

Tour Delux Rally

2023 Sponsorship Packet



Majestic Mountain Tour - Tuscany Tour - PA Liquor Run - Rally to the Race - Coastal Tour

Tour Delux Rally 2023



TDR is a multi-day vehicle rally for charity. As a Non-Profit Organization, our goal is to support charities that have impacted our personal lives while also providing fun, community focused vehicle events throughout the year. We host 4-5 muti-day rallies each year to different locations throughout the Southeastern United States, and Europe. We focus on building a diverse community, while exploring scenic locations, exciting roads, new experiences, and luxurious destinations. It doesn't matter what you drive, we've hosted everything from Mustangs to McLarens. We focus more on the community of car lovers, than on the specific vehicles they drive. Our rallies are more like automotive-based vacations, not road races.

Tour Delux Rally's 2022 Season was an incredible success and had over 150 rally goers cover a total of 11,000 miles in 10 States - from as far north as Central Pennsylvania to as far south as Key West, Florida. In 2023 we'll be hitting the road again for 5 major rallies and several smaller rallies and events. We'll be traveling as far away as Italy! On each rally, TDR raises money for various charities including Shriner's Children's Hospital, Bold and Beautiful Wigs for Cancer, LETR Special Olympics, and United Way. Since 2021, we've raised over \$60,000 for these charities. Our rallies are exclusive events - we limit our rallies to around 20 teams. This helps us cultivate a close-knit community of friends and offers a level of exclusivity above the competition. It's about the journey, and the friends made along the way!!

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Tour Delux Rally Charities

Tour Delux Rally is a 501c3 nonprofit organization, and we raise money on our rallies for various charities. Our goal each year is to raise more than the year before. In addition to our 4 primary charities, TDR has supported several other local charities, car clubs, restaurants and establishments all over the east coast. One of TDR's goals is to Support Local in all the areas that we visit. In total since 2020, TDR has had a local economic impact of over \$130,000 throughout various communities.



Shriners Hospitals
for Children®

BOLD
& Beautiful
Wigs For Cancer



United
Way



*Over the past 2 years,
we've raised \$20,000 for
Shriners Hospitals*

*Over the past 2 years,
we've raised \$18,000 for
Bold and Beautiful.*

*Over the past 2 years, we've
raised \$11,000 for LETR for
the Special Olympics*

*Over this past year we've
raised \$10,000 for United
Way, Blount County, TN*

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Tour Delux Rally Sponsorship

TDR offers a variety of event sponsorship opportunities that are customized to help you achieve your specific marketing objectives and fit within your budget. TDR also offers a multitude of other regional, and local sponsorship opportunities.

- » *Brand activation*
- » *Sponsor logo placement and mentions on advertising media (flyers, ads, digital marketing, etc.)*
- » *Sponsor logo placement on Premier vehicles (Prime logo placement on cars)*
- » *Interactive advertising opportunities through onsite vendor space*
- » *Banner placement*
- » *Brochure, flyer, and product distribution*
- » *Sponsor recognition announcements during rally*
- » *Activity features (raffles, contests, etc.)*
- » *Dealer and customer networking opportunities*
- » *Over 105,000 followers between all social media accounts TDR Is Involved with*



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2023 Membership Badges



Front



Back

Sponsorship Benefits

Tour Delux Rally is a 501(c3) Nonprofit Organization! This means the IRS has approved us as a tax-exempt charitable organization. Any and all funds/services donated to Tour Delux Rally can serve as a write-off for your business.

Advertising: *Program Advertising offers you the chance to reach potential customers by advertising in TDR Newsletters and emails which contain important sponsor information, event schedules, participant biographies, and more. TDR has Video, Print and Digital advertising covered.*

Event Displays: *On-site Event Displays are available to reach potential customers and increase brand awareness by displaying your name and product(s) to TDR fans/followers. TDR display areas are available for all events and offer a wide range of flexibility to meet your needs. Whether you are looking for account activation, coupon distribution, sampling within your display or lead generation, a TDR Corporate Sales Representative can design a package to meet your specific needs.*

Branding: *Event Branding offers you the opportunity to reach potential customers and increase your brand awareness by exposing your product to loyal TDR fans whether in person, video, on social media, website, or in our newsletter. Branding for your business can be featured on vehicles, turning them into rolling billboards. This alone can generate thousands of impressions as your branding is seen prominently as we travel to various popular locations and tourist destinations. Signage is available on a year-round basis or can be purchased on a per event basis. Whatever type of sign you're looking for; TDR has it available from standard placard signage, brand decal placement on vehicles, to event time banner options at our entrance/exit locations, lunch stops etc.*

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TOUR DELUX RALLY 2023 OVERVIEW



**MAJESTIC
MOUNTAIN TOUR**



**EUROPE
TUSCANY TOUR**



**PENNSYLVANIA
LIQUOR RUN**



**RALLY TO THE RACE
NASHVILLE
GRAND PRIX**



**COASTAL
TOUR**

Majestic Mountain Tour: April 27-30

This rally will be mountain-focused and hit scenic roads with exciting locations. This Rally's route will take drivers through NC, SC, TN, and KY - enjoying activities like a train ride, running the cars down an air strip, and visiting iconic waterfalls. This Rally will be raising money for Shriners Children's Hospital.

This rally is exclusively limited to 20 slots.

Europe - Tuscany Tour: May 27th - June 2nd

Teams will fly to Italy, where they will be given a Classic Mercedes to enjoy for the week.

Participants will spend their week taking day-trips out of Tuscany, enjoying all the sights and tastes the region has to offer. This Rally is sold out, and is in partnership with MBCA - Carolinas.

PA Liquor Run: July 26th to 30th

This Rally will be a laid back venture through the PA Heartlands, exploring unique sites like a Frank

Lloyd Wright house, extensive underground caverns, and a moonshine distillery. This Rally's route will take teams through SC, NC, VA, WV, and PA on scenic back roads. This Rally will be raising money for Shriners Children's Hospital.

This rally is exclusively limited to 20 slots.

12 Cylinder Package

- » *Marketspace exclusivity within TDR (You will be the ONLY brand in your category product space, unless a competitive company has become a lower-tier sponsor prior to your company)*
- » *25 social media promotions across multiple platforms (reach of 105,000+)*
- » *Logo placement on website (12 Cylinder tier) for 12 months*
- » *Logo placement on entire hood of 2 Premium-Level vehicles per-rally (USA Rallies)*
- » *Logo placement on rally related marketing including team shirts, flyers, newsletter, premium merchandise, etc. (12 Cylinder tier)*
- » *Logo Placement on rally vehicle decals (12 Cylinder tier)*
- » *Marketing materials displayed at rally promotional events*
- » *Promotional giveaways from your company given to all rally participants in Swag Bags (you provide)*
- » *Logo placement in rally promotional videos (title tier)*
- » *Tour Title Sponsor: Tour Delux Rally brought to you by "your company"*
- » *TDR Gala Title Sponsor*
- » *Free meal for up to 4 of your staff members at TDR Gala*
- » *Booth setup at Gala, with presentation by your company*
- » *Personalized commercial in 4 promotional rally videos*
- » *2 Pre-rally events at your location (mileage restrictions apply)*
- » *Booth setup at rally events by your company*

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TOUR DELUX RALLY

2023 OVERVIEW



**MAJESTIC
MOUNTAIN TOUR**



**EUROPE
TUSCANY TOUR**



**PENNSYLVANIA
LIQUOR RUN**



**RALLY TO THE RACE
NASHVILLE
GRAND PRIX**



**COASTAL
TOUR**

Music City Grand Prix: August 3-7

This rally will be a top-tier experience, focusing on unmatched luxuries and opulent environments. Teams will travel to the Nashville Grand Prix and enjoy private, air conditioned box-seats overlooking the start/finish line, unlimited food & beverages, and desirable concert tickets for a major country star. Teams will also visit a casino, and enjoy VIP parking with a private dinner on the casino's river walk. This Rally will be raising money for United Way. This rally is exclusively limited to 15 slots.

Coastal Tour: October 11-15

This Rally will offer a relaxing drive along the coastlines of FL, GA, and SC. Teams will enjoy time in different coastline cities to explore and relax as they please. The group will also enjoy an outing to Fort Sumter, as well as a Dinner Banquet on the final night. This Rally will be raising money for Bold & Beautiful Wigs for Cancer. This rally is exclusively limited to 20 slots.

10 Cylinder Package

- » *15 social media promotions across multiple platforms*
- » *Logo placement on website (10 Cylinder tier) for year*
- » *Your company logo/sticker up to 12x14 Inch (you provide) on up to 4 cars per-rally (USA Rallies)*
- » *Logo placement on rally related marketing Including shirts, flyers, newsletter, etc. (10 Cylinder tier)*
- » *Logo Placement on rally decals (10 Cylinder tier)*
- » *Promotional giveaways from your company given to all rally participants in Swag Bags (you provide)*
- » *Marketing materials displayed at rally promotional events*
- » *Logo placement in rally promotional videos (10 Cylinder tier)*
- » *Meal sponsorship at 4 locations: This meal brought to you by "your company"*
- » *TDR Gala presentation with free meal for 2 staff*
- » *Personalized commercial In 2 promotional rally videos*
- » *1 Pre-rally event at your location (mileage restrictions apply)*
- » *Booth setup at rally events by your company*

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8 Cylinder

- » 12 social media promotions across multiple platforms
- » Logo placement on website (8 Cylinder tier) for year
- » Your company logo/sticker up to 10x10 Inch (you provide) on up to 3 cars per-rally (USA Rallies)
- » Logo placement on rally related marketing including shirts, flyers, newsletter etc. (8 Cylinder tier)
- » Logo Placement on rally decals (8 Cylinder tier)
- » Promotional giveaways from your company given to all rally participants in Swag Bags (you provide)
- » Marketing materials displayed at rally promotional events
- » Logo placement in rally promotional videos (8 Cylinder tier)
- » Meal sponsorship at 2 locations: This meal brought to you by "your company"
- » Gala dinner presentation and free meal for 1 staff
- » 10-20 second customized commercial in promotional rally video
- » Pre-rally event at your location (mileage restrictions apply)
- » Booth setup at rally events by your company

6 Cylinder

- » 8 social media promotions across multiple platforms
- » Logo placement on website (6 Cylinder tier) for year
- » Your company logo/sticker up to 6x6 inch (you provide) on up to 2 cars per-rally (USA Rallies)
- » Logo placement on rally related marketing including shirts, flyers, newsletter, etc. (6 Cylinder tier)
- » Logo Placement on rally decals (6 Cylindertier) per-rally
- » Promotional giveaways from your company given to all rally participants in Swag Bags (you provide) per-rally
- » Marketing materials displayed at rally promotional events for year
- » Meal sponsorship at 1 location: This meal brought to you by "your company"

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2023 Season T-Shirts



Front



Back

4 Cylinder

- » 5 social media promotions across multiple platforms
- » Logo placement on website (4 Cylinder tier) for year
- » Your company logo/sticker up to 6x6 inch (you provide) on up to 2 cars per-rally
- » Logo placement on Rally related marketing including shirts, flyers, newsletter, etc. (4 Cylinder tier)
- » Logo placement on rallydecals (4 Cylinder tier) per-rally
- » Promotional giveaways from your company given to all rally participants in Swag Bags (you provide) per-rally

2 Cylinder

- » 3 social media promotions across multiple platforms
- » Logo Placement on website (3 Cylinder Tier) for year
- » Your company logo/sticker up to 3x3 inch (you provide) on up to 2 cars per-rally (USA Rallies)

EV Package

- » 1 social media promotion across multiple platforms
- » Logo Placement on website for year
- » Sponsor a Tour DeLux Dinner, Lunch, Custom Activity

Custom Package

- » Sponsor a Tour DeLux Dinner, Lunch, Custom Activity
- » Can include hosting TDR at your location
- » Can include mixing various perks from various pre-established packages
- » Contact us directly for details

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Tour Delux Rally's Gala

As a business, we can offer you prime placement at our Gala. Whether it's "This award is presented by", "Catered meal brought to you by", or similar verbiage, we can ensure that your name is presented to our audience. Additionally, we can provide you the opportunity to set up a physical booth and bring products, place your logo in our slideshow and on physical materials, sponsor a table, hang a banner, and so much more! We're flexible, and can accomodate all your advertising desires!



Tour Delux Rally's Gala

Our annual Gala is a 5 Star experience that offers our guests a catered dinner, live music, red carpet entrance, awards ceremony, silent auction, drinks, dancing, and so much more!



Your logo could be placed here!

Tour Delux Rally's future

In 2024, we're taking a cruise to the Bahamas. We'll plan to rally from this area to Charleston. The rally is 7 days, the cruise is 5: it'll be Feb 11-17. This rally will have a limited number of spots.

In 2025, we'll be traveling to Europe again. On this trip, all of our participants will be treated to a new Porsche 911 Convertible for the week as we drive over 1,000 miles throughout Germany, Switzerland, Italy, and Austria. We'll be staying in all 5 star hotels and eating at critically acclaimed restaurants.

Tour Delux Rally

2024

TDR's Cruise to the Cruise

5 day Cruise, 7 day Rally!

Charlotte, Charleston,
Nassau, Princess Cay, and
Half Moon Cay!

February, 2024
Limited Spots

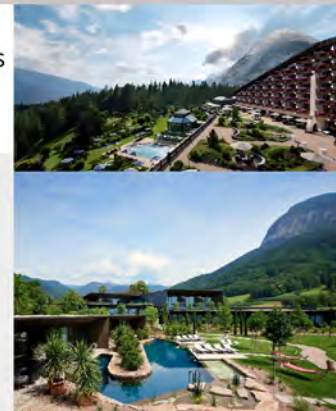
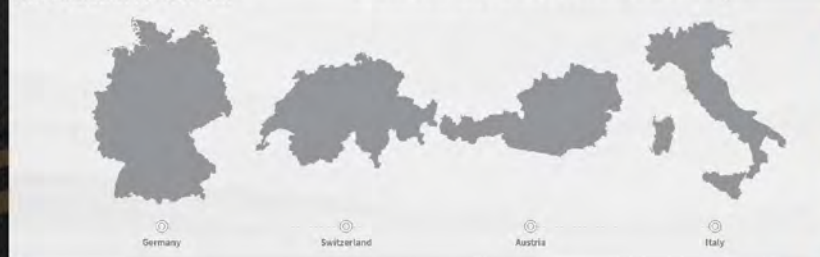


Tour Delux Rally

2025

Day 1 | BMW Factory Tour
Day 2 | Germany - Austria
Day 3 | Austria - Italy
Day 4 | Italy - Switzerland
Day 5 | The Swiss Alps
Day 6 | The Adventures of
the German Autobahn

6 day/5 night +2 travel days
We'll drive 1,000 Miles through 4 countries
Porsche 911 .992 Cabriolet's
5 Star Hotels and Premium Dining



Tour Delux Rally 2023

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