



COMMUNITY PARTNERSHIP GUIDE

Building Community One Sunday Morning *at a Time.*

Cars Bring Us Together. Community Keeps Us Coming Back.

FOUNDING CAMPAIGN

2026 — 2027



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“Community is built one conversation, one handshake, and one shared experience at a time.”

— EDMONDS CARS & COFFEE



A LETTER FROM THE FOUNDER

Welcome to Edmonds Cars & Coffee



Thank you for taking the time to learn about the community we're building together. Whether you're considering becoming a Community Partner, volunteering your time, supporting a future initiative, or simply learning more about who we are, I hope this guide provides a meaningful introduction to our organization and the community we're building together.

Over the following pages, you'll discover the story behind Edmonds Cars & Coffee, the values that guide us, the impact we're making throughout our community, and the vision we're building for the future. You'll also learn how Community Partnerships help sustain our organization, the opportunities available to businesses and individuals, how our partners are recognized throughout the year, and the many ways we're working together to strengthen Edmonds.

When I started Edmonds Cars & Coffee, my goal wasn't to create the biggest car event. It was to create one of the most welcoming, inclusive, and community-centered gatherings in the Pacific

Northwest — a place where everyone feels they belong.

Since that first gathering, Edmonds Cars & Coffee has grown organically into one of Edmonds' favorite community traditions, welcoming hundreds of attendees and vehicles throughout each season. Along the way, we've expanded beyond our monthly gatherings with live local music, community partnerships, volunteer opportunities, official merchandise, a new website, and now our inaugural Community Partnership Program.

Most importantly, I hope you'll discover that this is about far more than automobiles. It's about creating a place where neighbors connect, local businesses thrive, friendships grow, volunteers find purpose, and community comes first.

I'm grateful you've taken the time to learn about Edmonds Cars & Coffee, and I invite you to become part of the next chapter of our story.

~ *Kimberly Shay, Founder*





OUR STORY

The Story Behind Edmonds Cars & Coffee

Some of the best things in life begin with a simple idea. Edmonds Cars & Coffee started as a Sunday morning gathering — a place for neighbors, enthusiasts, and passersby to share coffee, conversation, and a genuine appreciation for the vehicles that have shaped generations.

Held on the first and third Sundays of each month from April through September at Salish Crossing in Edmonds, the gathering has grown organically and now regularly attracts hundreds of attendees and hundreds of vehicles from throughout Snohomish, King, and Kitsap counties.

What began as an informal meetup has become one of Edmonds' most beloved recurring community traditions — welcoming families, first-time visitors, longtime collectors, and everyone in between. It is a space where classic muscle sits beside vintage European sports cars, where restored trucks tell stories of a Pacific Northwest era, and where the coffee is always brewing.

In 2025, Edmonds Cars & Coffee formally organized and began laying the groundwork to expand programming, deepen partnerships with local businesses, and steward the event for the community it serves.



EDMONDS WATERFRONT •
FERRY CROSSING ON PUGET
SOUND

EDMONDS CARS & COFFEE AT A GLANCE

FOUNDED

December 2025

SPECIAL EVENTS

December & February

REGULAR SEASON

April – September

FREQUENCY

1st & 3rd Sundays

LOCATION

Salish Crossing,
Edmonds

REACH

Snohomish, King,
Kitsap Counties &
Beyond



BY THE NUMBERS

A Community, in Numbers

400+

ATTENDEES PER GATHERING

A growing Sunday-morning crowd of neighbors, families & enthusiasts

300+

**VEHICLES SHOWCASED
ONGOING**

Classics, muscle cars, American, European, Japanese, specialty, modern, supercars, trucks & motorcycles alike

3

COUNTIES REPRESENTED

Snohomish · King · Kitsap

12

SUNDAYS EACH SEASON

1st & 3rd Sundays, April – September

“The gathering has grown organically into one of Edmonds’ favorite community traditions.”



WHAT WE STAND FOR

Mission, Vision & Values

MISSION

To strengthen community by bringing people together through automobiles, coffee, conversation, local businesses, and shared experiences.

VISION

To become one of the Pacific Northwest's premier community gatherings while remaining authentic, welcoming, and deeply rooted in Edmonds.

VALUES

Community First

Inclusivity

Supporting Local

Stewardship

Authenticity

Responsible

Ethical

Adaptable

“Where you live matters.”



COMMUNITY IMPACT

More Than a Car Show

Edmonds Cars & Coffee is a community-first organization. Every gathering is designed to foster real connection between neighbors, small businesses, volunteers, and enthusiasts.



Live Local Music

Featuring Pacific Northwest musicians at every event.



Volunteer Opportunities

Meaningful roles for community members of all ages.



Family-Friendly Programming

A welcoming atmosphere for every generation.



Local Business Promotion

Elevating the small businesses that make Edmonds unique.



Community Partnerships

Building lasting relationships across our region.



Classic Car & Motorcycle Show

Proud participation in the Edmonds Chamber of Commerce Annual Classic Car & Motorcycle Show.



YOUR INVESTMENT AT WORK

Where Your Support Goes

Every dollar contributed by a Community Partner is thoughtfully reinvested into the experiences, operations, and future of Edmonds Cars & Coffee.

01

COMMUNITY
EXPERIENCE

- Live local music
- Family-friendly programming
- Volunteer appreciation
- Community engagement

02

EVENT OPERATIONS

- Insurance
- Permits & licensing
- Safety equipment
- Site logistics

03

ORGANIZATIONAL
GROWTH

- Marketing & outreach
- Website & communications
- Program development
- Organizational compliance

“A community-supported, volunteer organization, reinvesting support dollars back into Edmonds and other like and non-profit local organizations.”



Meet Kimberly Shay



My love of cars began long before Edmonds Cars & Coffee.

Growing up, I spent countless hours in the garage with my dad, Larry, and my brother, David. I handed my dad tools, watched him solve problems, and learned that every vehicle has a story to tell. Some of my favorite memories were weekend drives in his 1955 Chevrolet, learning to drive in his 1966 Buick Skylark Gran Sport, and later restoring my first car—a 1964½ Ford Mustang. Those experiences instilled in me a lifelong appreciation for craftsmanship, history, and the connections automobiles create between people.

Today, those memories continue to come full circle. My brother is currently restoring both my dad's 1955 Chevrolet and his 1966 Buick Skylark Gran Sport. I look forward to the day he drives them up from Oregon so they can be part of Edmonds Cars & Coffee—a fitting tribute to where this journey first began.

That journey eventually led me to my sapphire blue 1957 MGA, Priscilla, and deeper involvement in the collector car community through the All-British Meet and the international MGA community. Along the way, I realized something important:

Cars sparked the conversations, but people were always the best part.

For nearly three years, one question stayed with me:

Why doesn't Edmonds have a regular Cars & Coffee gathering?

Edmonds has long been known for its annual Classic Car & Motorcycle Show, but I believed there was room for something more—a welcoming place where people could

gather throughout the season, share stories, support local businesses, and build friendships.

Owning Priscilla rekindled a dream that had been on my mind for years and inspired me to finally bring Edmonds Cars & Coffee to life.

In October 2025, I reached out to Steve Hansen with an idea. I believed Salish Crossing was the perfect location for a community gathering unlike anything Edmonds had experienced before. After sharing my vision, Steve enthusiastically said yes. That simple conversation became the beginning of Edmonds Cars & Coffee.

Throughout my career in retail and technology sales, and later as a yoga and Pilates instructor, sailor, real estate broker, and community volunteer, I've watched different parts of my life naturally intersect. A yoga student becomes a sailing friend. A real estate client becomes an Edmonds Cars & Coffee volunteer. Those unexpected connections have always been my favorite part of every community I've been fortunate to be part of.

That intersection of people, passions, and purpose is what Edmonds Cars & Coffee was built upon.

Today, when I look across the parking lot on a Sunday morning, I don't just see remarkable automobiles. I see neighbors meeting for the first time, families creating traditions, local businesses welcoming new customers, musicians sharing their talents, volunteers stepping forward, and a community growing stronger together.

That's why Edmonds Cars & Coffee exists.

Because cars bring us together, but community keeps us coming back.



PARTNERSHIP OPPORTUNITIES

Four Ways to Build the Community

Choose the level of investment that best fits your business. Every tier includes meaningful recognition and deep community engagement.

BENEFIT	SUPPORTER \$250	PARTNER \$750	PREMIER \$1,500	FOUNDING \$3,000
Logo on ECC website	✓	✓	✓	✓
Group social recognition	✓	✓	✓	✓
Certificate of Appreciation	✓	✓	✓	✓
Partner Appreciation Breakfast	✓	✓	✓	✓
Individual business spotlight	—	✓	✓	✓
Partner Directory listing	—	✓	✓	✓
Raffle contribution opportunity	—	✓	✓	✓
ECC merchandise item	—	✓	✓	✓
Premium website placement	—	—	✓	✓
Logo printed on event signage	—	—	✓	✓
Multiple social features	—	—	✓	✓
Featured business story	—	—	✓	✓
Booth opportunities	—	—	✓	✓
Premier merchandise package	—	—	✓	✓
Permanent Founding recognition	—	—	—	✓
Homepage recognition	—	—	—	✓
Exclusive Founding plaque	—	—	—	✓
First right of annual renewal	—	—	—	✓



PARTNERSHIP LEVELS

Community Supporter & Community Partner

Community Supporter**\$250****RECOGNITION INCLUDES**

- ✓ Official Community Supporter recognition
- ✓ Logo on the ECC website
- ✓ Group social recognition
- ✓ Certificate of Appreciation
- ✓ Invitation to Community Partner Appreciation Breakfast

Community Partner**\$750****INCLUDES SUPPORTER + ENHANCED RECOGNITION**

- ✓ Individual business spotlight
- ✓ Event recognition & Community Partner Directory listing
- ✓ Opportunity to contribute raffle items or promotional materials
- ✓ Invitation to Community Partner Appreciation Breakfast
- ✓ Choice of ECC T-shirt or ECC Hat, plus window decal



PARTNERSHIP LEVELS

Premier & Founding Community Partner

Premier Community Partner **\$1,500**

INCLUDES ABOVE + PREMIUM RECOGNITION

- ✓ Premium website placement and logo printed on signage
- ✓ Multiple social media features throughout the season
- ✓ Featured business story on the ECC website
- ✓ Recognition during event announcements
- ✓ Booth opportunities (when appropriate)
- ✓ Community Partner plaque or partner picture frame
- ✓ Premier Merchandise: ECC T-shirt, hat, window decal

Founding Community Partner **\$3,000**

LIMITED

INCLUDES ABOVE + LEGACY RECOGNITION

- ✓ Permanent recognition as a Founding Community Partner
- ✓ Homepage recognition
- ✓ Exclusive Founding plaque and window decal
- ✓ Featured business profile
- ✓ First right of annual renewal
- ✓ Recognition at annual Partner Appreciation Breakfast
- ✓ Priority consideration for future signature initiatives
- ✓ Founding Merchandise: hat, T-shirt, engraved tumbler or premium hoodie.



SPECIAL INAUGURAL OPPORTUNITY

The 2026 Founding Campaign

Businesses joining during the 2026 Founding Campaign receive Community Partner benefits for the remainder of 2026 and throughout all of 2027 — nearly two full years of recognition and community engagement.



Benefits extend through December 31, 2027



First renewal January 2028



No prorated partnership — full inaugural year included



Founding Partner recognition is permanent at the \$3,000 level

ANNUAL RENEWAL

Community Partnerships are annual and renew each January. Founding Partners receive first right of renewal in perpetuity.

Edmonds Cars & Coffee was organized in 2025 and is exploring its future organizational structure, including potential nonprofit pathways. Businesses should consult a tax professional regarding any deductibility or treatment as a marketing or advertising expense.



COMMUNITY PARTNER HIGHLIGHTS

Community Partners



COMMUNITY PARTNER

The Branding Iron

thebrandingiron.us

The Branding Iron has stepped forward as one of Edmonds Cars & Coffee's earliest Community Partners, helping bring our story to life through professionally printed materials, signage, and promotional support.

Their commitment reflects what this program is all about: local businesses investing in experiences that strengthen the community they serve. We are grateful for their partnership and proud to share their story as an example of the impact Community Partners have on Edmonds Cars & Coffee.



COMMUNITY PARTNER

Brands That Sell

brandsthat sell.net

Brands That Sell has helped shape the visual foundation of Edmonds Cars & Coffee, creating the logo, visual identity, and design materials that gave the program a polished and recognizable presence from the start.

As a local digital marketing and design agency, Brands That Sell supports businesses with web design, branding, advertising, and digital marketing that help them look professional, communicate clearly, and connect with their audience.

Interested in being featured next? See page 16 to become a Community Partner.



LOOKING AHEAD

The Heritage Truck Project



A community-owned vintage vehicle, restored and maintained through the generosity and craftsmanship of local businesses.

One of our most ambitious upcoming initiatives is the Edmonds Cars & Coffee Heritage Truck Project — a community-owned vintage vehicle restored and maintained through the generosity and craftsmanship of local businesses.

The Heritage Truck will serve as a rolling ambassador for Edmonds Cars & Coffee, appearing at community events, parades, and gatherings across the Pacific Northwest. Every part, every restoration hour, and every contribution will be documented and credited to the businesses and volunteers who helped make it possible.

More than a vehicle, the Heritage Truck will be a symbol of what can be accomplished when a community builds something together.

HOW TO GET INVOLVED

Businesses interested in contributing skills, parts, or sponsorship to the Heritage Truck Project can indicate their interest at the Premier or Founding partnership level.

AMBASSADOR FOR
Community Events

DOCUMENTED BY
ECC & Community

BUILT BY
Local Businesses & Volunteers

BECOME A COMMUNITY PARTNER



Let's Build Something *Lasting, Together.*

LET'S TALK

Kimberly Shay

FOUNDER, PRESIDENT



206.979.6069



contact@edmondscarsandcoffee.com



edmondscarsandcoffee.com



Edmonds Cars & Coffee - Official



[@edmondscarsandcoffee](https://www.instagram.com/edmondscarsandcoffee)

THANK YOU FOR CONSIDERING A PARTNERSHIP WITH EDMONDS CARS & COFFEE.