



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.

**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**

[www.festivalofspeedandstyle.com](http://www.festivalofspeedandstyle.com)

# 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](http://www.festivalofspeedandstyle.com/media-mentions)



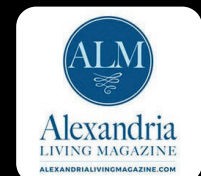


## FEATURED ONLINE, PRINT & BROADCAST MEDIA



- ✓ 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



### 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
- ¼-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



### SILVER SPONSOR \$1,000.00

- 10x10 exhibitor booth space near entrance
- Possible local print and media exposure
- 30-second max video on social channels
- Bottom level & small logo on step & repeat wall
- Mentioned by emcee during event
- Logo in official 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.

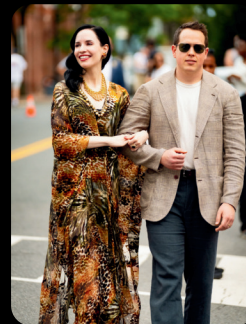
- Tax Deductable



		OFFICIAL PROGRAM	OFFICIAL PROGRAM	WEBSITE	FACEBOOK	INSTAGRAM	YOUTUBE	BOOTH SPACE	EMCEE MENTIONS	STEP & REPEAT BACKDROP	MEDIA COVERAGE	MOSAIC EXPRESS	TROPHY	HIGH-OCTANE BALL
SPONSOR LEVELS	Monetary Contribution	Your Logo	Your Message	Your Logo w/ Link To Your Website	Your Logo & Link	Your Logo & Link	Your Video	Placement	Your Business Announced	Your Logo Listed	Media Coverage	Print Service Discount	Your Business On Trophy	Tickets & Tables
Title	\$35,000	Yes	Full Page	Yes-1st Level	Yes	Yes	4 Min Max	Stage	Most	1st Row-Large	Yes	15%	Yes	Table for 10
Trophy	\$14,000	Yes	Full Page	Yes-2nd Level	Yes	Yes	3 Min Max	Premium	Multiple	2nd Row-Large	Possible	10%	Yes	6 VIP Tickets
Diamond	\$8,000	Yes	1/2 Page	Yes-3rd Level	Yes	Yes	2 Min Max	Prime	Multiple	3rd Row-Medium	Possible	10%	Yes	4 VIP Tickets
Platinum	\$5,000	Yes	1/4 Page	Yes-4th Level	Yes	Yes	1 Min Max	Central	Once	4th Row-Medium	Possible	5%	N/A	2 VIP Tickets
Gold	\$2,500	Yes	0	Yes-5th Level	Yes	Yes	30 Sec Max	Central	Once	5th Row-Small	Possible	5%	N/A	2 Tickets
Silver	\$1,000	Yes	0	Yes-6th Level	Yes	Yes	No	Entrance	Once	Bottom-Small	Possible	5%	N/A	0
Bronze	\$500	Yes	0	Yes-7thLevel	Yes	Yes	No	No	No	No	No	No	N/A	0



# FESTIVAL GALLERY



[www.festivalofspeedandstyle.com/festival-gallery](http://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.

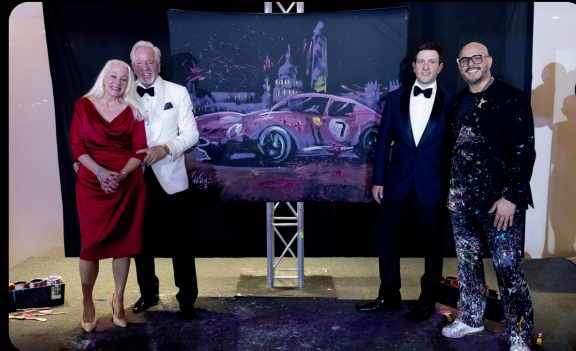
**\$150 Tickets**  
**\$250 VIP Tickets**  
**\$2,500 Table**

[www.highthoctaneball.com](http://www.highthoctaneball.com)





## HIGH-OCTANE BALL GALLERY



[www.festivalofspeedandstyle.com/high-octane-ball-gallery](http://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.



HIGH-OCTANE  
BALL

Powered By LAND ROVER ALEXANDRIA

Saturday, May 16 2026



Presented By

Burke & Herbert Bank®

Sunday, May 17 2026



Hotels



Restaurants



Fun, Fun, Fun

[www.festivalofspeedandstyle.com/make-it-a-weekend](http://www.festivalofspeedandstyle.com/make-it-a-weekend)





# DONATE NOW & MAKE A DIFFERENCE



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](http://www.pay.festivalofspeedandstyle.com/donate-now)



**FESTIVAL GROUNDS | SAINT ASAPH STREET TO LEE STREET**

