

MANHATTAN BEACH

CARS & COFFEE

EST 2015!

Brand Partnership Opportunities –

Spring 2026

manhattanbeachcarsandcoffee.com



MANHATTAN
BEACH C & C
EST. 2015

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WHO WE ARE

Where Passion Meets the Pacific

Our monthly Cars & Coffee gathering brings together 400+ enthusiast vehicles and 1,000+ attendees from across the South Bay, Los Angeles, and the broader West Coast automotive community.

We are more than a meet — we are a cultural touchstone for the automotive enthusiast world. From classic American muscle to rare European exotics, each event showcases extraordinary vehicles alongside the passionate people who drive them.

With a strong in-person audience and growing digital reach, brands have the opportunity to connect directly with a highly engaged, high-affinity demographic.

THE EVENT

Manhattan Beach Cars & Coffee

TIME

7:30 AM – 10:00 AM

Last Saturday of Every Month

ATTENDANCE

1,200+

Enthusiasts Per Event

ADMISSION

Free

Open to All Makes & Models



***The Point Shopping Center – Parking Lot
850 S. Pacific Coast Highway, El Segundo, CA***

THE TEAM

The People Behind the Show



Connor Wohl

Co-Founder · Event President

Co-founded MB C & C after producing Manhattan Beach's first official car show. Oversees logistics, marketing & sponsorships. B.A. Indiana; M.S. Santa Clara. Director, Premiere Estates International.



Aidan Nesicolaci

Co-Founder

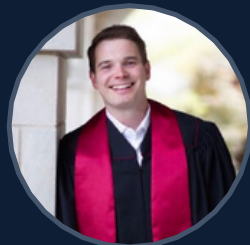
Drives MB C & C's digital presence and community growth. 10+ years in the automotive industry. B.A. & M.B.A. Marymount California University. Operations Specialist at Singer.



Ryan Magee

Event Photographer

Freelance automotive photographer from Redondo Beach capturing every event through a full-frame Nikon mirrorless system. With MB C & C since August 2022.



Zachary Wohl

Event Director

Expanded MB C & C through web development, content & community outreach as four-time Mira Costa class president. Helped bring the event to an entirely new generation of enthusiasts.



Ben Frische

Director of Partnerships

Spearheading the growth of MB C & C's presence in the community and collaborations. Ben has spent the last 5 years working in the consumer space building and distributing brands. B.A. Indiana. Account Executive at Ghost.

SOCIAL PRESENCE

8,150

Followers

190

Posts

547

Following

Sponsorship Overview

“The South Bay’s Premier Car Event”

Manhattan Beach Cars & Coffee offers direct access to a highly engaged and affluent automotive audience across Los Angeles’ most desirable coastal and urban markets.

Audience & Reach

- 330,000+ Instagram impressions every 90 days
- 1,000+ Facebook followers with active engagement
- 1,000+ subscriber email database of Los Angeles–based car enthusiasts
- Active YouTube channel featuring event coverage and curated content

In-Person Exposure

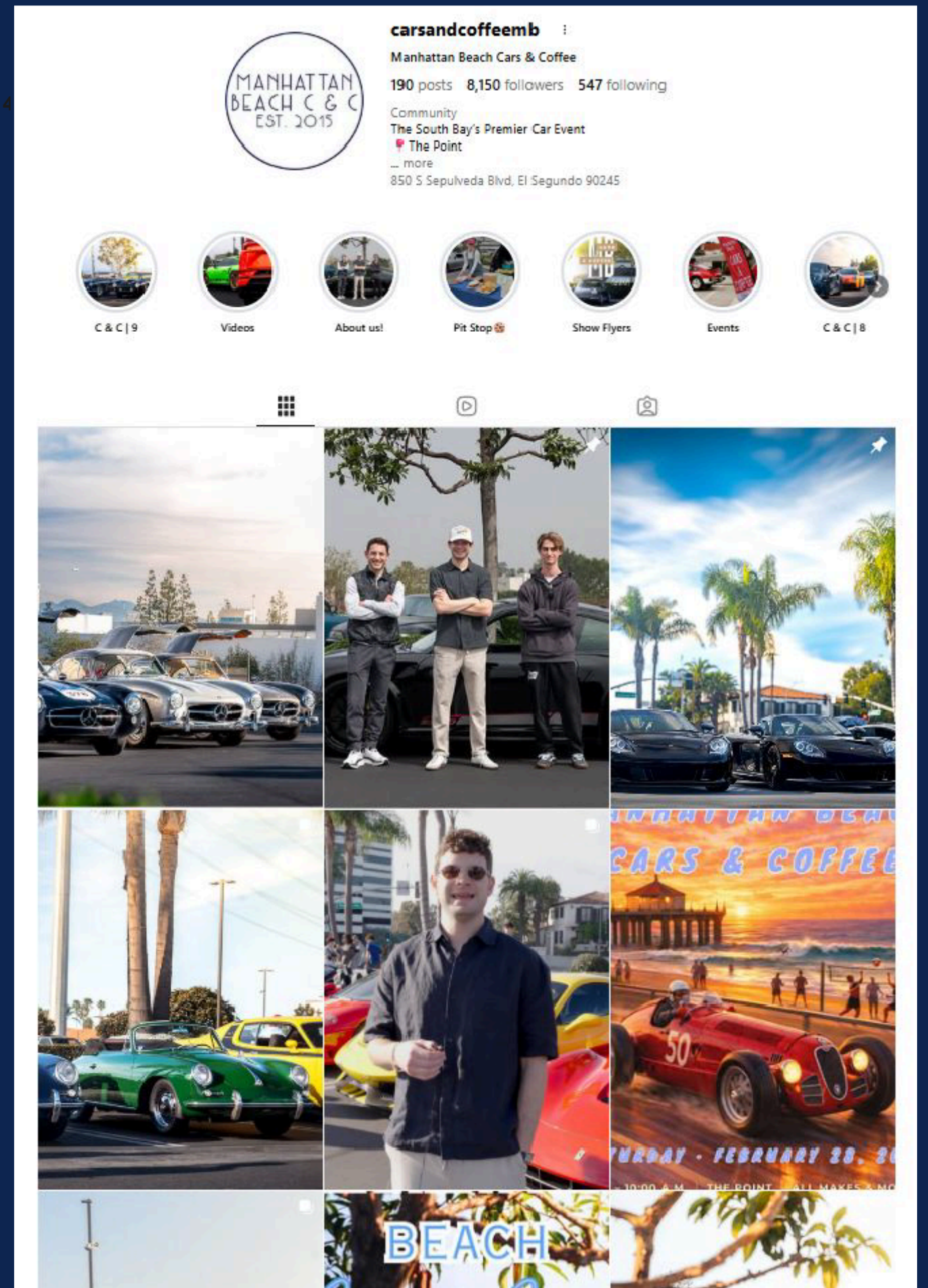
- 400+ vehicles per event
- 1,200+ attendees, including collectors, enthusiasts, and industry professionals

Targeted Market Reach

- Direct exposure to audiences across DTLA, South Bay, Palos Verdes, Torrance, Gardena, Santa Monica, and the Westside

Our platform provides sponsors with consistent, high-quality visibility through both digital channels and in-person engagement within a curated enthusiast community.

@carsandcoffeemb



OUR AUDIENCE

Real People. Real Reach. Real Passion.

400+

Enthusiast Vehicles Per Show

1000+

Attendees Per Event

South Bay

Geographic Reach

8,150+

Instagram Followers

300K+

Social Media Impressions / 90 Days

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You're Reaching the Right People

AGE

25 – 54

Core Audience Range

Under 25	~10%
25 – 34	22%
35 – 44	26%
45 – 54	24%
55+	18%

LOCATION

~55% **South Bay Core**
Manhattan, Hermosa & Redondo Beach

Greater LA
~30% El Segundo, Torrance, Culver City

West Coast Visitors
~15% OC, San Diego, Ventura & beyond

INCOME

\$193K

Median HH Income · Manhattan Beach

Avg. HH Income	\$290K+
Earn \$200K+/yr	48.9%
Earn \$150K+/yr (S. Bay)	57%
Median Home Value	\$2M+
Per Capita Income	\$113K

Three Ways to Collaborate

Event Partner

\$250
per show

1. Logo Placement on Event Flyer & Marketing Collateral
2. Email Newsletter Feature — Logo Placement with Direct Website Link
3. Dedicated 10' x 10' Booth at MB Cars & Coffee

Show Sponsor

\$400
per show

1. Logo Placement on Event Flyer
2. Two Pre-Event Email Features to Our Community
3. Custom Brand Story on Instagram & Facebook
4. Premium Booth Placement in High-Traffic Area + Two Reserved Display Spaces

Strand Level Sponsor

\$4K–\$8K
annually/custom

1. Year-Round Flyer & Monthly Email Recognition + Official Sponsor of Manhattan Beach Cars & Coffee
2. 6 Social Stories + 4 Annual Posts (Instagram & Facebook)
3. Full-Year On-Site Activation – Booth at All 12 Shows + 2 Reserved Spaces Monthly

READY TO
PARTNER?

Let's Build Something Together

Manhattan Beach Cars & Coffee delivers something rare: an authentic, enthusiast-driven community with unmatched local loyalty and a growing digital footprint.

Authentic Community — No ads. People who genuinely love cars.

Growing Platform — 300K+ impressions every 90 days and climbing

Exclusive Access — Limited sponsorship tiers — your brand stands alone

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CONTACT US

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