

STREET MACHINE NATIONALS

2025 SMN SPONSOR PACKAGES

DUQUOIN, IL | MAY 2-5
ST. PAUL, MN | JULY 18-20

EVENT ENTITLEMENT SPONSOR

Price Upon Request

- ▶ Premium name and/or logo inclusion in event logo
- ▶ (2) dedicated email blasts
- ▶ Inclusion on all paid media advertising
- ▶ Logo inclusion on all digital assets including website and social media
- ▶ Pre-Show tag inclusions on social media**
- ▶ Booth Space in premier location
- ▶ (20) banner placements at event (3'x8')
- ▶ (20) Floor Graphics
- ▶ (20) On-site PA reads per event
- ▶ (100) Complimentary tickets
- ▶ Logo inclusion in on-site signage
- ▶ Premier event map listing and logo inclusion
- ▶ (**) Inclusion of materials in participant swag bags

PRESENTING SPONSOR

Price Upon Request

- ▶ Secondary name and/or logo inclusion in event logo as presenting sponsor
- ▶ Inclusion on all paid media advertising
- ▶ Logo inclusion on all digital assets including website and social media
- ▶ Pre-Show tag inclusions on social media**
- ▶ Booth Space in premier location
- ▶ (15) banner placements at event (3'x8')
- ▶ (10) Floor Graphics
- ▶ (10) Onsite PA reads per event
- ▶ (70) Complimentary tickets
- ▶ Logo inclusion in on-site signage
- ▶ Premier event map listing and logo inclusion**
- ▶ (**) Inclusion of materials in participant swag bags

RIDE AND DRIVE SPONSOR (ST. PAUL ONLY)

Price Upon Request

- ▶ Naming rights to the Ride & Drive area
- ▶ Name and/or logo inclusion in all Ride & Drive promotion
- ▶ Logo inclusion on all digital assets including website and social media
- ▶ Activation area for Ride and Drive
- ▶ Booth Space next to Ride and Drive area
- ▶ (2) Dedicated posts across social media
- ▶ (10) Pre-Show 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**
- ▶ (**) Inclusion of materials in participant swag bags

SHOW-N-SHINE SPONSOR

\$5,000

- ▶ Naming rights to Show-N-Shine Competition
- ▶ Name and/or logo inclusion in all Show-N-Shine Competition promotion
- ▶ Name inclusion on ALL Show-N-Shine Competition awards
- ▶ 20' x 20' Booth Space included***
- ▶ (1) dedicated email blasts promoting Show-N-Shine Competition
- ▶ (6) Pre-Show tag inclusions on social media**
- ▶ (7) Banner placements at event (3'x8')*
- ▶ (8) PA reads per event
- ▶ (20) Complimentary tickets
- ▶ (1) Inclusion in supplied giveaways in participant swag bags*

SPECTATOR AND PARTICIPANT BAG SPONSOR

\$5,000

- ▶ Name and/or logo inclusion on all bags
- ▶ Logo inclusion on all digital assets including website and social media
- ▶ Bags provided at all spectator entrances
- ▶ Opportunity for sampling in the bags
- ▶ (1) Dedicated post across Facebook & Instagram
- ▶ (6) Pre-Show tag inclusions on social media**
- ▶ (10) Banner placements at event (3'x8')*
- ▶ (8) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**

STAGE SPONSOR (ST. PAUL ONLY)

\$4,000

- ▶ Naming rights to the Entertainment Stage
- ▶ Name and/or logo inclusion in all Entertainment Stage promotion
- ▶ Logo inclusion on all digital assets including website and social media
- ▶ (1) Dedicated post across Facebook & Instagram
- ▶ (6) Pre-Show tag inclusions on social media**
- ▶ (10) Banner placements at event (3'x8')*
- ▶ (8) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**
- ▶ 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 or content supplied by client

** Guaranteed broadcast media and social inclusions if contract is signed 60 days prior to each event. Copy and creative provided by sponsor.

*** Additional space can be purchased at a discounted rate

STREET MACHINE NATIONALS

2025 SMN SPONSOR PACKAGES

DUQUOIN, IL | MAY 2-5
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OFFICIAL PRODUCT

\$3,500

- ▶ Named as Official Product of the Street Machine Nationals
- ▶ Official product logo created by Bonnier and placed on event website
- ▶ 20' x 20' Booth Space included***
- ▶ (1) dedicated posts across social media
- ▶ (5) Pre-Show tag inclusions on social media**
- ▶ (5) Banner placements at event (3'x8')*
- ▶ (8) PA reads per event
- ▶ (**) Stage Interview
- ▶ Enhanced event map listing and logo inclusion**

AUTOCROSS (ST. PAUL ONLY)

\$3,500

X3 PARTNER SPONSORS AVAILABLE

- ▶ Presenting rights to the Autocross - with (3) Partner Sponsors
- ▶ Name or logo inclusion as presenting sponsor in all Autocross promotion
- ▶ (2) Shared email blasts promoting Autocross
- ▶ (5) Pre-Show tag inclusions on social media**
- ▶ (5) Banner placements at Autocross activation area (3'x8')*
- ▶ (5) Additional banner placements throughout event (3'x8')*
- ▶ (8) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**
- ▶ (1) Inclusion in supplied giveaways in participant swag bags*

DYNO CHALLENGE

\$3,500

X3 PARTNER SPONSORS AVAILABLE

- ▶ Naming rights to the Dyno Challenge - with (3) Partner Sponsors
- ▶ Name and/or logo inclusion in all Dyno Challenge promotion
- ▶ (2) Shared email blasts promoting Dyno Challenge
- ▶ (5) Pre-Show tag inclusions on social media**
- ▶ (5) Banner placements at Dyno Challenge area (3'x8')*
- ▶ (5) Additional banner placements throughout event (3'x8')*
- ▶ (8) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**
- ▶ (1) Inclusion in supplied giveaways in participant swag bags*

STREET MACHINE CHALLENGE

\$3,500

- ▶ Naming Rights to SMN Challenge
- ▶ Name and/or logo inclusion in all Street Machine Challenge promotion
- ▶ (2) Shared email blasts promoting Street Machine Challenge
- ▶ (5) Pre-Show tag inclusions on social media**
- ▶ (5) Banner placements at Street Machine Challenge area (3'x8')*
- ▶ (5) Additional banner placements throughout event (3'x8')*
- ▶ (8) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**
- ▶ (**) Stage Interview

CRUISE ROUTE SPONSOR

\$3,000

- ▶ Naming rights to the Cruise Route
- ▶ Name and/or logo inclusion in all Cruise Route promotion
- ▶ (6) Pre-Show tag inclusions on social media**
- ▶ (10) Floor Graphics
- ▶ (8) Banner placements at event (3'x8')*
- ▶ (6) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**
- ▶ (**) Stage Interview

BURNOUT COMPETITION SPONSOR

\$3,000

- ▶ Naming rights to the Burnout competition
- ▶ Name and/or logo inclusion in all Burnout Competition promotion
- ▶ (1) Dedicated email blast promoting Burnout
- ▶ (6) Pre-Show tag inclusions on social media**
- ▶ (4) Banner placements at Burnout Competition (3'x8')*
- ▶ (3) Banner placements throughout event (3'x8')*
- ▶ (6) PA reads per event
- ▶ Sponsor giveaway for winner
- ▶ Enhanced event map listing and logo inclusion**
- ▶ (1) Inclusion of materials in participant swag bags*

SWAP SPONSOR

\$2,000

- ▶ (5) Pre-Show tag inclusions on social media**
- ▶ Activation area for Ride and Drive
- ▶ 20' x 20' SWAP Booth Space - Sunday only
- ▶ (5) banner placements at event (3'x8')*
- ▶ (6) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**

EVENT LEVEL SPONSOR

\$2,000

- ▶ (5) Pre-Show tag inclusions on social media**
- ▶ (5) Banner placements at event (3'x8')*
- ▶ (6) PA reads per event
- ▶ Enhanced event map listing and logo inclusion**

All packages priced per event

* Banners or content supplied by client

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STREET MACHINE NATIONALS

Booth Pricing:

2025
\$1.50/sqft

Dims	Sq. Ft	
10 x 10	100	\$150.00
10 x 20	200	\$ 300.00
10 x 30	300	\$450.00
10 X 40	400	\$ 600.00
20 x 20	400	\$600.00
20 x 30	600	\$900.00
20 x 40	800	\$1,200.00
20 x 50	1000	\$1,500.00
20 x 60	1200	\$1,800.00
20 x 120	2400	\$3,600.00
30 x 40	1200	\$1,800.00
30 x 50	1500	\$2,250.00
30 x 60	1800	\$2,700.00
30 x 80	2400	\$3,600.00