

Presentation to Town Council
By Alana Cara Hurov
April 2024



Title Sponsors

PFAFF
For the love of the road™

McLaren
TORONTO



Overview

- August 9th, 2024
- Event: 1 – 5 p.m.
- Luxury car show featuring: McLarens, Porsches and luxury vintage cars.
- Request:
 - Queen Street closure from King to Victoria
 - Closure from: 11 a.m. to 6 p.m (for set up & tear down)



Supporting Queen Street

We are partnering with Queen Street businesses to sell car/McLaren themed food:

- Ice cream
- Popsicles
- Chocolate
- Candy
- Fudge
- Drinks

** Featured vendors will be outside **



Supporting local



PELLER
ESTATES

- ❖ Peller Estates will be hosting “The Official Opening Night Party” on August 8th 2024.
- ❖ Sponsored private parties will also be held on August 9th, 2024.

Safety/Execution

- ❖ Roping around cars
- ❖ Off Duty / Paid Police officers on-site
- ❖ Volunteers will walk beside moving cars.
- ❖ Volunteers will hold ropes to prevent crowds from walking next to moving cars.
- ❖ Volunteers at the event to answer questions from attendees.





Proven success

The McLaren Street Party in June 2023 attracted over 3k people to Old Town and garnered over 15 news articles nationally.

[Thousands pack Queen Street](#)

[More than 1 million dollars parades along Queen Street.](#)

[McLaren supercars make pit stop in NOTL](#)

[Canada's only McLaren Automotive 60th anniversary celebration coming to Niagara On The Lake.](#)

[Luxury sportscars and vintage British autos taking over street in Niagara On The Lake.](#)



NOTL Tourism Strategy

- ❖ Destination Marketing
 - ❖ Creating experiences and branding the town as a premium destination.
 - ❖ Partnering with one of the top car brands in the world.
 - ❖ Attracting ultra high net worth guests and luxury car enthusiasts.





Marketing Plan

❖ Digital Marketing

- ❖ Paid Meta Ad Campaign
- ❖ Instagram @Niagara5000
- ❖ Facebook @Niagara5000
- ❖ LinkedIn @Niagara5000

❖ Partnerships / Sponosrs

❖ Publicity

- ❖ Print, Television, Car publications

The image features a close-up, top-down view of a blue fabric with a ruffled or pleated texture. The fabric is arranged in a circular pattern, with the ruffles creating a sense of depth and movement. The lighting is soft, highlighting the fine texture of the material. In the center of the image, the words "THANK YOU!" are printed in a clean, white, sans-serif font. The text is centered both horizontally and vertically, standing out prominently against the blue background.

THANK YOU!