

THE OLD TOWN FESTIVAL OF
SPEED & STYLE

presented by **Burke
& Herbert
Bank**

SUNDAY

**MAY 17, 2026
10AM - 3PM**

**FREE TO THE PUBLIC
RAIN OR SHINE**



www.festivalofspeedandstyle.com



40K-50K Spectators
120+ Rare & Exotic Cars
25+ Sponsor Booths
20+ Local Restaurants



4.5M Readers Reached
40K+ Website Visits
30K+ Social Media Impressions
20K+ Online, Print & Media Coverage



www.festivalofspeedandstyle.com





Featured Across Local Online, Print & Broadcast Media

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



Breast Cancer Collective

Community Lodgings

ALIVE!



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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

**Credit Cards, Debit Cards, Apple Pay,
Google Pay and Paze accepted.**

- **Tax Deductable**

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	Entence	N/A	0
Bronze	\$500	Yes	7th Position	Yes	0	No	No	No	No	No	N/A	N/A	0

Make It a Weekend at Our 2-Day Event!

Enjoy discounts on hotels, walk, shop and dine along the scenic waterfront.

Experience the “Style” of the Old Town Festival of Speed & Style at the High-Octane Ball in an exclusive evening of gourmet cuisine, crafted cocktails, fine wines, and unforgettable connections.

Powered by Alexandria Land Rover!



Hotels



Restaurants



Saturday Night



Fun, Fun, Fun

www.festivalofspeedandstyle.com/make-it-a-weekend



