

# 2023

# STREET MACHINE NATIONALS

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SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Du Quoin, IL | Friday, June 23 - Sunday, June 25  
St. Paul, MN | Friday, July 14 - Sunday, July 16

## 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](mailto: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](mailto: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.