



presented by

**Burke
&Herbert
Bank**



This annual Festival takes place in the heart of Old Town Alexandria, Virginia, along the lower blocks of King Street between Saint Asaph Street and Lee Street—just steps from the waterfront. Contributions go to our local charities and are tax deductible.

www.festivalofspeedandstyle.com

SUNDAY

MAY 17 2026
10AM - 3PM

The Old Town Festival of Speed & Style is recognized as one of the premier automotive experiences on the East Coast.

Our Festival draws both national and international attention, while establishing Old Town Alexandria as a must-visit destination for unforgettable moments.

**FREE TO THE
PUBLIC
RAIN OR SHINE**

ELEVATE YOUR BRAND IN A MEANINGFUL WAY

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



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



www.festivalofspeedandstyle.com/media-mentions



FEATURED ONLINE, PRINT & BROADCAST MEDIA



- ✓ Alexandria Gazette
- ✓ NBC 4 Washington
- ✓ 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
- ✓ DC List
- ✓ WJLA
- ✓ ALXnow
- ✓ Mommy Poppins
- ✓ The Zebra Press
- ✓ Auto Evolution
- ✓ The Old Town Crier
- ✓ Metro Weekly
- ✓ Living Local DMV

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**TROPHY SPONSOR
\$14,000.00**

- 6 VIP tickets to the High-Octane Ball
- On-stage award presentation
- Signature Sponsor trophy with your name
- 10x10 exhibitor booth space close to the stage
- 15% off custom marketing materials
- Possible local print and media exposure
- 4-minute max video on social channels
- 2nd level & large logo on step & repeat wall
- Mentioned by emcee during event
- Full-page ad with logo in event program
- Logo and link on festival website
- Logo and link on Facebook and Instagram
- Branded item in swag bags
- Rights to use logo and photos



GOLD SPONSOR
\$2,500.00

- 2 tickets to the High-Octane Ball
- 10x10 exhibitor booth near center location
- Possible local print and media exposure
- 1-minute max video on social channels
- 5th level & small logo on step & repeat wall
- Mentioned by emcee during event
- Logo in event program
- Logo and link on festival website
- Logo and link on Facebook and Instagram
- Branded item in swag bags
- Rights to use logo and photos



DIAMOND SPONSOR
\$8,000.00

- 4 VIP tickets to the High-Octane Ball
- 10x10 exhibitor booth space in prime location
- 10% off custom marketing materials
- Possible local print and media exposure
- 3-minute max video on social channels
- 3rd Level & large logo on step & repeat wall
- Mentioned by emcee during event
- ½-page ad with logo in event program
- Logo and link on festival website
- Logo and link on Facebook and Instagram
- Branded item in swag bags
- Rights to use logo and photos



PLATINUM SPONSOR
\$5,000.00

- 2 VIP tickets to the High-Octane Ball
- 10x10 exhibitor booth space in central location
- Possible local print and media exposure
- 2-minute max video on social channels
- 4th level & medium logo on step & repeat wall
- Mentioned by emcee during event
- ½-page ad with logo in event program
- Logo and link on festival website
- Logo and link on Facebook and Instagram
- Branded item in swag bags
- Rights to use logo and photos



BRONZE SPONSOR
\$500.00

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

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

- Tax Deductable



FESTIVAL GALLERY



www.festivalofspeedandstyle.com/festival-gallery





HIGH-OCTANE BALL

Powered by
LAND ROVER
ALEXANDRIA



THE OLD TOWN FESTIVAL OF **SPEED + STYLE** 2026

SATURDAY

MAY 16 2026
6AM - 10PM

Get ready for an exceptional evening of sophistication and philanthropy at our charity.

Guests will be treated to a premier culinary experience, with gourmet hors d'oeuvres, a thoughtfully curated dinner, crafted cocktails, fine wines, and an indulgent selection of desserts —setting the stage for an unforgettable evening.

\$150 Tickets
\$250 VIP Tickets
\$2,500 Table

www.hightoctaneball.com



HIGH-OCTANE BALL GALLERY



www.festivalofspeedandstyle.com/high-octane-ball-gallery



MAKE IT A WEEKEND AT OUR 2-DAY EVENT

Plan your perfect weekend escape to Alexandria, Virginia—where history, charm, and modern convenience come together.

Discover everything Alexandria has; explore the city's cobblestone streets, stay in boutique accommodations, dine at award-winning restaurants, and unwind along the scenic waterfront.



Saturday, May 16 2026



Sunday, May 17 2026



Hotels



Restaurants



Fun, Fun, Fun

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



DONATE NOW & MAKE A DIFFERENCE



BreastCancer Collective

A Foundation for Awareness & Action

The Breast Cancer Collective exists to improve the lives of women by removing barriers that prevent them from getting proper screening, diagnosis, and education about breast cancer.

Working hard to ensure the organization can oversee the funds raised directly affect those in need.



ALIVE! is the oldest and largest private safety net in the City of Alexandria dedicated to fighting poverty and hunger. Founded in 1969 as Alexandria Involved Ecumenically by 14 faith communities in response to rising levels of poverty in the City of Alexandria.



"ALIVE! is proud to be the anchor beneficiary of the Old Town Festival of Speed & Style, an event that not only celebrates our city but also fuels vital support for neighbors facing food and housing insecurity. It's a powerful way to connect, give back, and inspire action that helps our community thrive." - Jennifer Ayers, Executive Director | ALIVE!



Founded in 1987, the mission of Community Lodgings is to lift families from homelessness and instability to independence and self-sufficiency through transitional housing, affordable housing, and youth education programs.



"Community Lodgings is incredibly grateful to Old Town Festival of Speed & Style for their generous support. This contribution is not just a check—it's an investment in our community, our mission, and the people we serve.

Partnerships like this help us drive meaningful change, and we're thankful for this and the belief in what's possible when we come together." - Lynn Thomas, Executive Director | Community Lodgings

www.pay.festivalofspeedandstyle.com/donate-now



FESTIVAL GROUNDS | SAINT ASAPH STREET TO LEE STREET

