



**The premier event for the independent shop owner. The decision makers that you need to meet.  
Talk with DRIVE today before sponsorship packages are sold out!**

#### **THEME PARTY**

##### **Custom Packages Start at \$5000**

Sponsoring the DRIVE themed party presents a unique opportunity to showcase your brand's presence, positioning you at the forefront of DRIVE EXPO and WreckWeek. As a sponsor your brand will have visibility across all facets of the event. From exclusive branding and tailored opportunities to targeted marketing initiatives, your company will be featured alongside DRIVE's partners, fostering strong brand association and affinity within the automotive community.

In addition to sponsoring this event, you'll gain exclusive access to the DRIVE Pavilion at WreckWeek, granting you new opportunities for networking and engagement with key stakeholders. Sponsoring the DRIVE themed party promises maximum exposure and impact for your brand.

#### **AWARDS DINNER**

##### **Custom Packages Start at \$5000**

Sponsoring the DRIVE awards dinner not only aligns your brand with a prestigious event but also offers unparalleled visibility and recognition during DRIVE Expo and WreckWeek. As a sponsor, your brand will be prominently featured across various channels. Including event signage, promotional materials, displays on digital platforms and social media channels, which will ensure maximum exposure to a diverse audience of industry professionals.

Sponsoring this event also grants exclusive access to the DRIVE Pavilion at WreckWeek, offering unique opportunities for networking and engagement with the decision-makers you need to talk with.

#### **COFFEE & REFRESHMENT NETWORKING BREAKS**

##### **Custom Packages Starting at \$6,500**

Sponsoring the DRIVE EXPO Coffee Break offers a prime opportunity for potential sponsors to elevate their brand visibility to all attendees. By aligning your brand with this key networking and refreshment opportunity, you can ensure prominent exposure and recognition among a captive audience for all attendees. Sponsoring a DRIVE EXPO Coffee Break allows brands to leave a memorable impression while fostering connections and generating leads within the dynamic environment of the event.



**This year's party theme invites attendees to:  
Bring Your Favorite Leather Jacket or a  
Cowboy Hat Fit for Texas!**



**DRIVE clients Eddie & Holly Lawrence  
of MTR accepting their  
Master Elite Of Shop Management Award**

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**DRIVE GENERAL SESSION**

**Custom Packages Starting at \$5,000**

Sponsoring the DRIVE EXPO general session ensures that your message and branding are featured within every aspect of the event. Your brand will be featured on signage and receive branded materials to be placed throughout the event space. Along with that, a personalized mentions and acknowledgements during the session itself. This will keep your brand top of mind for attendees. Additionally, digital platforms and emails will showcase your brand.

**LUNCH & LEARN SESSIONS**

**Custom Packages Starting at \$10,000 - \$15,000**

The DRIVE EXPO Lunch & Learn session offers sponsors an exclusive opportunity to engage with a select audience of 50 to 100 attendees in an intimate and focused setting. During this session, sponsors have the platform to pitch their products, services, or solutions directly to attendees, showcasing their expertise, innovation and value proposition in a tailored and targeted manner.

This intimate setting allows for interactive discussions and Q&A sessions enabling sponsors to make a lasting impression and cultivate valuable relationships with potential clients, partners and stakeholders.

**A/V MEDIA**

**Custom Packages Starting at \$5,000**

The A/V Media sponsorship option at DRIVE EXPO offers sponsors the chance to showcase their brand through 30-second video promotional spots played in workshop rooms as attendees settle in. This high-visibility opportunity allows sponsors to impress their target audience with engaging content right before workshops begin, ensuring maximum exposure and impact. Additionally, this sponsorship package includes a DRIVE Pavilion Exhibit Space at ShopXpo during WreckWeek, providing sponsors with a physical presence to further amplify their brand and engage with attendees. With this comprehensive package, sponsors can effectively leverage multimedia content to enhance brand awareness, drive engagement and make a lasting impression on attendees at DRIVE EXPO.



**Network with business owners at  
DRIVE EXPO!**



**Get your brand in front of the decision  
makers you want to meet!**



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**ENHANCED BOOTH IN DRIVE PAVILION \$4500**

**Included Booth Features:**

- 10x10 booth exclusively located in the DRIVE Pavilion
- Participation in the DRIVE Passport Program
- 2 all access badges to DRIVE EXPO and WreckWeek
- Access to all DRIVE Functions

**Optional: \$350 fee to add:**

- One six-foot skirted table
- Two chairs
- Wastebasket
- Black carpet
- One carpet cleaning

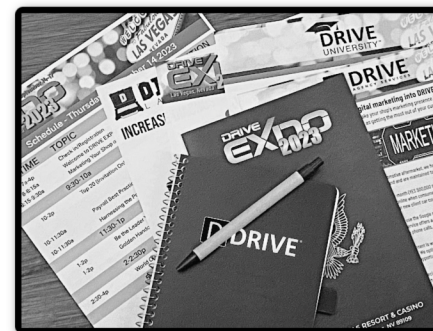
**STRATEGIC BRANDING OPPORTUNITIES**

**DRIVE PASSPORT \$500**

The DRIVE Passport program enhances vendor engagement on the show floor by offering sponsored opportunities for vendors to connect with attendees. Through this initiative, vendors can elevate their presence with prime booth locations and marketing benefits, while attendees receive Passport booklets upon entry, encouraging them to visit participating vendors, collect stamps and engage in interactive experiences. This structured approach fosters networking opportunities, encourages exploration of the entire EXPO and incentivizes attendee participation through prizes and incentives, ultimately facilitating meaningful interactions between vendors and potential customers and enhancing the overall EXPO experience.

**Call for Pricing**

- Gift Bags, Pens, Tote Bags, DRIVE EXPO Lanyards, Notebooks, Standees
- Showcase your brand visibility with strategic placement on essential event items.
- Ensure repeated exposure and recognition among attendees throughout DRIVE EXPO.
- Establish a strong presence and leave a lasting impression on industry professionals and leaders.



**DRIVE EXPO Branding Opportunities**



**Connect and network with business owners.**



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**DRIVE Facebook Live Sessions and Private Co-Branded Webinars to the DRIVE client base  
Call or Pricing**

- Engage directly with attendees in real-time through interactive Facebook Live episodes.
- Showcase your expertise and communicate your brand message effectively to a targeted audience.
- Foster meaningful connections and drive engagement with DRIVE's client base through co-branded webinars.

**1-hour DRIVE Coaches Training Session**

**Call or Pricing**

- Demonstrate your commitment to knowledge-sharing and professional development within the automotive community.
- Position your brand as a thought leader and industry expert by providing valuable training and insights.
- Build credibility and trust among coaches, reinforcing your brand's reputation for excellence and innovation.



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