Maxwell Family of Dealerships presents RIDE DRIVE GIVE Benefiting CENTER FOR CHILD PROTECTION APRIL 30, 2020 CIRCUIT OF THE AMERICAS™
2019 MARKETING NUMBERS IN REVIEW

DIGITAL PRESENCE (DECEMBER - APRIL)

- 96K social media impressions (total repeated views)
- 8K reach via 4 e-blasts

MEDIA PARTNERSHIPS

DO512
- Display ads, email inclusion and social outreach
- 219K ad impressions
- 803K reach via email inclusion
- 18,491 social media reach

AUSTIN WOMAN
- Social outreach and event listing
- 35K Instagram followers
- 12K Facebook likes
- 75K monthly readership

OTHER EVENT COVERAGE
- Circuit of The Americas
- Lamborghini Austin
- Pristine Auto Detailing
- League of Rebels
- Austin Social Planner
- West Austin News
### SPONSORSHIP OPPORTUNITIES

#### Title Sponsor - $20,000

- Sponsor logo or name incorporated into the event logo
- Sponsor logo or name on front of event T-shirt
- Sponsor logo or name on event bag
- Sponsor logo on prominent signage throughout garage and lounge
- Opportunity to display banners and materials in event garage and on pit lane
- Opportunity to provide company branded items for participants
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Sponsor to be mentioned on any airtime (TV and Radio) that the event might receive from promotional partners
- Social media mention
- 1 VIP Experience

#### VIP Lunch Reception Sponsor - $7,500

- Sponsor logo or name branded private lunch reception for VIP participants, Ride Along drivers, and instructors
- Sponsor logo or name on reception napkins
- Opportunity to provide company branded items for reception and event participants
- Sponsor logo on additional signage at the event
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention
- 2 Ride Alongs

#### VBOX Footage Sponsor - $5,000

- Sponsor logo prominently featured in the VBOX footage from Exotic drives
- Sponsor logo printed on flash drive participants receive with their driving footage
- Opportunity to provide company branded items for participants
- Sponsor logo on prominent event signage
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention
- 1 Ride Along

*Sold*
Event Cap Sponsor - $2,500
- Sponsor logo printed on the official event cap
- Sponsor logo or name included on signage at event
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention

Lanyard Sponsor - $2,000
- Sponsor logo embroidered on the lanyards worn by every participant during the event
- Sponsor logo or name included on prominent signage at event
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention

Snack Sponsor - $1,500
- Sponsor logo or name on snack station napkins
- Sponsor logo on prominent signage along the snack station
- Sponsor logo on additional signage at the event
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention

T-Shirt Sponsor - $1,000
- Sponsor logo on back of the official event T-shirt (non-exclusive)
- Sponsor logo or name included on signage at event
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention

Silent Auction Sponsor - $500
- Opportunity to provide items for auction package
- Sponsor logo or name listed in silent auction alongside donated auction package
- Sponsor logo or name listed on signage at event
- Sponsor logo or name included on digital signage such as track jumbotron
- Sponsor logo or name listed on Center’s website
- Social media mention

(SOLD)

(SOLD)
The Center for Child Protection is a nationally accredited children's advocacy center and the only nonprofit in Travis County involved in the investigation and prosecution of crimes against children. For more than 30 years, the Center has been the first stop for children in Travis County who are suspected victims of sexual abuse, physical abuse and for children who have witnessed a violent crime. The Center is a child-friendly, specially-equipped facility where children go for recorded forensic interviews, medical exams, counseling and intervention. All services are provided to children and their protective caregivers free of charge and are available in English and Spanish.