECT
WITH YOUR TARGET MARKET. WHICH
SPONSORSHIP OPTION BEST FITS YOUR
GO-TO-MARKET STRATEGY?

TITLE SPONSOR

PARTNER SPONSORS

SPECIAL AREA SPONSORS



POSSIBILITIES



- BRANDED MARKETING ON PRINT AND SOCIAL MEDIA ADVERTISEMENTS
- BRANDED BANNERS AND SIGNS DURING THE SHOW
- POSITIVE ASSOCIATION WITH THE ORGANIZATION
- BRANDED TENTS AND CARTS
- NAMED HOSPITALITY AREA
- BRANDED TICKETS AND WINDOW PARKING DECALS
- CHANCE TO HAND OUT SWAG
- COMPLIMENTARY SHOW SPACES AND TICKETS



CONTACT

HORNETS NEST REGION
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TO UNITE AND SERVE
CLASSIC CAR ENTHUSIASTS,
SUPPORT VENDORS AND
FRIENDS OF THE HOBBY,
AND INSPIRE FUTURE
GENERATIONS, PRESERVING
THE LEGACY AND PASSION
FOR THE CLASSIC CAR
INDUSTRY.

