

Street Rod Nationals

August 3-6th, 2023

54th Annual Street Rod Nationals Sponsorship Opportunities



The largest automobile participant event globally has attracted over 11,000 vehicles and nearly 600 exhibitors annually. Pre-1949 street rods, classic cars of the '50s, and muscle cars from the '60s and '70s will be on hand at the Kentucky Exposition Center this summer as the National Street Rod Association® presents its 54th Annual Street Rod Nationals.

This will be the 29th time the NSRA Street Rod Nationals has been held in Louisville, and an all-time high number of participants and spectators are expected this year. The sponsorship opportunities listed below provide outstanding visibility for your business.

Attendance

Participants: Average attendance each year is approximately 11,000 registered cars with over **30,000 participants & exhibitors.**

NSRA members are mostly married, 45-65+ years of age, with an average income between \$60,000-\$100,000+.

Spectators: Average attendance each year, is approximately **30,000-40,000** with over 60% from the Louisville area.

Sponsorship Levels

Platinum Street Rodder Supporter Level: \$10,000

Naming Rights

- The Rodders Fest Tent, a large tent in front of West Wing offering live musical entertainment, is yours for the day (choice of August 3, 4, 5, or 6th – **first come first served basis**). You may provide an activation within the tent, such as giveaway items or demonstrations, as appropriate, with advance approval by NSRA officials.

High Exposure Opportunities

- Promote (on the first day of registration) within the on-site information booth at Broadbent Arena.
- Exhibit space August 3-6th within the on-site information booth at the Kentucky Exposition Center includes one parking pass plus two (2) exhibitor buttons and one representative from your business. You will have the ability to distribute flyers and giveaways promoting your business and any special offers for NSRA participants
- Logo inclusion on the NSRA website and a Louisville Tourism advertisement
- Printed meter board with sponsor logo in a prime location in the South wing lobby of the Kentucky Exposition Center.
- Twenty-five (25) complimentary one-day passes

Print Advertising

- Banners (5 x 20 stage backdrop and 4 x 8 banner **provided by your business** by July 24) will hang in the popular areas, including the registration booth, where every participant must visit to register.
- July Edition-Street Scene Magazine full-color, full-page advertisement in Street Rod's only monthly news magazine read by over 40,000 NSRA members.
- Advertising half-page, four-color insertion in the NSRA Street Rod Nationals Event program



Sponsorship Levels

Gold Street Rodder Supporter Level: \$5,000

High Exposure Opportunities

- Ability to promote your business as a destination and/or partner for that day (“NSRA Street Rod Nationals Day at YOUR COMPANY NAME”)
- Distribution of flyers and giveaways promoting your business and any special offers for NSRA participants at the on-Site Information Booth located at the Kentucky Exposition Center
- Logo inclusion on the NSRA website and a Louisville Tourism advertisement
- Printed meter board with sponsor logo in a prime location in the South wing lobby of the Kentucky Exposition Center.
- Eight-foot table near city information booth to display your business flyers and materials (staffing provided by your company).
- Fifteen (15) complimentary one-day tickets

Print Advertising

- A 4 x 8 banner (**provided by your business** by July 24) hung at the popular registration area, which is where every participant must visit to register.
- July Edition-Street Scene Magazine full-color, half-page advertisement in Street Rod's only monthly news magazine read by over 40,000 NSRA members
- Quarter-page, four-color advertising insertion in the NSRA Street Rod Nationals Event Program

Silver Street Rodder Supporter Level: \$1,000

- Logo inclusion on the NSRA website and a Louisville Tourism advertisement
- A 4 x 8 banner (**provided by your business** by July 24) hung at the popular registration area, which is where every participant must visit to register.
- Printed meter board with sponsor logo in a prime location in the South wing lobby of the Kentucky Exposition Center.
- Eight-foot table near city information booth to display your business flyers and materials (staffing provided by your company).
- Twelve (12) complimentary one-day tickets

Bronze Street Rodder Supporter Level: \$500

- Logo inclusion on the NSRA website and a Louisville Tourism advertisement
- A 4 x 8 banner (**provided by your business** by July 24) hung at the popular registration area, which is where every participant must visit to register.
- Printed meter board with sponsor logo in a prime location in the South wing lobby of the Kentucky Exposition Center.
- Four (4) Complimentary One-Day Tickets

[Click here](#) to Become a
54th Annual Street Rod Nationals 2023 Sponsor

Questions? Contact Brad Knapp, Louisville Tourism, bknapp@GoToLouisville.com