

## 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.



