

## SPONSOR BENEFITS

As a sponsor, engage face-to-face with thousands of visitors while promoting your brand in the heart of Old Town. With more than 40,000 attendees anticipated, our 10×10 exhibitor booths spaces offer your business outstanding exposure throughout the Festival delivering exceptional visibility and engagement opportunities.



Sponsors receive high-impact exposure through logo placement on event signage, marketing materials, social media, traditional media, our Website, and event day activities.

- 40k+ Estimated Spectators
- 28m+ Potential Reach
- 1.4m+ Advertising Impressions
- 35k+ Newsletter Subscribers
- 40k+ Website Visits
- 28k+ Social Media Impressions

Elevate your brand, and support a meaningful cause!



## OUR CHARITIES

Each year, we proudly support three Alexandria-based charities. By sponsoring the event, entering your vehicle, or making a donation, you help provide meaningful support to neighbors in need throughout our community.

### • Community Lodgings

Providing affordable housing solutions and support services for homeless and low income families.



### • ALIVE!

Committed to combating poverty and hunger within the Alexandria community.



### • Breast Cancer Collective

Addressing the region's high incidence and mortality rates associated with breast cancer through awareness, support, and outreach.



## SPONSOR US

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.

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.





### 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	Enterance	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