

# 2026

## SPONSORSHIP OPPORTUNITIES

27th ANNUAL DU QUOIN, IL | JUNE 5-7, 2026

16th ANNUAL ST. PAUL, MN | JULY 17-19, 2026



### NAME IN TITLE 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
- (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
- (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
- (30) Complimentary tickets
- Enhanced event map listing and logo inclusion\*\*
- (\*\*) Inclusion of materials in participant swag bags

### SHOW-N-SHINE SPONSOR

\$4,000

- 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
- (20) Complimentary tickets
- (1) Inclusion in supplied giveaways in participant swag bags\*

### 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 participant check-in
- 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
- Enhanced event map listing and logo inclusion\*\*

### STAGE SPONSOR (ST. PAUL ONLY)

\$3,000

- 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
- 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

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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
- Stage Interview
- Enhanced event map listing and logo inclusion\*\*

### AUTOCROSS (ST. PAUL ONLY)

\$3,500

3 PARTNER SPONSORS AVAILABLE

- Presenting rights to the Autocross - up to 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
- Enhanced event map listing and logo inclusion\*\*
- (1) Inclusion in supplied giveaways in participant swag bags\*

### DYNO CHALLENGE

\$3,000

3 PARTNER SPONSORS AVAILABLE

- Naming rights to the Dyno Challenge - up to 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
- Enhanced event map listing and logo inclusion\*\*
- (1) Inclusion in supplied giveaways in participant swag bags\*

### STREET MACHINE CHALLENGE (ST. PAUL ONLY)

\$3,000

- 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
- 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
- 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
- Sponsor giveaway for winner
- Enhanced event map listing and logo inclusion\*\*
- (1) Inclusion of materials in participant swag bags\*

### SWAP SPONSOR

\$2,000

- Naming rights to the Swap
- 20' x 20' SWAP Booth Space - Sunday only
- (5) Pre-Show tag inclusions on social media\*\*
- (5) banner placements at event (3'x8')\*
- (6) PA reads
- 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
- Enhanced event map listing and logo inclusion\*\*

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

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# Booth Pricing

2026  
\$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

# 2026

## LOCAL BUSINESS PACKAGE

27th ANNUAL DU QUOIN, IL | JUNE 5-7, 2026  
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***Designed for Local Companies. Supported by Big Reach.***

### HOMETOWN SPONSOR

**\$1,000**

- **20' x 20' Booth Space**
  - Plenty of room to display products, vehicles, services, and promotions
- **One Dedicated Social Media Post**
  - Exclusive spotlight on Street Machine Nationals social channels
- **Email Inclusion to 70,000+ Subscribers**
  - Your business featured in pre-event attendee marketing
- **Logo on Official Event Website**
  - Online visibility leading up to and through the event
- **Two On-Site Banners (client supplied)**
  - Additional brand presence displayed during all three days

### THE AUDIENCE YOU'LL REACH

This package delivers real, measurable exposure before, during, and after the event.

- **26,000+ attendees and participants** over the three-day event
- **70,000+ email subscribers** actively engaged with event updates
- **56,000+ social media followers** across event channels

### WHY EXHIBIT?

- **Connect face-to-face with thousands of car enthusiasts**
- **Promote your business to a highly targeted local & national audience**
- **Generate leads, sales, and brand awareness in one action-packed weekend**
- **Build relationships that last long after the event ends**

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

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