

FAMILY OF DEALERSHIPS

NYLE MAXWELL

presents

RIDE · DRIVE · GIVE

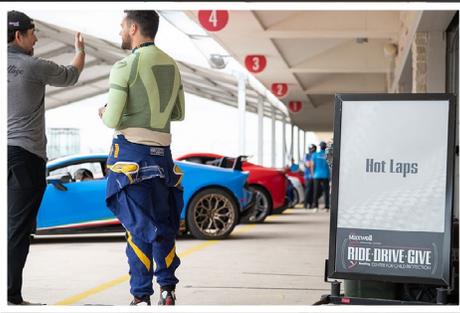


Benefiting CENTER FOR CHILD PROTECTION

05.03.2024



 **CIRCUIT** OF THE
AMERICAS™



2023 EVENT IN REVIEW

175mph
Top Speed

\$175K
Raised

9th Annual
Day at the Track

20+
*Exotic, Hyper-
Exotic & Race Cars*

125
Participants

EXPERIENCE SPONSORSHIPS

VIP EXPERIENCE

\$1,995

Choose one of three multi-experience packages for an adrenaline rush you'll never forget! Each package comes with an event swag bag, hat, T-shirt and breakfast at the track.

PACKAGE 1

- Drive Your Car (Two 15-Minute Driving Sessions)
- Drive Our Exotic (Two Laps)
- Tier 2 Hot Lap (Two Laps)

PACKAGE 2

- TWO Drive Our Exotics (Two Laps each)
- Tier 2 Hot Lap (Two Laps)

PACKAGE 3

- THREE Tier 2 Hot Laps (Two Laps each)
- Tier 1 Hot Lap (Two Laps each)

DRIVE OUR EXOTIC

\$750

See how it feels to get behind the wheel of a track-prepped exotic! Speed around the 3.41-mile track in supercars such as a Porsche 911 GT3, Lamborghini Huracan Performante, Ferrari Portofino, and more. (Two Laps)

DRIVE YOUR CAR

\$750

Find out what your car can *really* do with half an hour of track time! An instructor will coach you through COTA's twists and turns during two 15-minute driving sessions.

Tier 2 Hot Lap \$500

Ride shotgun in a top-tier supercar or racecar and experience the track at its peak potential. (Two Laps)

Tier 1 Hot Lap \$250

Ride shotgun in a luxury supercar. (Two Laps)

Guest Pass \$50

Spend the morning surrounded by supercars, mingling with professional drivers, and watching participants race around the track at thrilling speeds! This pass gives you access to the snacks and activities in the garage lounge, Pit Lane, and the loft overlooking the front straightaway.

EVENT SPONSORSHIPS

Presenting Sponsor \$20,000

- Sponsor logo incorporated into event logo
- Sponsor logo included on event T-shirt, VIP bag, and event hat
- Sponsor logo on prominent signage throughout garage lounge and Pit Lane
- Sponsor logo incorporated into all promotional materials, videos, and eblasts
- Sponsor to be mentioned in any media coverage that the event might receive (TV or Radio)
- Opportunity to display sponsor materials, and/or vehicles at the event
- Opportunity to provide company branded items for VIP swag bags
- Sponsorship recognition on digital signage (e.g., track jumbotron) and Center website
- Dedicated social media recognition
- 1 complimentary VIP experience



VBOX Footage Sponsor

\$6,000

- Sponsor logo prominently featured in driving footage given to all Drive Our Exotic participants
- Verbal mention during instructional announcement to Drive Our Exotic and VIP participants
- Opportunity to provide company branded items for VIP swag bags
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), and Center website
- Dedicated social media recognition
- 2 complimentary Hot Laps

Event Hat Sponsor

\$5,000

- Sponsor logo embroidered on event hat
- Opportunity to provide company branded items for VIP swag bags
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), and Center website
- Dedicated social media recognition
- 2 complimentary Hot Laps

SOLD

Food Truck Sponsor

\$3,500

- Sponsor logo included on food truck tickets given to VIP Participants, Hot Lap Drivers, Instructors, Vendors, and Volunteers
- Sponsor logo or included on event napkins
- Sponsor logo prominently placed on food truck signage
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 2 complimentary Hot Laps

VIP Bag Sponsor

\$3,500

- Sponsor logo included on event bag given to VIP Participants, Hot Lap Drivers, and Instructors
- Opportunity to provide additional items for VIP swag bags
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 2 complimentary Hot Laps



Lanyard Sponsor

\$2,000

- Sponsor logo on lanyards worn by Participants, Hot Lap Drivers, and Instructors during event
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 1 complimentary Hot Lap



Photography Sponsor

\$2,000

- Sponsor logo displayed on safety vests worn by event photographers
- Sponsor logo included in overlay on select event photos to be used for post-event social media
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 1 complimentary Hot Lap

Snack Sponsor

\$2,000

- Sponsor logo prominently featured on the banner above snack station and displayed on snack table station in garage lounge
- Opportunity for additional signage in snack lounge
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 1 complimentary Hot Lap



VIP Gift Sponsor \$2,000

- Sponsor logo included in swag bag given to VIP participants
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 1 complimentary Hot Lap



Exotic Car Sponsor \$1,500

- Sponsor logo featured on license plate of up to six Drive Our Exotic cars, such as a Lamborghini Huracan, Maserati GranTurismo, Ferrari Portofino, and Porsche 911 GT3
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 1 complimentary Hot Lap



Wheels Up & Win Sponsor \$1,500

- Sponsor logo prominently featured on contest signage
- Sponsor logo featured by prize display
- Sponsor mention in communication to event participants
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media
- 1 complimentary Hot Lap

Fence Banner Sponsor \$1,000

- Sponsor logo featured on fence banner displayed on Pit Lane
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media

T-Shirt Sponsor *(Non-Exclusive)* \$1,000

- Sponsor logo featured on back of event T-shirt
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), Center website, and social media



Silent Auction Sponsor

\$500

- Sponsor logo featured in silent auction online platform
- Sponsor logo prominently placed on silent auction signage
- Sponsor mention in communication to event participants
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), and Center website

Volunteer Sponsor

\$500

- Sponsor logo featured on volunteer lanyard badges
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), and Center website

Silent Auction Donor

In-Kind

- Opportunity to provide company branded items for auction package
- Sponsor logo listed in silent auction online platform
- Sponsorship recognition on print signage, digital signage (e.g., track jumbotron), and Center website

Purchase Your Sponsorship

For more information or to reserve a sponsorship, contact
Victoria McCullough at vmccullough@centerforchildprotection.org or 512.600.2777

Center for Child Protection

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 free of charge to children and their protective caregivers, and are available in English and Spanish.



CENTER FOR CHILD PROTECTION

a children's advocacy center



#RideDriveGiveATX | @Center4CP