



August 18-19, 2018

Official Support Vehicles Sponsorship Opportunity:

Event Fuel Sponsor: Price: \$2,500 - Available: One (1)

Note: The signed contract deadline for this opportunity is May 31, 2018

The concept is that you would supply the heavily branded support vehicles which would have prominent usage on the event grounds, (i.e. shuttling VIP's, Marshals, Support staff, Camera Crews etc)

Value: This High Visibility Package includes:

- Prominent placement of a large temporary structure or vehicle display on the event grounds - We can allocate up to 3000 sq ft for a static display. You supply the display, set-up and take-down support.
- Hanging of large format banners onsite as required - * Temporary in nature with no permanent damage to structures used.
- On-site signage along crowd barrier fencing, You supply, hang, remove up to 3 printed banners. (no more than 3' x 20').
- We will allow an on-site gorilla marketing campaign including product demonstrations, giveaways etc.
- (30) 15 second spots on regular rotation on the spectator big screen- you supply finished HD .mp4 file or simply your logo for simple visual branding - This feature is pending an appropriate A/V sponsorship arrangement.
- (30) 10 second pre-recorded audio slots or mentions on MC system during the event day
- Prominent poster logo placement on all event marketing posters
- Prominent Event website brand inclusion

Being the support vehicle manufacture/dealership/brand of the event, you would have the right to advertise accordingly outside the event. We will provide the official event logo/site information for your own campaigns.

We encourage having an on-site select performance and family vehicle display with your current promotions. In addition to the high performance cars at the event, the spectators will predominantly be regional families enjoying a family friendly outdoor entertainment event/

Your Major Sponsorship Package Perks:

- 4 VIP Tickets to Race Event Weekend including Pit Access for competitor interaction
- Complimentary Gift Bags
- Unique Photo opportunities with your vehicles and select/winning Competitors
- Copies of the event poster

Sponsoring the Sfida Di Velocità event is an excellent way to enhance your corporate image, increase your visibility and expand your customer base within the southern Alberta enthusiast scene. The special interest of collectible and ultra-high performance car forms a definite theme that is easily exploited by a quality performance fuel ad campaign/slogan.

*If you are interested,
Please contact us via the
contact form on our official event website!*

