

PRESENTED BY

Burke & Herbert Bank

At Your Service Since 1852

The Fifth Annual

Old Town Festival of Speed & Style

2024



The Organization

Doing Something Special for the Community

Overview:

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit, charitable organization based in Alexandria, VA, that hosts a spectacular, high-sensory event that has become one of the biggest annual events in the community. The event is organized and hosted by an all-volunteer team.

The Mission:

To share our passion and knowledge of classic/vintage/exotic automobiles, while raising money for worthwhile local charities that directly impact our community.

The Vision:

We are the nexus of all things pertaining to exotic, rare and unusual automobiles in the metro D.C. area. We not only accentuate the mechanical performance of these vehicles, but we also celebrate the beauty in-form, inherent to these machines. Our function is threefold, to:

- Help raise money for worthy local charities though our annual Old Town Festival of Speed & Style and other events
- Kindle and inspire a love for all things automotive through community outreach
- Provide a venue for educating and enabling younger generations to experience the joys of being affiliated with very special cars



The Event

A Celebration of Speed, Performance and Elegance

Now in its fifth year, the Old Town Festival of Speed & Style, presented by Burke & Herbert Bank, celebrates the intense technical and mechanical performance of rare and exotic cars while emphasizing the beauty and elegance of their design and style.

Free and open to the public, the Festival event attracts tens of thousands of people each year to the Old Town Alexandria community to enjoy a fun-filled, day-long concours/car show and fashion presentation that includes fast cars, high-style, food, and fun — all shared in a collectively extraordinary experience.

The Festival features approximately 120 rare and exotic supercars and motorcycles from around the world – combined with a dazzling and glamorous fashion presentation – this event celebrates the heart and spirit of the community and highlights the elegance and style of Old Town.

May 19, 2024



The Board







Stewart Bartley
Treasurer



Don Roberts
Secretary
& Operations



Elizabeth Myllenbeck
Style Element Lead



Ralf Berthiez
Chief Judge
Speed Element Lead

rmyllenbeck@yahoo.com

www.festivalofspeedandstyle.com





2024 Event Invitation





Charities for 2024

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit organization

- Sponsorship contributions are tax deductible
- All event profits go to selected charities

For 2024, the selected charities are:



ALIVE!

The largest private safety net for Alexandrians in need. The organization was funded in 1969 to address short to long-term needs for those in the city who are less fortunate. www.alive-inc.org



Community Lodgings

Community Lodgings' mission is to lift families from homelessness and instability to independence and self-sufficiency through Transitional Housing, Affordable Housing and Youth Education Programs. www.communitylodgings.org



2024 Event Schedule

Saturday, May 18

6:00 p.m. – VIP Reception

For Sponsors and Invited Guests

7:00 p.m. – The High-Octane Ball
Belle Haven Country Club
Alexandria, VA

10:30 p.m. – The High-Octane Ball Concludes

Sunday, May 19

7:30 a m. – Vehicle Arrival and Set-up

10:00 a.m. – VIP Welcome & National Anthem

10:00a.m. — Car Judging Begins

10:15 a.m. – Live Music – *TBD*

12:00 p.m. – Fashion Celebration

12:45 p.m. – Awards Presentation

1:15 p.m. – Live Music – Shrinking Violets

3:00 p.m. – Festival Ends

3:15 p.m. – Vehicles Exit



2024 Event Map

Estimated Attendance

- 120 Cars
- 5 Motorcycles
- 5 Boats

Map Key

- Vendor Tent
- Car
- Fashion Car
- Motorcycle
- Barricade/ Controlled Access





Previous Events



Area restaurants - ~2x regular business

Local merchants reported significant foot traffic increase

OTFS&S Facebook Campaign

536,111 Impressions

10,615 link clicks

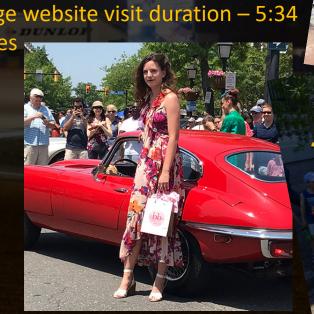
Event Listing – Visit Alexandria

14,054 Page views

Average website visit duration – 5:34

minutes 💎













Media Coverage



So active weather on summy to attenu the that Old Town Festival of Speed & Style. The event

an show and pop-ups from the Old Town

OLD TOWN FESTIVAL OF SPEED & STYLE PREVIEW

Around Town: Old Town Festival of Speed and St







Festival of Speed & Style

The Mayor of Alexandria Justin Wilson on OTFS&S's city involvement.

#oldtownfestivalofspeedandstyle #burkeandherbertbank #USOMetro #luxury #speed #style #antique #Newsfeed #cars #fastcars #Alexandria #NoVA

Street was spectacular. All the hard work paid off with a very well-run event. The fabulous cars were amazing, the music was great and the fashion show was a real crowd favorite. As a spectator, I was truly impressed by

great reaction of the crowd. Along with my fellow car enthusiasts, I hope the Festival of Speed & Style will be back next year, and for many

the show, the people and the

Thank you Festival of Speed & Style.

> -Charles Hulfish, Alexandria

WJLA-ABC 7 TV – Kidd Around Town

Alexandria Living

Visit Alexandria

VIP Alexandria

The Zebra

The Old Town Crier

Alexandria Gazette Packet

Northern Virginia Magazine

Alexandria Times

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years to come.

https://www.festivalofspeedandstyle.com

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2024 Sponsorship Levels and Benefits

Sponsor Level	Donation Level	Exclusivity	High-Octane Ball Tickets	10x10 Canopy Placement	Official Program Placement	Social Media Marketing	Logo in Marketing
Trophy	\$10,000	6 max	6	Premiere	½ page	Yes	Large
Platinum	\$5,000	10 max	4	Prime	¼ page	Yes	Medium 🕶
Gold	\$2,500	Unlimited	2 DUNL	Central	1/8 page	Self	Small
Silver	\$1,000	Unlimited	0	Choice		Self	Smaller
Bronze	\$500	Unlimited	0	_		Self	Some
Patron	\$300-\$499	Unlimited	0	_	_	Self	





Thank You!

www.festivalofspeedandstyle.com

