



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 through 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



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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



Rick Myllenbeck
Founder & Chairman

rmyllenbeck@yahoo.com



Stewart Bartley
Treasurer



Don Roberts
Secretary
& Operations



Elizabeth Myllenbeck
Style Element Lead



Ralf Berthiez
Chief Judge
Speed Element Lead

www.festivalofspeedandstyle.com



2024 Event Invitation



MAY **19**
2024

THE OLD TOWN FESTIVAL OF
SPEED & STYLE

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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
Opening Doors to Independence

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

- Approximately 40,000 spectators/attendees
- 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



Hooray for the Festival of Speed & Style

Hootlet

To the editor:
Thank you to all the orga-
nizers and volunteers

tracts. The number of people milling up and down King 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 the show, the people and the 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 years to come.

Thank you Festival of Speed & Style.

-Charles Hulfish,
Alexandria



Old Town Festival of Speed & Style
An estimated 10,000 visitors enjoyed the balmy 90 degree weather on Sunday to attend the first Old Town Festival of Speed & Style. The event featured more than 65 vintage cars, as well as a fashion show and pop-ups from the Old Town Boutique District. The car show drew such a large crowd that the ice cream shops ran out of ice cream, according to event chair Rick Myllenbeck.
Photos by Missy Schroets

KIDD AROUND TOWN
OLD TOWN FESTIVAL OF SPEED & STYLE PREVIEW
ALEXANDRIA, VA



Festival of Speed & Style
about 2 weeks ago

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

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

- 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

<https://www.festivalofspeedandstyle.com>

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	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	—



THE OLD TOWN FESTIVAL OF
SPEED & STYLE

Thank You!

www.festivalofspeedandstyle.com

