

GOLD REVIEW

February 2023 Edition 1



June 2nd & 3rd
Illinois State
University

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Words From Guy

Hello Bloomington Gold family!

Suddenly it is February and **Bloomington Gold** is less than 4 months away! We hope that 2023 has started off well for you and that you too are looking forward to the 2023 Show! **Bloomington Gold** Staff can't wait to see you and all your friends June 2 & 3 in Bloomington, IL. Our staff has been busy preparing to make it a memorable weekend for everyone; from attendees to vendors to volunteers to staff. Due to the amount of information we have to share with you about the upcoming show, the February **REVIEW** is going to be divided into three editions. This first edition, *The Registration Edition*, will give you more information on some of the events that people prefer to pre-register for to avoid lines at the Show.

Thank you to all of our sponsors that continue to support us over the years! And as Spring approaches and you begin to think about adding insurance to your Corvette, Collector Car or entire collection, take a look at what our newest Presenting sponsor, **American Collectors Insurance** can do for you!

So read on! We will chat again next week when we unveil some exciting news about the 2023 Event!



Happy Trails
Guy Larsen
President
AKA Wise Guy

SCHEDULE OF EVENTS

Thursday, June 1st

6:00pm **Gold Gala Reception** in the Bone Student Center (ticketed event) *presented by Corvette Central*

Friday, June 2nd

7:30am Gold Field Parking Opens
8:00am Gates Open
Gold Collection - Bone Student Center
Certification in Redbird Arena
Swap Meet
GoldField
Chevy Dealers
Indoor/Outdoor Vendor Displays
Special Displays
Seminars

11:00am Beer Garden with Music

5:00pm Show Closes

Evening Festivities:

Gold Member Reception at Medici's

Saturday, June 3rd

7:30am Gold Field Parking Opens
8:00am Gold Collection - Bone Student Center
Certification Continues
Swap Meet
GoldField
Chevy Dealer
Indoor/Outdoor Vendor Displays
Special Car Displays
Seminars
11:00am Beer Garden with Music
3:00pm Certification Awards
4:30pm Line Up for Gold Tour
5:00pm **Gold Tour** on Route 66 ending at Block Party in uptown Normal
Hosted by BN Visitors Bureau



REGISTRATION FOR 2023 IS OPEN! June 2nd & 3rd, 2023, in Bloomington, IL.

While these are not all the events that Bloomington Gold has to offer, it is some of the more popular ones that attendees prefer to sign up for ahead of time!

TODAY IS THE DAY!

Buy Your Tickets Online and avoid the lines and gate fees!

2023 Advanced Pricing:

Single Day (good either day) \$25

Weekend Pass- \$45

Parking - Free!



**Note: Tickets will be mailed starting mid-March and will come from Illinois State University.*

[CLICK TO PURCHASE TICKETS](#)

IS 2023 THE YEAR FOR YOUR CORVETTE, CAMARO or RESTO MOD to be Gold Certified®?

Registration for Gold Certified®, SURVIVOR®, and Benchmark® is **OPEN!**

Bloomington Gold is recognized world-wide for its prestigious judging process of Corvettes, and now Camaros and the authentication a **Bloomington Gold Certification** brings to a car. Each year, owners bring their cars to be judged for Certification. The reason for doing so are many, but each has one final goal: to have their car be awarded either **Gold Certified®**, **SURVIVOR®** or the much coveted **Benchmark®** award or **RESTO MOD**.

[CLICK FOR MORE INFORMATION](#)

See **Certification Corner** on pages 8 & 9 for more information about **Bloomington Gold Certification**.

GOLD MEMBERSHIP

Join us as we celebrate **10 years of Gold Membership!** In celebration of 10 years, **Bloomington Gold** is bringing back the **Gold Member pin!**

In addition, **Gold Members** will receive their **Gold Member polo** along with the following:

- 2 weekend tickets,
- Lounge with breakfast, refreshments, snacks and lunch daily
- Entry to the Gold Gala
- VIP Parking
- Friday Reception with give aways

Register today to receive your **Gold Member Gift** before the show!

Cost for Membership
(includes 2 weekend passes)
\$410 Advance
\$435 Starting March 1

[CLICK TO REGISTER](#)



The **Gold Member Pin** is about 1 inch wide.

THE 2023 ROAD TOUR

Remember what a blast you had on the **Road Tour in 2022?** Guess what! We are excited to announce the tour is returning again for 2023! With the word out among attendees and the communities along the route, expect this year's tour to be an extreme thrill ride!

The first 500 registrants will receive a free **2023 Gold Tour License Plate!** Plates will be picked up at the Show in the **Gold Store**.

Cost for the **Road Tour** is \$10 per car.

[CLICK TO REGISTER](#)





REGISTRATION FOR VENDORS!

June 2nd & 3rd, 2023, in Bloomington, IL.

Talk to any vendor that attended the 2022 event and they will tell you that **Bloomington Gold** is **BACK** and an event that your business cannot afford to miss. From *Swap* to *Polish* to *Apparel* to *Cars*, **Bloomington Gold** Vendors sell it all!

Bloomington Gold offers a variety of locations for vendors to choose from, all offer high exposure and good traffic flow. It is up to you to choose the one that is right for you! Following are the display locations available:

Horton Field House - Horton Field House is an inside venue with protection from the elements and secure at night.

East Lot - This is a highly visible, high traffic lot with room for Semi's. In addition to dealer's, Gold Mine and the 50 Year Salute will be parked here.

Swap Meet Lot - The traditional swap meet is back! Spaces are on asphalt and are offered in 18' wide and 18' deep increments. Some of the spots offer shade from trees. Tent rental is also available.

Patio - Rigs & Larger Displays that request or require to be outside will be located on the North side of the East parking lot as well as in between Redbird and Horton Field House. There are also a few 10x10 spots on grass available.

Chevy Dealerships - Leman Chevy City will be the host dealership at the 2023 event offering both new and used Corvettes, Camaros and tow vehicles. Additional dealerships will be displaying in the east lot.

VENDOR SCHEDULE

Vendor Move in: Thursday, June 1
Vendor Gates Hours: 8am-5pm, June 2 & 3

Vendor spots include weekend passes along with parking. Complete details can be found online on the Vendor Contract.

[INFO ABOUT BEING A VENDOR](#)

[CLICK HERE FOR VENDOR MAPS](#)



UPCOMING AUCTIONS

GLENDALE
MARCH 28-APRIL 1

HOUSTON
APRIL 13-15

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Certification Corner

2023 is the year to Gold Certify your Corvette, Camaro or Resto Mod!

Understanding The Gold Standard® of Judging

Our highly qualified judges are known for their knowledge, courtesy and consistency for over 30 years.

For Corvettes:

GOLD CERTIFIED® - Friday, June 2

GOLD CERTIFIED® means that a Corvette has been “preserved in” or “restored to” within 95% of the way it appeared when it left the factory... no better, no worse, no different. A **GOLD CERTIFIED®** car appears as it would have just after completion of ‘Typical Factory Production’.

SURVIVOR® - Saturday, June 3

SURVIVOR® recognizes Corvettes that have been preserved and highly unrestored. “Worn in but not worn out”. For more information, see Bloomingtongold.com/Judging

BENCHMARK®

America’s most prestigious Corvette award. Getting **BENCHMARK®** Certified documents the ultimate standard for unrestored vehicles. To achieve **BENCHMARK®** status, an unrestored Corvette must attain **GOLD CERTIFIED®** and Silver or Gold **SURVIVOR®** in the same weekend.

Resto Mod Certified - Friday, June 2

Resto Mod recognizes the seamless integration of today’s possibilities into yesterday’s performers by applying today’s capabilities and styling enhancements that result in improved styling, handling, performance, and comfort to modern standards while retaining a classic original design. A **Bloomington Gold Certified® Resto Mod** is a Corvette that is modified more than 50% in all four of the following sections: engine, chassis, exterior and interior.

For Camaros:

Camaros Gold Certified® - Friday, June 2

1st Generation Camaros will be judged using the same guidelines that are used for Corvettes: A **GOLD CERTIFIED®** car appears as it would just after completion of “typical factory production.” It means that a Camaro has been preserved or restored within 95% of the way it appeared when it left the factory – no better, no worse, no different. **Bloomington Gold’s** standards for authenticity and condition are clear – the goal is to attain historic perfection, not cosmetic perfection.

REGISTER FOR CERTIFICATION

2023 Certification Schedule for all Categories

Staging - Beginning Thursday, June 1st at 8:00am

Owners Meeting - Friday, June 2nd at 7:45am

Awards Ceremony - Saturday, June 3rd at Redbird Arena

ONLINE REGISTRATION CLOSSES MAY 15th.
REGISTER ONLINE AT BLOOMINGTONGOLD.COM

QUESTIONS OR NEED ASSISTANCE? Contact:

Bethany Brucker, Judging Operations Manager, 309.888.2588, Beth@BloomingtonGold.com

The Value an Authenticated Corvette Brings Buyers at Auction

Something all of us want when making a purchase, especially a large or expensive one, is that we get what we are paying for. In other words, we want what we are buying to be authentic. When we go to a jewelry store and look to buy a diamond, one of the key factors in making the decision to buy is whether the jeweler can prove that the diamond is in fact authentic. To the naked eye, a rock may seem like a priceless, rare diamond. Yet someone that is a total stranger to us, and deemed an expert jeweler, can often look at the diamond and immediately determine if it is authentic and the value it holds on the market.

While jewelers have a process and even tools to prove that what they are selling is authentic, how do buyers of collectible cars get the same reassurance from the seller?

One way to determine the authenticity of a Corvette is to look at the certification that the car has received. This includes judging awards and proof of Certification to name a few. Exactly how does a Corvette receive these valuable and often prestigious recognitions? Through a very thorough judging process, such as the one at **Bloomington Gold Corvettes**. For example, at **Bloomington Gold**, judging is done on four sections of the car: the exterior, the interior, the

chassis and the engine compartment. In addition, the fundamentals are judged which include manufacturer tags and numbers. These together all determine the legitimacy of the car. If the Corvette meets all the set standards, it becomes certified. As a result, a **Bloomington Gold Certified Corvette** is recognized as a high ranking and authentic Corvette with the best “report card” of all the Corvettes, adding value to the car and putting it at the top of the list at the auction.

Before you buy your next gem, make sure what you are buying is authentic, and look for the awards and certification the Corvette has received. At auctions, cars will have their certificates and awards on display; most sellers even have the Corvette’s judging sheet available to review. The reason is simple, these awards and certificates ensure the buyer they are getting an authentic Corvette and they also ensure the seller they will get a higher sale price. Take the time to do a little research and see which of the Corvettes at the auction are certified and in the long run, the time spent will pay off in the value of the Corvette you buy. For more information, stop by the **Bloomington Gold Corvette Corral** at **Mecum Auctions!**



Our Judging Operations Manager

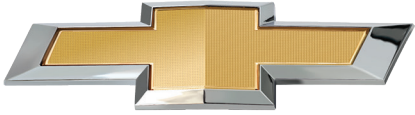
Meet Bethany Brucker. Bethany is your go-to for all questions certified and beyond. Feel free to reach out to her at either Beth@BloomingtonGold.com or text/cell at **309.888.2588**.



Wise Guy Wednesday

A bi-weekly blog that answers day-to-day questions about **Bloomington Gold Certification**. Do you have questions about **Bloomington Gold Certification**? Ask Wise Guy!

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Coming Next Week:

Edition 2 of the February REVIEW:

The unveiling of the theme of the
2023 Gold Collection
presented by **Corvette Central**

