

DRIVE
FESTIVAL

presented by
Mobil 1

SPONSORSHIP

The. New. Automotive. Experience.



September 9 – 11, 2022 • Canadian Tire Motorsport Park

WHAT IS DRIVE FESTIVAL?

Drive Festival is Canada's Ultimate Dynamic Automotive Festival.

Drive Festival offers ambitious and innovative brands a unique platform to engage with new-car intenders, enthusiasts, aficionados and collectors.

Now in its second year, Drive Festival is a dynamic automotive event like no other in North America! Reviewed as the best new event in Ontario in decades, the inaugural Drive Festival attracted thousands of car shoppers, collectors and fans!

All weekend long, consumers can witness the ultimate in private and manufacturer cars both on display and roaring at full speed up the Dream Car Speed Run.

Showcase your brand to car-loving consumers at Canada's ONLY outdoor automotive festival!



2021 Sponsors Included:




3 Days of Automotive Nirvana!

DRIVE FESTIVAL 2021 - MEDIA SUMMARY, STATISTICS AND DEMOGRAPHICS

Drive Festival executed an extensive promotional campaign in the 6 weeks leading up to the event. The strategy was heavy on social and digital ads followed by radio and TV in the final 2 weeks.

 **Facebook Reach:** 1,995,862

 **Radio:** 16,342,345

 **Instagram Reach:** 905,617

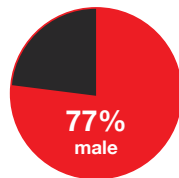
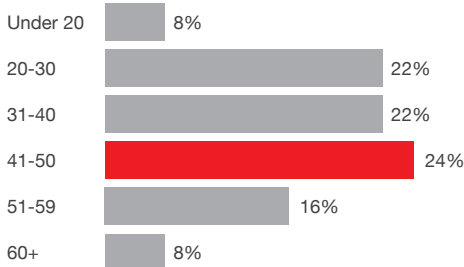
 **TV:** 25,252,000

 **Total Google Ad Impressions:** 7,238,389

 **Website Visits:** 228,143

50,000,000+ Impressions

Visitor Statistics



Household Income	Distribution
Above \$500k	3%
250-499k	14%
175-249k	15%
100-174k	40%
50-99k	22%
Under 50k	6%

Time Spent at the Show	Distribution
Less than 3hrs	6%
3-5hrs	30%
5hrs +	59%
Multiple Days	5%

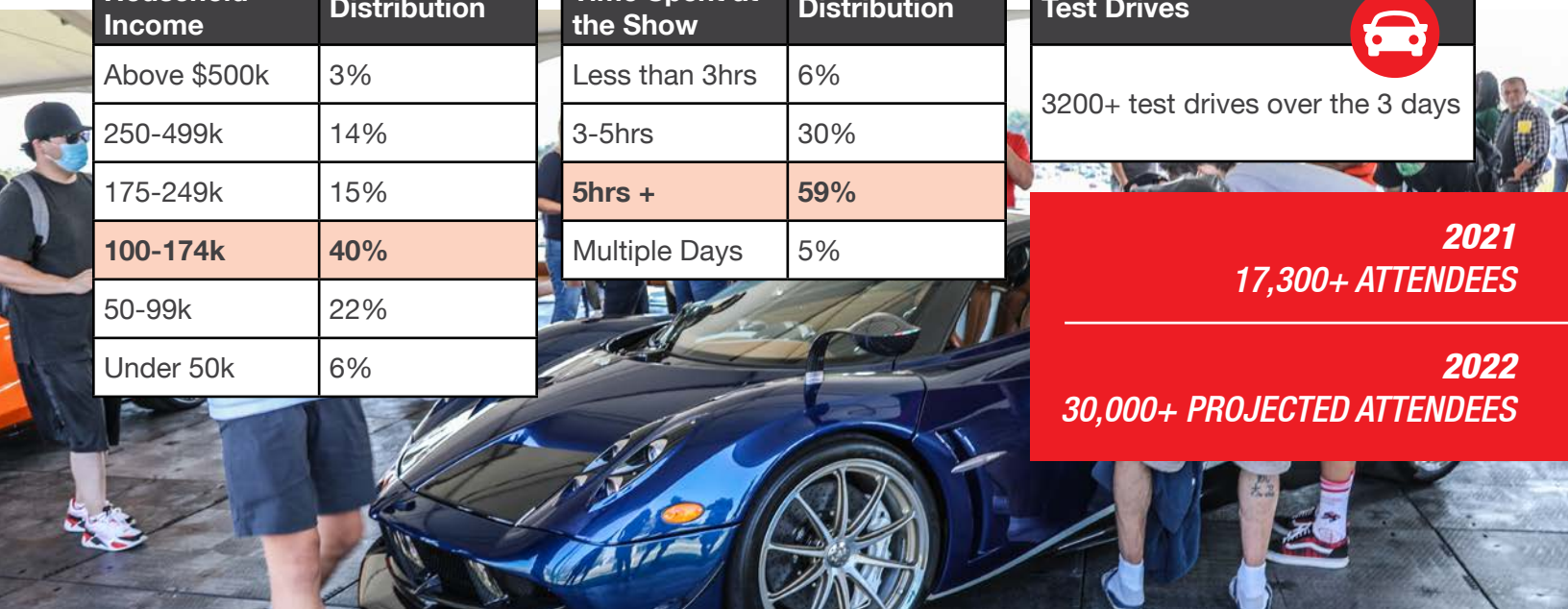
Test Drives



3200+ test drives over the 3 days

2021
17,300+ ATTENDEES

2022
30,000+ PROJECTED ATTENDEES



SPONSORSHIP PROGRAMS

All Sponsorship Programs are fully customized to meet your business objectives and budget. A few of our more popular programs include:

Off-Road Track Sponsor

Cement your brand in the experience and memories of consumers as they navigate gullies, ditches and dunes testing the endurance and capability of the latest in SUV's and trucks.

Family Fun Zone Sponsor

Take ownership over the dynamic Family Fun Zone offering fun and entertainment for children of all ages. Fuse positive memories and a deep brand connection by hosting this 'must visit' feature of the event.

People Mover Sponsor

Canadian Tire Motorsport Park is a sprawling 1,000 acre landscape. Be the hero of the weekend by offering consumers shuttle service around the park. This is an unbeatable exposure opportunity to position your brand in front of all event attendees.

Breathalyzer Sponsor

Safety First! Over 10,000 consumers will partake in new vehicle test drives over the 3-day event. Drivers will be handed a single use breathalyzer branded with your logo and personalized message.

SOLD

- *Presenting Sponsor*
- *Dream Car Speed Run*
- *Performance Track*
- *Manufacturer Track*
- *Dream Car Paddock*
- *Innovation Zone*
- *Online Ticket Sponsor*



Unparalleled exposure through incredible partnerships.

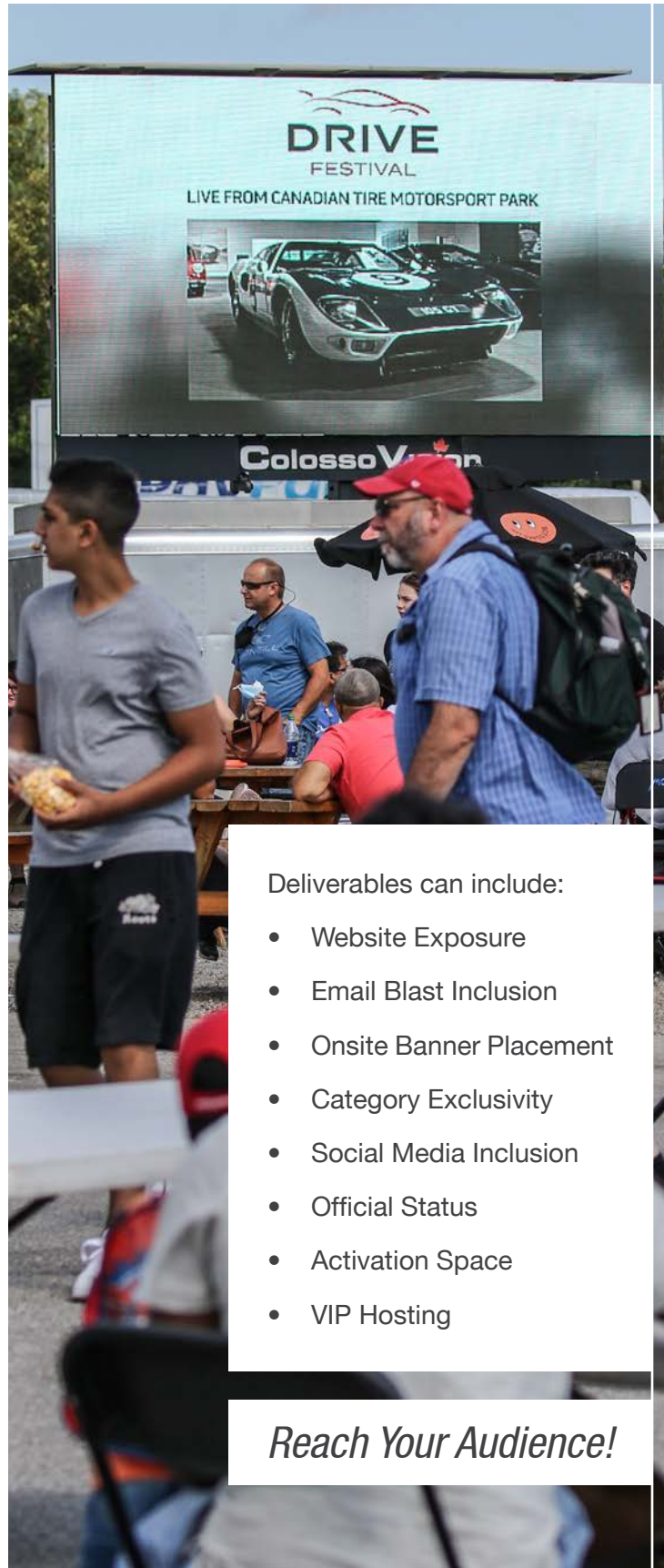


TELL YOUR STORY

We will fully customize a program that tells your unique brand story and connects you with current and future customers.

Available Assets Include:

- VIP Lounge Sponsor
- Garden Party Sponsor
- Outdoor Living Zone Sponsor
- Motorcycle Zone
- Parking Sponsor
- Official Product
- Sponsor a Celebrity Driver

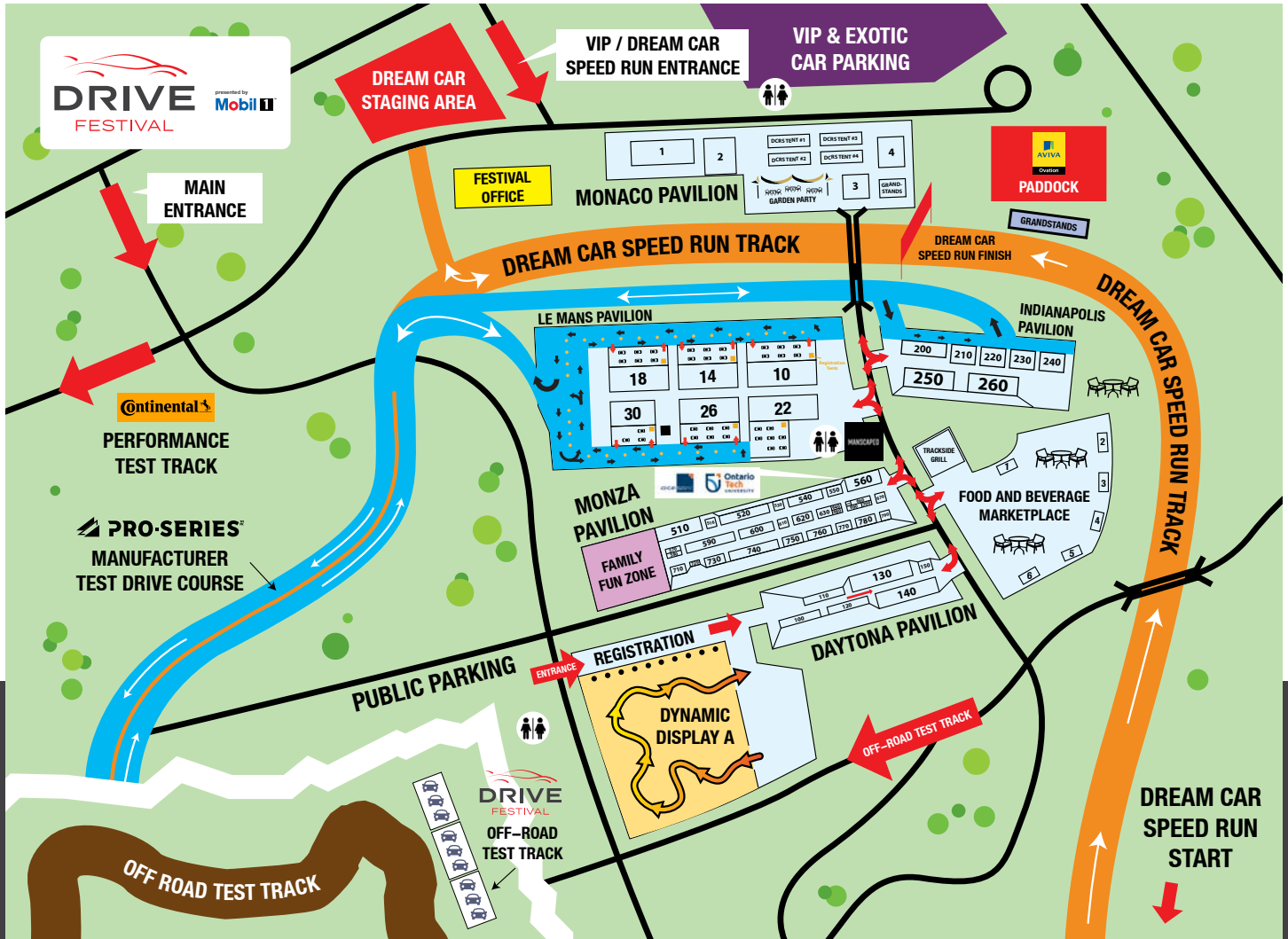


Deliverables can include:

- Website Exposure
- Email Blast Inclusion
- Onsite Banner Placement
- Category Exclusivity
- Social Media Inclusion
- Official Status
- Activation Space
- VIP Hosting

Reach Your Audience!

SITE MAP



LIMITED AVAILABILITY
Contact Us to Book Your Package Now!



For Exhibit / Sponsorship Inquiries:

RYAN MCCALLUM

rmccallum@canadasportmarketing.com • 416.230.5635 • www.drivefestival.com

For Festival Logistics:

ADAM RUPPEL

adam@drivefestival.com • 416.809.1331 • www.drivefestival.com

About National Event Management:

Exclusively in the Event Business since 1983, National Event Management (NEM) based in Markham, Ontario has created and produced over 500 consumer events. NEM currently produces 37 events per year, hosting over 4,000 exhibitors and over 200,000 attendees annually in markets across North America. National Event has created and produced more successful and enduring consumer events than any other company in North America over the last 20 years. www.nationalevent.com

