



## SPONSOR REGISTRATION 2024

Imagine being a leading element in an exceptional and distinctive event that attracts widespread attention to the Alexandria, VA community and its sponsors.

You are invited to participate as a level sponsor of the Fifth Annual Old Town Festival of Speed & Style being held in Old Town Alexandria, VA, on May 19, 2024. This unique, single day event celebrates the heart and spirit of the Alexandria community. The Festival generates broad visibility and record levels of participation for all involved.

Your sponsorship will help ensure the success of the fifth annual event. All net proceeds benefit our charity partners - ALIVE and Community Lodgings.

### DATE & TIME:

- **Sunday, May 19, 2024 — 10:00 a.m. to 3:00 p.m.**
- ***The High-Octane Ball: Saturday, May 18, 2024 — 7:00 p.m. to 10:00 p.m.***

### DESCRIPTION:

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit, charitable organization that hosts a spectacular, high-sensory event that has become one of the biggest annual events in Alexandria. Focused on raising funds for Alexandria-based charities, the Festival highlights the heart and spirit of the community and underscores the sophistication and style of Old Town.

The Festival event celebrates the speed and performance of exotic cars while emphasizing the elegance of their design and style. It attracts tens of thousands of people (estimated at 40,000 for the 2023 Festival!) each year to Old Town to view 120 rare and exotic vehicles from around the world.

The Festival is free and open to the public. The audience is provided with a fun-filled, day-long event that includes:

- A concours/car show
- A fashion show that blends high style with the design and beauty of several vehicles from the car show
- Live music
- Food, shopping and fun in downtown Old Town

All these Festival elements lead to an extraordinary experience for attendees. The beneficiary of the Festival is the Alexandria community – its residents; the spectators and visitors; the local restaurants, shops, galleries, and outlets; and two local charities.

The Festival generates national and international interest in Alexandria, positioning it as a quaint, stylish venue and a cool place to see and experience amazing and colorful things. The Festival is now considered one of the most prestigious and premiere car events on the East Coast.

The Organizing Committee for the Old Town Festival of Speed & Style is comprised of community members and car aficionados who volunteer their time to organize and coordinate this event. All net proceeds go directly to benefit the organization's charity partners.

The High-Octane Ball celebrates the style element of The Old Town Festival of Speed & Style. The Ball adds to the joy and merriment of the Festival weekend. The Ball is an alluring and elegant social gathering for participants, sponsors, and members of the community. It takes place the night before the Festival and includes catered food, fine wine, libation, live music, and a silent auction. Auction proceeds go to the Festival's charities.

### **THE BENEFITS OF SPONSORSHIP (DEPENDENT UPON SPONSOR LEVEL):**

- Inclusion in the event Website and all social media and marketing activities
- Opportunity to leverage the event with a vendor booth to interact directly with the public and distribute information and promotional materials
- Visibility through the media – print, broadcast, live TV, online, social
- Opportunity to independently market event sponsorship/participation in your own marketing activities and social media methods
- Inclusion in the official *Event Guide*. Approximately 3,000 printed copies of the *Event Guide* will be handed out the day of the event
- Active promotion during the event via the emcee and during presentations
- Help deliver massive foot traffic to bring visibility and attention to sponsors and to benefit ALIVE! and Community Lodgings (the Festival's 2024 selected charities)

### **SPONSORSHIP LEVELS:**

- **Diamond Sponsor – \$15k (Limit: One Diamond Sponsor)**
  - Title sponsor for the High-Octane Ball.
  - Elite Sponsor Level. Includes significant visibility in media and event activities
  - Name and logo prominently listed on the Website and in the social media leading to the event
  - Premier positioning of 10x10 sponsor canopy for crowd engagement
  - Logo placed in the virtual and printed *Event Guide*
  - Full page advertisement space in the virtual *Official Program*
  - Numerous mentions during the Ball by the event emcee via the PA system
  - Substantial potential for local coverage in local print and broadcast media and word of mouth
  - Full use of event logo, materials, photos in corporate marketing activities
  - 10 complementary invitations to the exclusive and elegant High-Octane Ball social on May 18

- **Trophy Sponsor- \$10k (Limit: Six Trophy Sponsors)**
  - Elite Sponsor Level. Includes significant visibility in media and event activities
  - Presentation of special trophy named in honor of the Trophy Sponsor
  - Name and logo prominently listed on the Website and in the social media leading to the event
  - Premier positioning of 10x10 sponsor canopy for crowd engagement
  - Logo placed in the virtual and printed *Event Guide*
  - Half-page advertisement space in the virtual *Official Program*
  - Numerous mentions during the event by the event emcee via the PA system
  - Substantial potential for local coverage in local print and broadcast media and word of mouth
  - Full use of event logo, materials, photos in corporate marketing activities
  - Invitations (6 ea.) to the exclusive and elegant High-Octane Ball Social on May 18
  - The opportunity to be part of something special and unique
  
- **Platinum Sponsor - \$5k (Limit: 10 Platinum Sponsors)**
  - Lead Sponsor Level. Includes impactful visibility in media and event activities
  - The opportunity to sponsor a trophy with logo on trophy
  - Name and logo listed on the Website and in the social media
  - Primary positioning of 10x10 sponsor canopy for crowd engagement
  - Logo placed in the virtual and printed *Event Guide*
  - One-third page advertisement space in the virtual *Official Program*
  - Mentions during the event by the event emcee via the PA system
  - Full use of event logo, materials, photos in corporate marketing activities
  - Invitations (4 ea.) to the exclusive and elegant High-Octane Ball Social on May 18
  
- **Gold Sponsor - \$2.5k**
  - Preferred Sponsor Level. Includes notable visibility in media and event activities
  - Name and logo listed on the Website and in the social media
  - Logo placed in the virtual and printed *Event Guide*
  - One quarter page advertisement space in the virtual *Official Program*
  - Occasional mentions during the event by the event emcee via the PA system
  - Full use of event logo, materials, photos in corporate marketing activities
  - Central positioning of 10x10 sponsor canopy for crowd engagement
  - Invitations (2 ea.) to the exclusive and elegant High-Octane Ball Social on May 18
  
- **Silver Sponsor - \$1k**
  - Select sponsor level. Includes notable visibility in media and event activities
  - Name and logo listed on the Website and in the social media
  - Logo placed in the virtual and printed *Event Guide*
  - Logo placed in the virtual *Official Program*
  - Sporadic mentions during the event by the event emcee via the PA system
  - Potential for local coverage in local print and broadcast media
  - Full use of event logo, materials, photos in corporate marketing activities
  - Choice positioning of 10x10 sponsor canopy for crowd engagement

- **Bronze Sponsor – \$500**
  - Essential Sponsor Level. Includes some visibility in media and event activities
  - Name and logo listed on the Website and in the social media
  - Logo placed in the virtual and printed *Event Guide* and the *Official Program*
  - Possible mentions during the event by the event emcee via the PA system
  - Potential for local coverage in local print and broadcast media
  - Full use of event logo, materials, photos in corporate marketing activities
  
- **Patron’s List – Any Contribution from between \$300 to \$500**
  - For those who want to be involved, contribute, and benefit the cause
  - Name listed on the Website and in the social media
  - All Patron contributions are very much appreciated

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit charitable organization and all donations from sponsorships are tax deductible.

Your sponsorship is sincerely appreciated and will help ensure the success of this fifth annual event which brings joy and happiness to a diverse group of spectators and participants, while generating prominence, visibility, and goodwill for your organization.

**Secure your sponsorship online:** [www.festivalspeedstylealex.com/sponsorship](http://www.festivalspeedstylealex.com/sponsorship)

**Website:** [www.festivalspeedstylealex.com](http://www.festivalspeedstylealex.com) **Email:** [festivalspeedstylealex@gmail.com](mailto:festivalspeedstylealex@gmail.com)

### **CHARITIES OF CHOICE:**

The Organizing Committee for the Old Town Festival of Speed & Style reviewed many different local and national charitable organizations as we selected our 2024 charities. Our selection process includes thorough research of potential charities, detailed discussions, lively deliberation, and an eventual vote. The Organizing Committee selected the charities below for our 2024 focus:

- **ALIVE!**: Founded in 1969, ALIVE! is the largest private safety net for the needy in the city of Alexandria, addressing short-term to long-term needs for those less fortunate in the community. [www.alive-inc.org](http://www.alive-inc.org)
- **Community Lodgings**: 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. <https://communitylodgings.org>

### **POINTS OF CONTACT:**

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# Images from The Old Town Festival of Speed & Style



## SPONSOR REGISTRATION 2024

**All sponsorships and donations are tax-deductible!**

**REGISTER ONLINE:**

[www.festivalspeedstylealex.com/sponsorship](http://www.festivalspeedstylealex.com/sponsorship)

**REGISTRATION FORM:**

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsorship Level (Check One):

**Diamond \$15,000**

**Trophy \$10,000**

**Platinum \$5,000**

**Gold \$2,500**

**Silver \$1,000**

**Bronze \$500**

**Patron's List - any contribution from between \$300 to \$500**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To pay by credit card, please enter the information below:

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Make checks payable to "Old Town Festival of Speed & Style"

Or check here if you need us to send an invoice \_\_\_\_\_