

DRIVE EXPO 2024

Sponsorship & Table Packages



DRIVE EXPO 2024/WreckWeek is the premiere event for the independent shop owner.

The decision makers that you need to meet.

- **Located at the beautiful Sheraton Hotel in Ft. Worth Texas.**
- **Innovative sponsorship packages.**
- **Talk with DRIVE today before sponsorship packages are sold out!**

Wednesday, June 19th - Thursday, June 20th, 2024



Everything's Bigger in Texas - Including DRIVE EXPO 2024. Now Partnered with WreckWeek!



drive-expo.com / 818.863.1077 / driveexpo@driveshops.com

DRIVE EXPO 2024 • Sponsorship & Table Packages



Dallas/Ft. Worth, Texas

This premier event is your opportunity to interact one-on-one with successful shop owners.

**Take a look at our sponsor levels to find the opportunity that is best for your brand.
DRIVE can also customize a package just for you!**



Limited Private Table in Main Ballroom with Two Chairs & Table Cloth

Private Table + Media Kit / Networking Break

Private Table + Early Bird Breakfast Training / Private Table & Lunch and Learn

Private Table & Top 20 Lunch and Learn / Audio Video Sponsorships

Opening Reception Breakfast / DRIVE Reception Theme Party

Awards Night Sponsorships / EXPO Promotional Co-Branded Materials

DRIVE Facebook Live / Sponsored Webinars

Note that all packages are customizable and that costs don't include wifi/electricity/furniture/carpet.

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Dallas/Ft. Worth, Texas

Limited Private Table \$2500



Your private table will be in the center of the action, right inside the main ballroom. Over the course of two action-packed days you'll be given a private table, two chairs, and a table cloth along with the ability to network with all of the attendees. All you have to provide is a standee and any promotional materials you'd like to have.



If you would like to combine your package with WreckWeek, please speak to Bryan Dourado for more information and pricing.

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DRIVE EXPO 2024 • Sponsorship & Table Packages



Dallas/Ft. Worth, Texas

Limited Private Table + EXPO Media Kit \$5,000

- Private table + 2 chairs & table cloth**
- Networking admission**
- Registration package insert printed by DRIVE**
- Email blast to attendees by DRIVE**
- Social media and website coverage**
- Full access to EXPO for 4 representatives**
- Additional staff at \$485.00 per badge**
- One DRIVE Facebook Live appearance**
- Training for trainers (DRIVE coaches)**



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Dallas/Ft. Worth, Texas

Networking Break \$3,000

This networking break is your opportunity to have a dedicated time and place within the DRIVE EXPO just for you and a group of EXPO attendees. Within this branded section of the event, you can present your product directly to shop owners. Hosted by a DRIVE EXECUTIVE who will welcome the group with an introduction of your representative.



This sponsorship opportunity is a 30-minute break during the EXPO with coffee service.

4 breaks in total over the 2-day event, each at \$3,000.

Signage package. Banners drop front at bar. Bar top/table toppers. Branded on website and schedule. Audio announcements to include your brand.

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Dallas/Ft. Worth, Texas

Limited Private Table & Early Bird Breakfast Training (Thursday only) \$8,500



Your private table will be in the center of the action, right inside the main ballroom. Over the course of two action-packed days you'll be given a private table, two chairs and a table cloth along with the ability to network with all of the attendees. All you have to provide is a standee and any promotional materials you'd like to have.

If you would like to combine your package with WreckWeek, please speak to Bryan Dourado for more information and pricing.

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DRIVE EXPO 2024 • Sponsorship & Table Packages



Dallas/Ft. Worth, Texas

Limited Private Table and Lunch & Learn \$12,500

Limited Private Table in Main Ballroom, 2 chairs and table cloth.



Each 1-hour Lunch & Learn at DRIVE EXPO is an opportunity to have a dedicated working lunch between you and a small group of EXPO attendees. Hosted by a DRIVE EXECUTIVE, who will welcome the gathered group with an introduction of your representative. In this closed-door setting, you can present and position your product and company throughout this lunch.

Package to include website coverage, social media and event schedule. Branded inserts in registration packs. AV will be provided.

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DRIVE EXPO 2024 • Sponsorship & Table Packages



Dallas/Ft. Worth, Texas

Limited Private Table and Lunch & Learn \$15,000

Limited Private Table in Main Ballroom, 2 chairs and table cloth.



The attendees of this exclusive 1-hour lunch are the Top 20 DRIVE clients. They are the best-of-the-best and own sophisticated and profitable shops. Only one lunch is available for sponsorship. Hosted by a DRIVE EXECUTIVE, who will welcome this Top 20 group with an introduction of your representative. Consider this a key opportunity to present details of your product to this prestigious group, in a longer-format working lunch.

Package to include website coverage, social media and event schedule.
Branded inserts in registration packs. AV will be provided.

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Dallas/Ft. Worth, Texas

Audio Video Sponsorships

Option 1. \$10,000

Branding on the main screen of every breakout session during DRIVE EXPO and WreckWeek presentations. 90-second advertisement played in all breakout rooms and general session (provided by sponsor) during seating before the session, during breaks and after the session ends. EXPO private table.



Option 2. \$5,000

Branding on the main screen of every breakout session during DRIVE EXPO and WreckWeek presentations. 60-second advertisement played in general session (provided by sponsor) during seating and breaks. EXPO private table.

Option 3. \$4,000

Branding on the main screen in select breakout sessions during DRIVE EXPO presentations. 30-second advertisement played in select breakout rooms (provided by sponsor) during seating and breaks of each session. EXPO private table.

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Dallas/Ft. Worth, Texas

Opening Reception Breakfast (Wednesday Morning Only) \$20,000

One available breakfast sponsorship for 1 sponsor. All attendees are invited. This kick-off opportunity will be hosted by a DRIVE EXECUTIVE, who will welcome the group with an introduction of your representative. This is your opportunity to position your product directly to this assembled group of decision makers.



Buffet service. 90-second commercial provided by sponsor. Drop front at bar. Bar top/table toppers. EXPO private table located in the main ballroom, table cloth and 2 chairs.

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Dallas/Ft. Worth, Texas

Theme Night Costume Party \$50,000

\$25,000 Presenting Sponsor \$12,500 each Associate Sponsor

3 sponsors in total/1 Presenting Sponsor/2 Associate Sponsors

Presenting sponsors logo is larger/above the title.

Associate sponsors below the title.



Buffet dinner. Drop front at bar. Bar top/table toppers. Welcome speech given by DRIVE EXECUTIVE who will introduce each sponsor. Presenting sponsor first with opportunity to say short message to group. DJ will thank the sponsors throughout the event. Presenting and Associate sponsors get drink tickets to distribute as they like. Photo booth - Presenting sponsor only. Branded step & repeat. Expo private table.

**Presenting sponsor watermark on photos and one
DRIVE FACEBOOK LIVE guest appearance.**

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Dallas/Ft. Worth, Texas

Presenting Sponsor & Awards Dinner Host \$50,000

\$25,000 Presenting Sponsor \$12,500 each Associate Sponsor

3 sponsors in total/1 Presenting Sponsor/2 Associate Sponsors

Presenting sponsors logo is larger/above the title

Associate sponsors below the title

Every year at DRIVE EXPO, we host the coveted Awards Dinner. Here business owners are honored for their ability to not only run, but maintain a successful shop.



Welcome speech and introduction - both General Session and Awards Dinner. Dedicated email blast pre event to registered attendees. Branded inserts in welcome packs. One DRIVE FACEBOOK LIVE appearance dedicated to your brand. Up to 10 employees at EXPO. Both on the stage and on floor screens with sponsor branding. Branding included in EXPO schedule. Logo and link on DRIVE EXPO website. EXPO private table.

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EXPO Promotional Co-Branded Materials \$3,000

Choose one item branded with logos:

EXPO notebooks / EXPO literature bags / EXPO pens



Call for pricing:

Combo packet insert

Inserts printed by DRIVE

Promotional item packet insert

Your provided item will be put in each registration packet

One DRIVE FACEBOOK LIVE guest appearance

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DRIVE FACEBOOK LIVE

Since premiering March 17, 2020: 450,000+ impressions overall / 1600+ average impressions per episode / 270+ episodes produced



Hosted by industry veterans Robert Spitz (L) & Tony Wisler (R)

Weekly 30-minute talk show built just for the auto aftermarket. With the overall goal of helping any shop owner, DRIVE FACEBOOK LIVE, continues to deliver informative and helpful content each week.

Featuring guest shop owners, industry leaders, associations, live shop tours and relevant topics business owners need to know. In addition to airing live, all episodes can be streamed at anytime.

Note: Call or pricing. Training for Trainers sessions (DRIVE coaches) are available in conjunction with DRIVE FACEBOOK LIVE. Subject to consideration and schedule. *Data source Facebook Business.

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DRIVE Sponsored Webinars



DRIVE webinars offer the chance to meet with and talk directly with shop owners in a topic specific environment.

This unique DRIVE offering is the perfect opportunity to extend your brand to the business owner who wants to hear from you directly.

Note: Call or pricing. Training for Trainers sessions (DRIVE coaches) are available in conjunction with DRIVE sponsored webinars. Subject to consideration and schedule.

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