



# CORVETTE SHOWCASE

PRESENTED BY

# 5 STAR CORVETTES

# ATLANTA MOTOR SPEEDWAY



JULY 5<sup>TH</sup> & 6<sup>TH</sup>, 2024

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# SPONSORSHIP LETTER

Dear Potential Sponsor,

I hope this letter finds you well. I am writing to extend an invitation to you to become a sponsor for the 1st Annual Corvette Showcase at the Atlanta Motor Speedway, organized by 5 Star Corvettes.

The Corvette Showcase is set to take place on July 5th & 6th, 2024, at the iconic Atlanta Motor Speedway, starting at 12 noon each day. This event promises to be an exhilarating celebration of the Corvette, bringing together enthusiasts and admirers from all corners.

This event will feature a diverse array of Corvettes, from classic models to custom creations, offering participants and spectators alike a chance to immerse themselves in the rich tapestry of Corvette culture. As the sun sets, the Atlanta Motor Speedway will be transformed into a spectacle of automotive illumination, with dazzling LED setups, custom-designed headlights, and taillights taking center stage. Additionally, participants will have the unique opportunity to drive their own vehicles on the official NASCAR track, experiencing the thrill of racing with three laps behind a pace vehicle—an experience sure to create lasting memories.

As a sponsor of the Corvette Showcase, you will receive prominent recognition throughout the event. This includes logo placement on event marketing materials, such as posters, flyers, and digital advertisements, as well as recognition on the official event website and social media platforms. Moreover, your organization will also have the opportunity to showcase its products or services at designated sponsor booths during the event, and representatives and guests will receive VIP access and hospitality perks.

We believe that your support would greatly contribute to the success of this event and help us in our mission to create an unforgettable experience for all attendees.

Thank you for considering this opportunity to partner with us for the 1st Annual Corvette Showcase. We look forward to the possibility of collaborating with your organization and making this event a resounding success.

Warm regards,

**Lisa Williams: 404-212-8236 - [lisa@insightgroup2.com](mailto:lisa@insightgroup2.com)**

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# ABOUT THE EVENT

The 1st Annual Corvette Showcase at the Atlanta Motor Speedway, presented by 5 Star Corvettes, is a premier gathering for Corvette enthusiasts and automotive aficionados alike. Set against the backdrop of the iconic Atlanta Motor Speedway, this event celebrates the rich heritage & enduring legacy of the Corvette—a true symbol of American automotive excellence.

Featuring a stunning showcase of Corvettes spanning various generations and models, from classic cars to custom creations, attendees will have the opportunity to immerse themselves in the world of Corvette culture. Whether you're a proud owner looking to display your prized vehicle or simply a fan eager to admire these iconic cars up close, the Corvette Showcase promises to be a captivating experience for all.

In addition to the awe-inspiring vehicle showcase, attendees can look forward to a thrilling Vehicle Light Show as the sun sets over the Atlanta Motor Speedway. With custom-designed headlights, taillights, and LED setups illuminating the venue in a mesmerizing display of light and color, this evening spectacle is sure to leave a lasting impression.



# WHY SPONSOR US

Sponsoring the 1st Annual Corvette Showcase at the Atlanta Motor Speedway presents a unique opportunity for your organization to align itself with one of the most iconic events in the automotive world. By partnering with us, you'll enjoy a host of benefits that will help elevate your brand and connect with a highly engaged audience of Corvette enthusiasts and automotive aficionados.



## Visibility and Recognition:

As a sponsor, your organization will receive prominent visibility and recognition throughout the event. Your logo will be featured on event marketing materials, including posters, flyers, and digital advertisements, ensuring widespread exposure to attendees and participants. Additionally, your organization will be recognized on the official event website and social media platforms, reaching a diverse audience of automotive enthusiasts.

## Direct Engagement:

Sponsors will have the opportunity to engage directly with attendees through designated sponsor booths during the event. Showcase your products or services, interact with potential customers, and build valuable connections within the Corvette community. With VIP access and hospitality perks for representatives and guests, sponsoring the Corvette Showcase offers a unique platform to showcase your organization in a dynamic and engaging environment.

## Brand Association:

Aligning your brand with the Corvette Showcase demonstrates your organization's commitment to excellence, innovation, and automotive passion. By sponsoring this premier event, you'll reinforce your brand's association with quality, performance, and the rich heritage of the Corvette—a



true symbol of American automotive excellence. Your support will be recognized and appreciated by attendees and participants alike, further enhancing your brand's reputation and visibility within the automotive industry.



### **Networking Opportunities:**

Sponsoring the Corvette Showcase provides valuable networking opportunities to connect with industry leaders, influencers, and fellow sponsors. Forge new partnerships, exchange ideas, and explore potential collaborations that can drive business growth and expansion. Whether you're a seasoned player in the automotive industry or looking to establish a presence within the Corvette community, sponsoring this event offers a platform to network and engage with key stakeholders in a vibrant and dynamic setting.

### **Community Involvement:**

By sponsoring the Corvette Showcase, your organization will demonstrate its commitment to supporting and celebrating automotive culture and heritage. Your involvement will contribute to the success of the event and help create an unforgettable experience for attendees and participants. Join us in fostering a sense of community, camaraderie, and passion for Corvettes—a true American tradition that transcends generations and inspires automotive enthusiasts around the world.

# SPONSORSHIP PACKAGES

## PLATINUM SPONSOR

\$45,000

- **Presenting/Title Sponsor:** Stand out as the leading sponsor with premier placement in all promotional materials.
- **Exclusive Branding Opportunities:** Enjoy exclusive branding opportunities at the event, including prominent logo placement on stage backdrops, banners, and event signage.
- **VIP Benefits:** Receive VIP passes for access to exclusive areas, backstage tours, and special seating during event activities.
- **Media Exposure:** Benefit from extensive media exposure across all partner channels, including press releases, social media campaigns, and promotional materials.
- **Networking Opportunities:** Connect with other sponsors, vendors, and industry professionals to build valuable business relationships and explore collaboration possibilities.
- **Community Engagement:** Demonstrate your commitment to the local community and car culture by supporting a well-regarded event that celebrates automotive excellence.

## GOLD SPONSOR

\$25,000

- **Significant Branding Presence:** Enjoy significant branding presence throughout the event, including logo placement on event banners, signage, and promotional materials.
- **On-site Activations:** Showcase your products or services through on-site activations, demonstrations, or interactive displays to engage with attendees and drive brand awareness.
- **Media Exposure:** Receive exposure through social media campaigns featuring sponsors, reaching a targeted audience of car enthusiasts, potential customers, and industry professionals.
- **Networking Opportunities:** Connect with sponsors, vendors, and attendees to build valuable business relationships & explore collaboration possibilities.
- **Community Engagement:** Show your support for the local community and car culture by being part of a well-regarded event that celebrates automotive excellence.



# SPONSORSHIP PACKAGES

## SILVER SPONSOR / \$15,000

- **Logo Placement and Recognition:** Benefit from logo placement on event materials, including flyers, posters, and select promotional efforts.
- **Inclusion in Promotional Efforts:** Be included in select promotional efforts, providing exposure to a targeted audience of car enthusiasts, potential customers, and industry professionals.
- **On-site Presence:** Have the opportunity to showcase your products or services through a booth space at the event, allowing for direct engagement with attendees.
- **Networking Opportunities:** Connect with sponsors, vendors, and attendees to build valuable business relationships & explore collaboration possibilities.
- **Community Engagement:** Demonstrate your support for the local community and car culture by being part of a well-regarded event that celebrates automotive excellence.

## VENDOR SPONSOR / \$500 - \$1,000

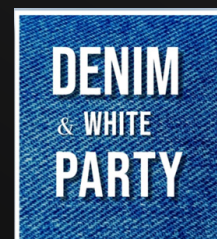
- **Booth Space:** Secure a booth space at the event to showcase your products or services and engage directly with attendees.
- **Mention in Promotions:** Receive mention in vendor-specific promotions, providing additional exposure to event attendees.
- **Networking Opportunities:** Connect with sponsors, vendors, and attendees to build valuable business relationships & explore collaboration possibilities.
- **Community Engagement:** Demonstrate your support for the local community and car culture by being part of a well-regarded event that celebrates automotive excellence.

# SPONSORSHIP PACKAGES

## DENIM & WHITE PARTY SPONSORSHIP PACKAGE: \$5,000

Denim & White After Party There is no party like a Corvette party so we made sure to include an after party at Club One in The Atlanta Motor Speedway that will close out one of the most anticipated events in Atlanta for 2024. Get ready to rock your denim and white attire at the ultimate Denim and White Party! With live music, a DJ and an atmosphere of elegance, the Denim and White Party is the perfect occasion to mingle, dance, & create unforgettable memories. So slip into your favorite denim and white ensemble and get ready to make a statement.

As a sponsor at the after-party of our car show event, you will gain prominent brand visibility and promotional opportunities, including logo placement, product showcasing, and the chance to connect directly with a passionate audience of car enthusiasts.





# OUR MEDIA SPONSORS





## FURTHER INQUIRIES

We would be happy to assist you with any questions that you may have or to help you select the ideal sponsorship opportunity for your organization. To find out more information about The 1st Annual Corvette Showcase, please contact us.

Contact information

**5starcorvettes**

[www.5starcorvettes.com](http://www.5starcorvettes.com)

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We look forward to hearing from you!

