

Jaguar Owners Club Inc., Los Angeles
International Jaguar Festival 2018
Oct31-Nov4/SantaBarbara93103

Jaguar Owners Club Inc., Los Angeles

IJF EVENT: Revision, 15d, January 19, 2018

Event Description and details:

International Jaguar Festival, a JCNA national sanctioned event

The Jaguar Clubs of North America (JCNA) have initiated an International Meet in 2016 which encompassed a national competition in Concours d'Elegance- Champion and Driven divisions, Slalom, and Rally. The Jaguar Owners Club, Los Angeles, was asked by the JCNA BOD at the 2017 AGM, Vancouver BC, to propose an event in the Western Region.

JOCLA has extensive expertise in organizing and staging such an event with such magnitude, planning, and financial management. The following is the PROPOSAL submitted for the 2018 International Jaguar Festival at the **HILTON SANTA BARBARA BEACHFRONT RESORT**. JOCLA is proposing to include Jaguar new products and Land Rover new products as part of the event and display areas. Current and vintage Land Rover owners are invited to participate in this event. Event outline has been endorsed by the JCNA BOD, JOCLA BOD, and the Western Region Marketing Manager JLR.

IJF/JOCLA organizing and operations Club Committee:

Jaguar Owners Club, Inc., Los Angeles JCNA #04, www.lajagclub.com, www.ijfsantabarbara.com

President Jim Friel, jfriel@fullerton.edu,

1st VP- Mark Mayuga, markmayuga@verizon.net

2nd VP- Donte Neal, donte.neal@aol.com

Treasurer- Gene Cohen, gene@5starcpa.com

Secretary- Judy Graven, jgraven37@gmail.com

IJF Event Chairman M. Mark Mayuga, **Corporate Relations, PP**, markmayuga@verizon.net, 909.772.1075, Past President and 2018 1st Vice President,

Overall Events Administration Coordinator Judy Graven (2018 JOC Sec.), Past President, Chairman Western States Meet, (626) 239-6010, jgraven37@gmail.com

Event Public Relations Donte Neal (2nd VP, Membership) donte.neal@aol.com

Budget/accounting Judy Graven, Gene Cohen,

Registration/Event Reservations Anne Murphy, Linda Wright, Jen Zavos (IEJC), Harriet Hallums, Carolyn Quadt, Betty Friel,

Concours Chairman Mark Hodges (SDJC) Admin. and Registration SDJagClubWebmaster@outlook.com

Chief Judge Charlie Hallums (JOCLA) Past President chash3@cox.net

Winery Touring Sandy X. Mayuga, smayuga@verizon.net

Touring, Rally Jack Rabell (SDJC), Linda and Todd Wright, Ralph Gidwitz,

Photo/Video Charles Anton, Charley.Anton@yahoo.com

Corporate Relations/premiums Mark Mayuga, Steve Kirby (Past Presidents), sackirby@pacbell.net

Slalom Jim MacLaughlin, Maurice Mandel, Dominic Valvano, Howard Smith (JAG)

Concours Tally Anne Murphy-Deloris Mayuga, Dorothy Smith (JAG),

HILTON SANTA BARBARA BEACHFRONT RESORT, Hotel Check-In, Committee Members JOCLA, JAG Welcome Committee

Event Press Advertising/Public Relations Donte Neal, Kevin Easton, Mark Mayuga, Staff (TBD),

JCNA Committee Interface- Mark Mayuga, Jim Friel,

Event Schedule:

Event Dates: 2018 October 31 Wed., November 1 Th., 2 Fri., 3 Sat., 4 Sun.

Event Locations:

Petersen Automotive Museum*, Los Angeles (October 31) museum/vault tour, dinner

Santa Barbara California, County of Santa Barbara

HILTON SANTA BARBARA- Event HQ, Concours site, Awards Dinner, JLR Presents

Slalom Site- Santa Barbara Bowl (TBD)

JCNA Rally- Santa Barbara, Lompoc, Santa Ynez Valley Wine Country

Rally End and Picnic Lunch- Downtown Los Olivos, Coquelicot Winery Tasting room

Wine Tour- Starting from Downtown Los Olivos, 3-5 locations

Saturday Luncheon Awards Location- Los Olivos, Coquelicot Winery and Tasting Room

Saturday "MONTE CARLO NIGHT", Reagan Room, buffet, prizes, wine tastings

Sunday Farewell Brunch at HILTON SANTA BARBARA or SB JLR Dealer

Event Host Hotel: **HILTON SANTA BARBARA BEACHFRONT RESORT-** Santa Barbara, Cabrillo Avenue, Sterns Beach, Santa Barbara CA

Event Host Hotel Contact: Denise Dibble (805) 884-8509, Denise.Dibble@Hilton.com

Event Headquarters and SWAG Center: Rm 322, Rotunda level, Mark Mayuga Room, Hospitality Suite

HOTEL INFORMATION and RESERVATION LINK:

Information? - 877-893-0892, Room Res: <http://aws.passkey.com/e/49537591>

Event SPONSORSHIP OPPORTUNITIES:

contact Mark Mayuga-(909) 772-1075, markmayuga@verizon.net

EVENT DESCRIPTION/OUTLINE/MANAGEMENT:

0. **WEDNESDAY**, 10/31 (Mark Mayuga, Judy Graven)

***SPECIAL EVENT, PETERSEN AUTOMOTIVE MUSEUM TOUR, LIMIT 100**

Come early and enjoy the General Museum Tour, Fee

1700-1830 Special VAULT TOUR, Fee

1830-2100 **Evening Dinner**, speaker panel discussion on car collecting, future values, insurance

JLR Presentation, Sponsors Presentations

1. **THURSDAY**, 11/1 Santa Barbara, caravan to HILTON SANTA BARBARA BEACHFRONT RESORT,

Event location/route PCH 1, Santa Monica Mountains, (Ralph Gidwitz)

0930-1030 Caravan to Santa Barbara with Coffee Break at the new Thousand Oaks Dealer site via Highway 1 and the Santa Monica Mountains

1200-1330 Caravan to SB JLR dealer for gourmet food truck luncheon

1600- Hotel Check-in, HILTON SANTA BARBARA BEACHFRONT RESORT

1300-1600, **JCNA Slalom**, location (*tentative Santa Barbara Bowl*) (Jim MacLaughlin)

1300-1600 **JLR RIDE AND DRIVE EVENT** (*planning Brian Sim Mktg JLR*) HILTON SANTA BARBARA LOBBY

1200-1800, **Event Registration** Thursday in HILTON SANTA BARBARA Main Lobby

1730-1900, **JCNA-JOCLA-JLR Welcome Reception** on the Rotunda, overlooking Santa Barbara/Sterns Beach, JLR Car Display, Sponsors Presentations, HILTON SANTA BARBARA, *Dinner on your own at Santa Barbara Restaurants (see recommended list)*

2. **FRIDAY**, 11/2 HILTON SANTA BARBARA, **Concours "On the GREEN"**, (Mark Hodges, Charlie Hallums, committee) **Champion** and **Driven Classes, Display** only, vendors, sponsors

0600-0730, place cars on front lawn area, Cabrillo Blvd/Sterns Beach (STAFF JOCLA, JAG, IEJC)

0700-0930, Breakfast Hotel Restaurant lobby,

0930-1000, Concours Meeting, all participants, volunteers, Car Owners and Judges, Reagan Room, **Mandatory participation**

1000-1500, Concours on front lawn along Cabrillo Avenue, judging begins

1130-1300, lunch, **HILTON SANTA BARBARA** Restaurant, *on your own*

1000-1500, shopping Downtown Santa Barbara (self-guided) day shuttle into downtown SB

1830-2100, End of Day Concours Awards Reception and Banquet, JCNA Welcome, JLR Presentation, Sponsors Presentations Reagan Room, Concours Awards

3. **SATURDAY, 11/3 JCNA RALLY/ Scenic Tour Option** (Jack Rabell, SX Mayuga, Charles Anton, Linda and Todd Wright committee)

0700-0830, Rally/Scenic Tour buffet breakfast, drivers meeting, Reagan Room

0900-1200, begin JCNA Monte Carlo Rally, Santa Barbara, Montecito, Lompoc, Santa Maria, Buellton-Solvang, Los Olivos (end) Scenic Tour for non-rally participants

1230-1400, Rally/Slalom Awards, Garden Picnic Luncheon, Los Olivos, **COQUELICOT WINERY**

1400-1800, Winery tours begin, three select routes, self-guided tour of Solvang, Downtown Los Olivos, Santa Ynez Mission, and other points of interest

1700-, return to Santa Barbara via San Marcos Pass Road (154) or State Route (101),

"MONTE CARLO NIGHT" **HILTON SANTA BARBARA**, buffet, charity benefit, prizes, wine tastings, flip-flops or black-tie, up to you, benefit for JLR Program "Join the Regiment", Veterans

4. **SUNDAY, 11/4 (committee)**

0830-1030, Farewell Brunch, Club Awards, Grand Prizes, **HILTON SANTA BARBARA**, last minute shopping State Street

COMMITTEE ASSIGNMENTS:

- a. **CONCOURS COMMITTEE- Mark Hodges (Chairman Registration), Charlie Hallums (Chief Judge), Judges, Tally, Runners, Placement, Scrutinizer, Display Area**
- b. **“EVENT COMMITTEE/STAFF- TBD, Donte Neal (2nd VP) to supply names, recruitment**
- c. **HOSPITALITY TEAM- Graven, reception, registration, shopping safari, info packets**
- d. **RALLY/TOURING TEAM- Rabell (SDJC), Todd/Linda Wright, SX Mayuga, JCNA Rally, Wine Tour of Santa Ynez Wineries**
- e. **SLALOM- Jim MacLaughlin, Maurice Mandel, Dominic Valvano- Layout, timers, equipment, support (Santa Barbara Bowl) JCNA Equipment**
- f. **JLR Sponsorship, Brian Sims JLR Marketing, Irvine**
- g. **Jaguar Land Rover combined event, JLR**
- e. **JLR Veterans Careers, “Join the Regiment” program, Jeff Jennings JLR HQ**
- f. **Dealer sponsorship local/region, Brian Sim JLR, Thousand Oaks and Santa Barbara**
- g. **Advertisers, underwriting, individual event sponsorship (committee)**
- h. **SWAG- Kirby, Quadt, committee**
- i. **Donations to charity, “Join the Regiment”**
- j. **Ride and Drive Opportunity from JLR, F-PACE, E-Pace, XE-SR, F-type, Velar, Discovery**
- k. **New Model Intro, E-PACE, XF SPORTBRAKE, Land Rover-Brian Sim**
- l. **Administration-Budget- Judy Graven, Gene Cohen**
- m. **Trophy Sponsorship opportunities- Concours, Rally, Slalom**
- n. **Kick-off Event, Peterson Museum Dinner and Tour, (Heacock Insurance, Easton Robertson Insurance)**
- o. **JCNA MEMCOM, JCNA membership committee, Nedra Rummell Chairman, nedra@rummells.com**