

STREET MACHINE NATIONALS

2023

STREET MACHINE NATIONALS SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Du Quoin, IL | Friday, June 23 - Sunday, June 25
St. Paul, MN | Friday, July 21 - Sunday, July 23

NAME IN TITLE SPONSOR - PRICE ON REQUEST

- + Sponsor name and or logo appears prominently before name of the event
- + Name and/or logo inclusion in event logo
- + Company name included in event name in all social posts once signed contract is received
- + TV, Radio, advertising, and marketing inclusion (contract must be received at least 8 weeks prior to event)
- + 80x30 Display Space in premier location
- + 20 banner placements at event (3'x8')*
- + 20 PA reads per event
- + 100 Complimentary tickets
- + Premier event map listing and logo inclusion (contract must be received at least 8 weeks prior to event) 1 inclusion of materials in participant swag bags (client-supplied)

PRESENTING SPONSOR - PRICE ON REQUEST

- + Name and/or logo inclusion in event logo
- + Company name included in event name in all social posts once signed contract is received
- + TV, Radio, advertising, and marketing inclusion (contract must be received at least 8 weeks prior to event)
- + 80x30 Display Space in premier location
- + 15 banner placements at event (3'x8')*
- + 10 PA reads per event
- + 70 Complimentary tickets
- + Premier event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

RIDE & DRIVE SPONSOR - PRICE ON REQUEST (TRACK BUILD NOT INCLUDED)

- + Naming rights to the Ride & Drive area
- + Name and/or logo inclusion in all Ride & Drive promotion
- + 2 dedicated email blast promoting Ride & Drive
- + 2 dedicated posts across Facebook & Instagram
- + 15 Preshow tag inclusions on social media**
- + 12 banner placements at event (3'x8')*
- + 10 PA reads per event
- + 30 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

OFFICIAL PRODUCT: \$8,000

- + Named as Official Product of the Street Machine Nationals
- + Official product logo created by Bonnier and placed on event website
- + 2 dedicated posts across Facebook & Instagram
- + 10 Preshow tag inclusions on social media**
- + 7 Banner placements at event (3'x8')*
- + 8 PA reads per event
- + 25 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

AUTOCROSS: \$8,000 (ST. PAUL ONLY)

- + Naming rights to the Autocross
- + Name and/or logo inclusion in all Autocross promotion
- + 2 dedicated email blasts promoting Autocross
- + 10 Preshow tag inclusions on social media**
- + 10 banner placements at Autocross competition (3'x8')*
- + 5 additional banner placements throughout event (3'x8')*
- + 8 PA reads per event
- + 25 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

DYNO CHALLENGE: \$7,500

- + Naming rights to the Dyno Challenge
- + Name and/or logo inclusion in all Dyno Challenge promotion
- + 2 dedicated email blasts promoting Dyno Challenge
- + 10 Preshow tag inclusions on social media**
- + 5 banner placements near the Dyno Challenge area (3'x8')*
- + 3 additional banner placements throughout event (3'x8')*
- + 8 PA reads per event
- + 25 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

SHOW-N-SHINE: \$7,000

- + Naming rights to Show-N-Shine
- + Name and/or logo inclusion in all Show-N-Shine promotion
- + Name inclusion on ALL Show-N-Shine awards Continental has 1 show in shine trophy
- + 2 dedicated email blasts promoting Show-N-Shine Competition
- + 10 preshow tag inclusion in social media**
- + 2 tear drop signs at stage
- + 5 additional banner placements throughout event (3'x8')*
- + 20 Complimentary tickets
- + 1 Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 Inclusion of materials in participant swag bags (client supplied)

ENTERTAINMENT STAGE: \$5,000

- + Naming rights to the Entertainment Stage
- + Name and/or logo inclusion in all Entertainment Stage promotion
- + 1 dedicated post across Facebook & Instagram
- + 10 Preshow tag inclusions on social media**
- + 10 banner placements at event (3'x8')*
- + 8 PA reads per event
- + 25 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + Opportunity for programmed stage activation, such as "ask the experts," a custom-build, or Sweepstakes prize giveaway
- + Branded stage microphones with company logo

All packages priced per event

*banners supplied by sponsor

** Guaranteed social inclusions if contract is signed 30 days prior to each show.

Copy and creative provided by sponsor.

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STOP BOX CHALLENGE: \$4,500 (ST. PAUL ONLY)

- + Naming rights to the Stop Box Challenge
- + Name and/or logo inclusion in all Stop Box Challenge promotion
- + 1 dedicated email blast promoting Stop Box Challenge
- + 7 Preshow tag inclusions on social media**
- + 4 banner placements at Stop Box Challenge (3'x8')*
- + 3 additional banner placements throughout event (3'x8')*
- + 5 PA reads per event
- + 15 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

BURNOUT COMPETITION: \$4,500

- + Naming rights to the Burnout competition
- + Name and/or logo inclusion in all Burnout Competition promotion
- + 1 dedicated email blast promoting Burnout
- + 7 Preshow tag inclusions on social media**
- + 4 banner placements at Burnout Competition (3'x8')*
- + 3 additional banner placements throughout event
- + 2 at entry gate (3'x8')*
- + 6 PA reads per event
- + 15 Complimentary tickets
- + 5 Preshow tag inclusions on social media**
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 inclusion of materials in participant swag bags (client-supplied)

EVENT LEVEL SPONSOR: \$4,000

- + 10 Preshow tag inclusions on social media**
- + 6 banner placements at event (3'x8')*
- + 8 PA reads per event
- + 20 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

CUSTOMIZE YOUR PACKAGE

Our team can work to develop a fully customized package to help your company achieve its marketing and sales objectives. Contact your sales representative or sales@bonnierevents.com to discuss custom sponsorships opportunities.

EXHIBIT AND VALUE PACK OPPORTUNITIES

Exhibiting onsite at our events, places your products in front of thousands of motorsports enthusiasts with buying power.

EXHIBIT SPACE RATES

OUTDOOR SPACE

\$2.25 per sq. ft. Du Quoin

\$2.50 per sq. ft. St. Paul

Vehicle AddOn: \$300 each

(must be purchased in conjunction with a booth or sponsorship)

Nonendemic exhibitors are subject to higher rates.
Contact your sales representative or
sales@bonnierevents.com

FULL SHOW IMMERSION PACKAGE: \$1,199 (BEFORE, DURING & AFTER SHOW EXPOSURE)

- + 1 highlighted story posted on Facebook & Instagram during show *
- + 1 inclusion on preshow email*
- + 8 Preshow tag inclusions on social media**
- + 2 entry gate branding (3'x8')*
- + 4 branded tear drop signs
- + 2 vinyl floor graphics
- + 10 PA reads per event
- + 1 logo Inclusion on event map (contract must be received at least 8 weeks prior to event)

BRAND RELEVANCE: \$799

- + 5 Preshow tag inclusions on social media**
- + 1 entry gate branding (3'x8')*
- + 2 branded tear drop signs
- + 5 PA reads per event

BOOTH AWARENESS: \$399

- + 3 Preshow tag inclusions on social media**
- + 1 entry gate branding (3'x8')*
- + 2 PA reads per event

All packages priced per event; Banners supplied by sponsor for all packages
** Guaranteed social inclusions if contract is signed 30 days prior to each show.
Copy and creative provided by sponsor.