

SPONSOR REGISTRATION 2022

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 Third Annual Old Town Festival of Speed & Style being held in Old Town Alexandria, VA, on May 22, 2022. This unique single day event celebrates the heart and spirit of the community and generates broad visibility and record levels of participation for all involved.

Your sponsorship will help ensure the success of the Third Annual event, with all net proceeds benefitting our charity partners, ALIVE! and USO of Metro Washington – Baltimore. Only a select few other organizations have the opportunity to be involved in a local activity with this impact in the community.

DATE & TIME:

- **Sunday, May 22, 2022 — 10:00 a.m. to 3:00 p.m.**
- *The King Street High-Octane Ball: Saturday, May 21, 2022 — 7:00 p.m. to 9:30 p.m.*

DESCRIPTION:

The Old Town Festival of Speed & Style in Alexandria is a single-day, high-sensory festival that combines more than 120 rare and unusual supercars and motorcycles from around the world, with the elegance and style of Old Town, to celebrate the heart and spirit of the community. This third annual event will take place in the distinctive lower blocks of King Street and around Market Square in classic Old Town, Alexandria, VA.

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 our charity partners.

THE BENEFITS OF SPONSORSHIP (DEPENDENT UPON SPONSOR LEVEL):

- Inclusion in the event Website and all social media and marketing activities
- Opportunity to independently market event sponsorship/participation in your own marketing activities and social media methods
- Inclusion in the virtual Event Guide and the virtual Official Program. Approximately 3,000 printed copies of the Event Guide will be handed out the day of the event
- Visibility through the media – print, broadcast, live TV, online, social
- Inclusion in event-related marketing materials such as posters and placards
- Active promotion during the event via the emcee and during presentations
- Opportunity to leverage the event with a vendor booth to interact directly with the public and distribute information and promotional materials
- Help bring widespread attention to the City of Alexandria, deliver massive foot traffic for the local businesses, and benefit ALIVE! and the USO of Metro Washington – Baltimore

SPONSORSHIP LEVELS:

- **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
 - Special 3-minute video ad posted on Website
 - ½ -page ad in the virtual *Official Program* and listing in the virtual *Event Guide*
 - 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
 - Premier positioning of 10x10 sponsor canopy for crowd engagement
 - Invitations (6 ea.) to the exclusive and elegant VIP Reception, Saturday, May 21
 - Invitations (18 ea.) to the *King Street High-Octane Ball Social*, Saturday, May 21
 - The opportunity to be a major part of an incredibly special event for the community!
- **Platinum Sponsor – \$5k (Limit: 10 Platinum Sponsors)**
 - Lead Sponsor Level. Includes impactful visibility in media and event activities
 - Name and logo listed on the Website and in the social media
 - Special 2-minute video ad posted on Website
 - ¼ -page ad in the virtual *Official Program* and listing in the virtual *Event Guide*
 - Many mentions during the event by the event emcee via the PA system
 - High 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
 - Primary positioning of 10x10 sponsor canopy for crowd engagement
 - Invitations (4 ea.) to the exclusive and elegant VIP Reception, Saturday, May 21
 - Invitations (12 ea.) to the *King Street High-Octane Ball Social*, Saturday, May 21
- **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
 - Special 1-minute video ad posted on Website
 - 1/8 -page ad in the virtual *Official Program* and listing in the virtual *Event Guide*
 - Occasional mentions during the event by the event emcee via the PA system
 - Good potential for local coverage in local print and broadcast media
 - 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 VIP Reception, Saturday, May 21
 - Invitations (8 ea.) to the *King Street High-Octane Ball Social*, Saturday, May 21
- **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
 - Listing in the virtual Event Guide and 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
 - Invitations (4 ea.) to the *King Street High-Octane Ball Social*, Saturday, May 21
- **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
- 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
- Invitations (2 ea.) to the *King Street High-Octane Ball Social*, Saturday, May 21
- **Patron's List** – Any Contribution Up to \$500
 - For those who want to be involved, contribute and benefit the cause.
 - Name listed on the Website and in the social media
 - Name listed in the Event Guide and the Official Program

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

Your sponsorship is sincerely appreciated and will help ensure the success of this second annual event which brings joy and happiness to spectators – many of whom are youth – and all participants, while generating prominence, visibility and goodwill for your organization.

Secure your sponsorship online: www.festivalspeedstylealex.com/sponsorship

Website: www.festivalspeedstylealex.com **Email:** 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, and through the process of thorough research, detailed discussions, lively deliberation and an eventual vote, it selected the two organizations listed below. These two organizations – one focused specifically on the Alexandria, VA community, and one with national reach and impact – represent core elements for the Organizing Committee – people in need and U.S. military veterans:

- **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
- **USO of Metro Washington – Baltimore:** The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. www.metro.uso.org
- **Campagna Center:** The mission of the Campagna Center is to deliver exceptional educational and social development programs for children, teens, and adults. They offer early childhood education, health and nutrition awareness, before- and after-school programs, tutoring and mentoring, career and college readiness planning, and classes for English language learners. www.campagnacenter.org

SPONSOR REGISTRATION 2022

All sponsorships and donations are tax-deductible!

REGISTER ONLINE:

www.festivalspeedstylealex.com/sponsorship

REGISTRATION FORM:

Sponsor Name: _____

Address: _____

Phone Number: _____

Email Address: _____

Sponsorship Level (Check One):

Trophy \$10,000

Platinum \$5,000

Gold \$2,500

Silver \$1,000

Bronze \$500

Patron's List - any contribution below \$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 _____

POINTS OF CONTACT:

Don Roberts
droberts80@gmail.com
703.801.6717

Bill Laux
blaux@aol.com
703.328.6743

Rick Myllenbeck
rmyllenbeck@yahoo.com
925.784.9027

MAILING ADDRESS:

Old Town Festival of Speed and Style
1802 Stratford Drive
Alexandria, VA 22308