

THE OLD TOWN FESTIVAL OF  
**SPEED & STYLE**

presented by **Burke  
& Herbert  
Bank**

**SUNDAY  
MAY 17, 2026  
10:00AM - 3:00PM**



**50,000 spectators**  
**127 exotic cars**  
**25+ sponsor booths**  
**30+ local restaurants**

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**23 Online, Print & Media Advertising**  
**4.5M Readers Reached**  
**39,886 total Website visits**  
**28,163 total social media traffic visits**





## 22 Local Online, Print & Media

Media coverage included the following:

- ✓ The Washington Post
- ✓ NBC 4Washington
- ✓ The Washington Examiner
- ✓ Virginia Living Magazine
- ✓ Washington Life Magazine
- ✓ Metro Weekly
- ✓ Kid Friendly DC
- ✓ Alexandria Times
- ✓ Alexandria Living Magazine
- ✓ Northern Virginia Magazine
- ✓ Classic Motorsports Magazine
- ✓ WTOP News
- ✓ Patch
- ✓ DCist
- ✓ WJLA
- ✓ ALX Now
- ✓ Mommy Poppins
- ✓ The Zebra Press
- ✓ Living Local DMV
- ✓ Auto EvoluOon
- ✓ Alexandria GazeJe
- ✓ The Old Town Crier



**DIAMOND SPONSOR:**  
**\$14,000.00**

- Private table for 10 at High-Octane Ball
- On-stage award presentation
- Signature Diamond Sponsor trophy
- Premier booth opposite main event
- 10% off custom marketing materials
- Local print and media exposure
- 3-minute video on social channels
- Logo on the top pf step & repeat wall
- Mentioned often by emcee during event
- Full-page ad with logo in event program
- Branded item in swag bags
- Logo and link on festival website
- Featured on Facebook and Instagram



**TROPHY SPONSOR:**  
**\$8,000.00**

- On-stage award presentation
- Named trophy in your honor
- 2 VIP tickets to the High-Octane Ball
- Premier 10x10 booth on main block
- 5% off custom marketing materials
- Local print and media exposure
- 2-minute video on social channels
- Logo on upper step & repeat wall
- Mentioned twice by emcee during event
- Branded item in swag bags
- ½-page ad with logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram



**PLATINUM SPONSOR:**  
**\$5,000.00**

- 2 tickets to the High-Octane Ball
- Prime 10x10 booth near main event area
- Local print and media exposure
- 1-minute video on social channels
- Logo in middle of step & repeat wall
- Mentioned twice by emcee during event
- Branded item in swag bags
- ¼-page ad with logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram



**GOLD SPONSOR:**  
**\$2,500.00**

- Prime 10x10 booth in a high-traffic area
- Local media exposure opportunities
- 30-sec promo video on social channels
- Logo on low/mid level step & repeat wall
- Mentioned by emcee during event
- Branded item in swag bags
- Logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram



**SILVER SPONSOR:**  
**\$1,000.00**

- Premium 10x10 booth
- Local media exposure opportunities
- Logo on lower level of step & repeat wall
- Mentioned by emcee during event
- Branded item in swag bags
- Logo in official event program
- Logo and link on festival website •
- Featured on Facebook and Instagram



**BRONZE SPONSOR:**  
**\$500.00**

- Logo in official event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use logo and photos

We accept all major credit cards, debits cards, Apple Pay, Google Pay, and Paze.

Level	Monetary	Event Guide Logo	Website Logo	Social Media Logo	Official Program	Emcee Mentions	Step & Repeat	Promotional Video	Media Coverage	Partner Savings	Booth/Canopy Placement	Trophy	HOB Tickets/Table
Title (B&H Bank)	\$35,000	Yes	1st Position	Yes	Full Page	Many	1st Row-Large	4 Minute	Prominate	10%	Reserved	Yes	Table for 10
Diamond	\$14,000	Yes	2nd Position	Yes	Full Page	Multiple	2nd Row-Large	3 Minute	Prominate	10%	Reserved	Yes	2 VIP Tickets
Trophy	\$8,000	Yes	3rd Position	Yes	1/2 Page	A Few	3rd Row-Medium	2 Minute	Prominate	5%	Premiere	Yes	4 Tickets
Platinum	\$5,000	Yes	4th Position	Yes	1/4 Page	Twice	4th Row-Medium	1 Minute	Moderate	No	Prime	N/A	2
Gold	\$2,500	Yes	5th Position	Yes	0	Once	5th Row-Small	30 Second	Possible	No	Central	N/A	0
Silver	\$1,000	Yes	6th Position	Yes	0	Once	Bottom-Small	No	Possible	No	Entrence	N/A	0
Bronze	\$500	Yes	7th Position	Yes	0	No	No	No	No	No	N/A	N/A	0

# Visit Alexandria

## Make It A Weekend

Plan your perfect weekend escape to Alexandria, Virginia—where history, charm, and modern convenience come together. Discover everything you need to explore the city's cobblestone streets, stay in boutique accommodations, dine at award-winning restaurants, and unwind along the scenic waterfront. Whether you're seeking culture, cuisine, or relaxation, Alexandria offers the ideal setting for a memorable getaway.



**Where To Stay**



**What To Eat**



**What To Do**



# MAP

