

# Sponsor Registration Form 2023

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 21, 2023. 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 Fourth Annual event, with all net proceeds benefiting our charity partners, ALIVE! and The Campagna Center (TCC). 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 21, 2023 — 10:00 a.m. to 3:00 p.m
- Pre-Event Gathering, Saturday, May 20, 2023 — 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 Fourth 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 composed 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 Campagna Center

#### **SPONSORSHIP LEVELS:**

### **Trophy Sponsor – \$10,000** (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 (TBD) to an elegant VIP Reception, Saturday, May 20
- Invitations (TBD) to a Pre-Event Gathering, Saturday, May 20
- The opportunity to be a major part of an incredibly special event for the community!

### **Platinum – \$5,000** (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 (TBD) to an elegant VIP Reception, Saturday, May 20
- Invitations (TBD) to a Pre-Event Gathering, Saturday, May 20

### **Gold – \$2,500**

- 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 (TBD) to an elegant VIP Reception, Saturday, May 20
- Invitations (TBD) to a Pre-Event Gathering, Saturday, May 20

### **Silver – \$1,000**

- 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
- Positioning of 10x10 sponsor canopy for crowd engagement
- Invitations (TBD) to a Pre-Event Gathering, Saturday, May 20

### **Bronze – \$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 (TBD) to a Pre-Event Gathering, Saturday, May 20

### **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

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](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, 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](http://www.alive-inc.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](http://www.campagnacenter.org)

The Old Town Festival of Speed & Style SPONSOR REGISTRATION 2023 All sponsorships and donations are tax-deductible!

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

## **The Old Town Festival of Speed & Style Registration Form**

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

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

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

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

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

Company Point of Contact: (name/email): \_\_\_\_\_

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:**

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