



VELOCITY INVITATIONAL

10.4-6.2024 SONOMA, CALIFORNIA

You're Invited

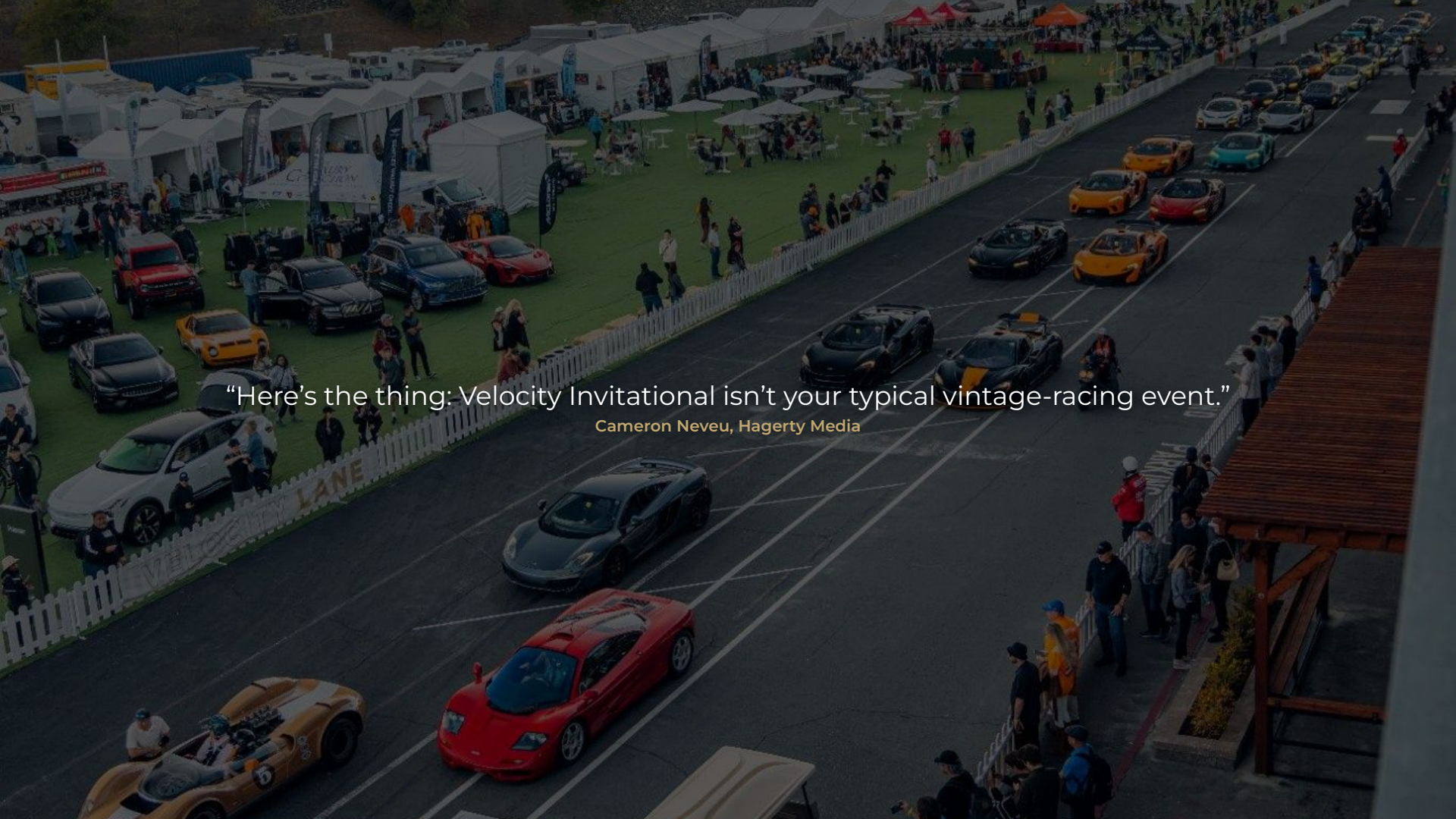


An unmatched celebration of racing and automotive culture in North America.



In the heart of Sonoma Wine Country.

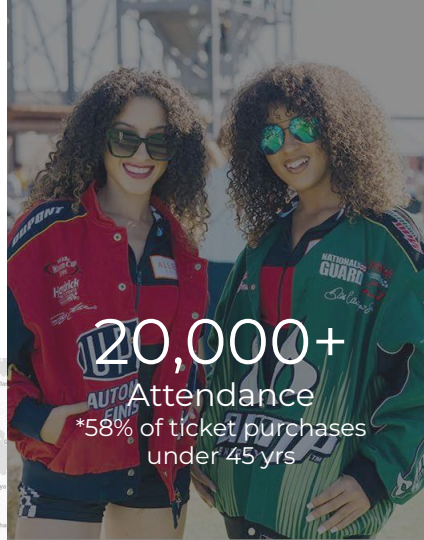


An aerial photograph of a car racing event. In the foreground, a red sports car and a yellow open-wheel race car are on the track. Further back, several other sports cars, including a black one and a yellow one, are visible. To the left of the track, there's a grassy area with several white tents and a display of various cars, including a red pickup truck and a silver SUV. A white picket fence separates the track from the display area. A large crowd of people is gathered around the track and the display area. The text "Here's the thing: Velocity Invitational isn't your typical vintage-racing event." is overlaid on the image.

"Here's the thing: Velocity Invitational isn't your typical vintage-racing event."

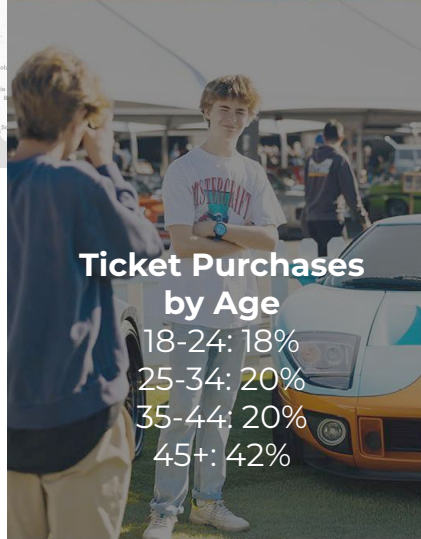
Cameron Neveu, Hagerty Media

WIDESPREAD REACH



300+

Participant and Exhibit Vehicles



Ticket Purchases by Age

18-24:	18%
25-34:	20%
35-44:	20%
45+:	42%

A photograph of two men standing outdoors, smiling and holding glasses of drinks. The man on the left is wearing a light-colored blazer over a dark blue patterned shirt. The man on the right is wearing a brown sweater over a dark shirt and has a lanyard around his neck. The background is a blurred outdoor setting. Overlaid on the image is the text 'Customer by Device' in a large, bold, white font, and 'Mobile: 49.3%' in a slightly smaller, bold, white font below it.

COMMUNITY RESPONSE

“On its fourth running, Velocity Invitational seems to have found the sweet spot...We think this is an event that’s going to keep growing – visit it in 2024 if you can.”

David Lillywhite, Magneto

75+
Earned Media
Placements

1.9B+
Earned Media
Impressions

230
Credentialed Media
in Attendance



Carbuzz
5.3M UMV



Robb Report
3.8M UMV



Sports
Illustrated
130M UMV



Car and Driver
28.6MUMV



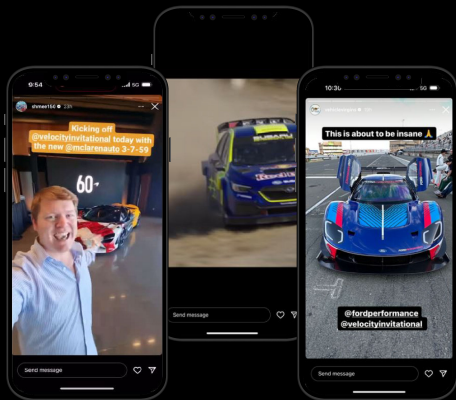
Hagerty
3M UMV



Jalopnik
11.2M UMV

ONSITE CONTENT CREATORS

Onsite Content Creators produce rich content for Velocity and partner channels.



Shmee150

YouTube Subscribers: 2.55M
Followers: 1.8M

Vehicle Virgins

YouTube Subscribers: 2.37M
Followers: 525K

**David Patterson,
ThatDudeInBlue**

YouTube Subscribers: 1.2M
Followers: 256K



Instagram

*30 days surrounding show

640,000 accounts reached
Profile visits: 99,235
Link clicks: 5,400
Impressions: 2,818,005
Following: 35k



Facebook

*30 days surrounding show

433,000 accounts reached
Followers: 15,200



YouTube + FB Combined Live Viewership

178,000 Views

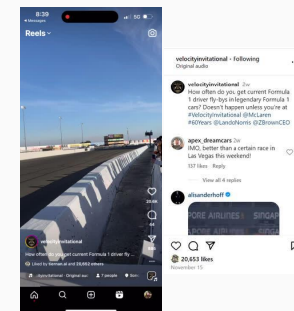
TOP POSTS



Reach: 191,533
Likes: 25,970
Saved: 1266
Shares: 1955

Caption:

World debut of the @FordPerformance GT MkIV happens tomorrow at 11:30AM PST. Don't miss the moment the cover comes off. #Ford #FordPerformance #FordGTMkIV #VelocityInvitational



Reach: 165,091
Likes: 20,653
Saved: 2,047
Shares: 885

Caption:

How often do you get current Formula 1 driver fly-bys in legendary Formula 1 cars? Doesn't happen unless you're at #VelocityInvitational @McLaren #60Years #LandoNorris @ZBrownCEO





PARTNERSHIPS

What can we do for you?

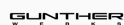
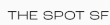


[2024 Sizzle Reel](#)

PARTNERSHIPS

We are now welcoming **Partnerships** for our 2024 event.

- Event Naming Partnership
- Exhibits and Displays
- Sip & Savor Pavilion and Driver's Lounge Naming Opportunities
- Reception and Closing Event Sponsorships
- Ride and Drive Showcases
- On Track Experiences
- Pace Car Opportunities
- Livestream and Post Event Broadcast Opportunities
- Official Event Program Feature Articles and Advertisements
- Onsite Promotional Graphics and Logo Placements
- Newsletter and Social Media Collaboration
- Suites and Hospitality Packages
- VIP Guest Experiences
- Vendor Opportunities





PRESENTING PARTNER

Presenting Partner Sponsorship

Overall Naming Rights “Velocity Invitational Presented by”

Partner logo presented throughout the venue in “presented by” status on the entrance arch and other logo parade graphics

Dedicated Exhibit Space. **Location TBD pending type of activation*

Option to add Space Naming Rights: Driver’s Lounge, Sip & Savor Pavilion, Velocity Lane or Event Plaza

Custom On Track, Ride & Drive and Off-Road experiences

Dedicated Hospitality Space (64 person Grandstand Suite)

Option for Reception and Closing Event Inclusion

Complimentary ticket package

Promotional Material Inclusions

Logo included on the Velocity website
Full page ad in event program

Official Press Release

Social and Newsletter Promotion

Livestream Coverage

Four thirty-second spots each day of the event livestream
Ten logo drops coming out of commercial breaks
(content provided by partner)





On Track Experiences



Prominent Vehicle Display



Off-road Experiences

PRESENTING PARTNER EXPERIENCES

A featured Partner throughout each day of track, paddock display, autocross, plus top mention in all our promotional materials.

Velocity's Presenting Partner will be prominently featured throughout the event and our supporting marketing materials. We will work with you to determine the opportunities that highlight your brand and group in the best way—offering a custom package that includes specific branded graphics, product placement and VIP event access.

Distinct driving opportunities - custom curated

Prominent vehicle display (provided by Partner)

Prominent signage at entryway arch and registration

Prominent brand awareness on all marketing materials, email blasts, website, etc.

All access weekend passes



SECONDARY PARTNER OFFERINGS

Secondary Partner Sponsorship

Partner logo presented throughout the venue on the entrance arch and other logo parade graphics

Dedicated Exhibit Space. **Location TBD pending type of activation*

Option to add Space Naming Rights: Driver's Lounge, Sip & Savor Pavilion, Velocity Lane or Event Plaza

Option for Custom On Track, Ride & Drive or Off-Road experiences

Dedicated Hospitality Space

Reception and Closing Event Inclusion

Complimentary ticket package

Promotional Material Inclusions

Logo included on the Velocity website
Full page ad in event program

Official Press Release

Social and Newsletter Promotion

Livestream Coverage

Three thirty-second spots each day of the event livestream
Five logo drops coming out of commercial breaks
(content provided by partner)





Supporting Partner Sponsorship

Partner logo in select areas throughout the venue

Dedicated Exhibit Space. **Location TBD pending type of activation*

Option to add Space Naming Rights: Driver's Lounge, Sip & Savor Pavilion, Velocity Lane or Event Plaza

Option to add dedicated Hospitality Space

Option to add Reception and Closing Event Inclusion

Complimentary ticket package

Promotional Material Inclusions

Logo included on the Velocity website
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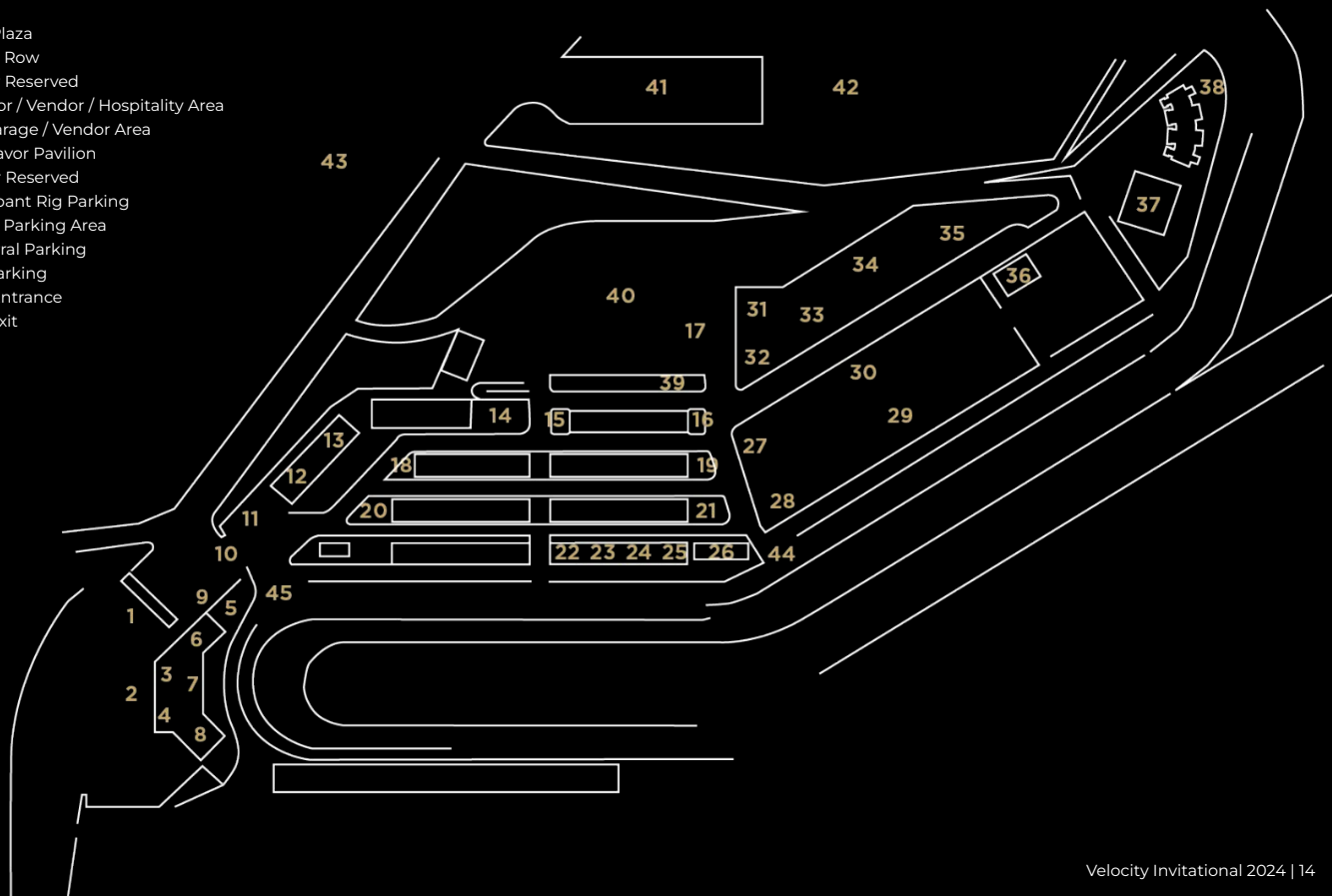
Livestream Coverage

Two thirty-second spots each day of the event livestream
Two logo drops coming out of commercial breaks
(content provided by partner)

VENUE | SONOMA RACEWAY

1. Main Entrance / Ticketing
2. VIP Drop-Off / Valet
3. Exhibit / Vendor Area
4. Exhibit / Vendor Area
5. Exhibit / Vendor Area
6. Driver's Lounge
7. Partner Reserved
8. Partner Reserved
9. Exhibit / Vendor Area
10. General Admission Entrance
11. Partner Reserved
12. Wine Country Motorsports
13. Crew Lounge
14. Exhibitor / Vendor Area / Ride & Drive
15. Exhibit / Vendor Area
16. Exhibitor / Vendor Area
17. Winner's Circle
18. Partner Reserved
19. Exhibit / Vendor Area
20. Partner Reserved
21. Partner Reserved
22. Garage Exhibit / Vendor Area
23. Garage Exhibit / Vendor Area
24. Garage Exhibit / Vendor Area
25. Garage Exhibit / Vendor Area
26. Media Center
27. Exhibitor / Vendor Area
28. DirtFish Rally School
29. Concessions Area
30. Grandstands / Pit Row Suites
31. Partner Reserved
32. Exhibit / Vendor Area

33. Event Plaza
34. Vendor Row
35. Partner Reserved
36. Exhibitor / Vendor / Hospitality Area
37. Tech Garage / Vendor Area
38. Sip & Savor Pavilion
39. Partner Reserved
40. Participant Rig Parking
41. Flexible Parking Area
42. Car Corral Parking
43. Lot 2 Parking
44. Track Entrance
45. Track Exit



2024 RACE EXPERIENCE

Thursday | Oct. 3

Staff and Participant ACCESS ONLY

- Vehicle arrivals and set-up

Friday | Oct. 4

*Spectator tickets required 7am-7pm

- Qualifying on track
- Paddock sponsor activations and experiential exhibits open
- Hospitality areas, including Sip and Savor wine experience, open

Saturday | Oct. 5

*Spectator tickets required 7am-7pm

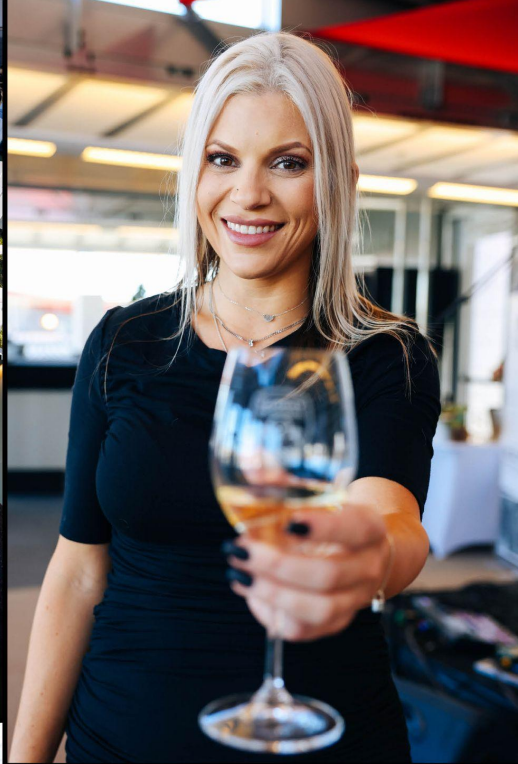
- Races and Exhibitions on track
- Off-road Exhibitions on course
- Closing Celebration for Owners, Drivers and VIP ticket holders

Sunday | Oct. 6

*Spectator tickets required 7am-7pm

- Feature Races and Exhibitions on track
- Off-road Exhibitions on course
- Awards presentations
- Load out begins at 5:00pm





HOSPITALITY

Treat your guests to private hospitality areas and experiences throughout the weekend.

TURN 11 PAVILION

Sonoma Raceway's new Turn 11 hospitality structure features three flexible room concepts, that provide exceptional opportunities for hosting clients and guests. Choose from indoor/outdoor spaces or intimate lounge/retail rooms.

GRANDSTAND SUITES

28 and 64 capacity private suites are available at Sonoma Raceway. This is the best view of the track and is great way to get above the paddock.

SIP & SAVOR PAVILION

The Sip & Savor Pavilion is a unique Velocity venue, with trackside seating and local wineries that offer tastings throughout the weekend.

CLOSING CELEBRATION

Velocity hosts an closing celebration for Drivers and VIPs on Saturday evening of the event at the member exclusive Ram's Gate Winery. Keep the evening going with this special add on.





Turn 11 Pavilion



Turn 11 Pavilion



Sip & Savor Pavilion



Turn 11 Pavilion



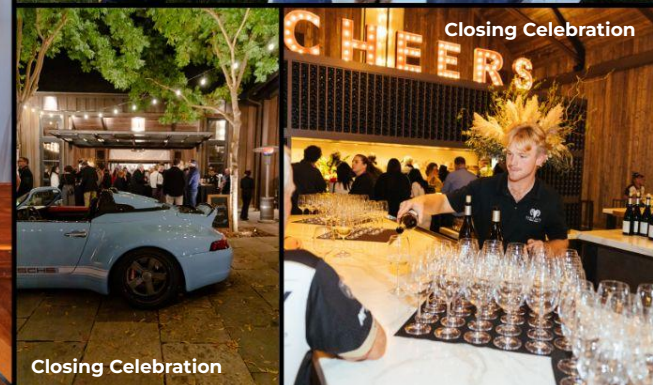
Sip & Savor Pavilion



Sip & Savor Pavilion



Turn 11 Pavilion



Closing Celebration

Closing Celebration



GRANDSTAND SUITES

Sonoma Raceway's Grandstand Suites provide an ideal private setting to entertain your company's valued customers, prospect new business or reward employees.

- Catering is available upon request and can be coordinated directly with our Production Team.
- Custom Credentials will be created just for your group to easily identify suite attendees.
- We are happy to discuss suite amenities such as branded graphics and other needs.

28 person suite: \$25,000 + catering, decor and rentals

64 person suite: \$35,000 + catering, decor and rentals



BRANDING OPPORTUNITIES

There are a variety of branded opportunities throughout the venue. From track side billboards and facility signage to print and online materials, we welcome the opportunity to showcase your brand in an elegant way.

- Tent Side Graphics
- Branded Reception Desks
- Trackside Signage
- VIP Entrance
- General Admission Entrance
- Registration
- Ticket and Lanyards
- Website
- Program



VELOCITY INVITATIONAL

SONOMA RACEWAY
OCTOBER 4-6, 2024



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