



2017

SPONSORSHIP
OPPORTUNITIES





2017 OVERVIEW

Crown Rally unites automotive enthusiasts for driving and navigational adventures throughout the Midwest. In 2017, hundreds of luxury, sports, and exotic car owners will drive thousands of miles through backcountry roads, racetracks, lunches/dinners, public receptions, private parties, and other unique destinations/venues while promoting our partner charity and showing off our corporate sponsors.

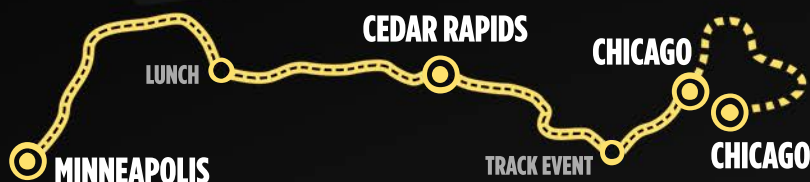


2017 EVENT CALENDAR

CROWN RALLY EVENTS

Crown Rally will host two invite-only events in 2017 with team entrance fees ranging from \$1,500 - \$2,500. True to the lifestyle of our participants, both events offer a high-end experience, bringing exotic car owners together for travel, adventure, networking, and driving.

CROWN RALLY NORTH JUNE 8TH - JUNE 11TH



- 1,000 Miles
- 3-days Driving
- 100 Cars
- Luxury Accommodations
- Private Track Event
- Livery Kit w/ Installation

CROWN RALLY SOUTH AUGUST 25TH - AUGUST 27TH



- 750 Miles
- 2-days Driving
- 100 Cars
- Luxury Accommodations
- Private Track Event
- Livery Kit w/ Installation



EVENT

ATTENDEES

Crown Rally participants are predominantly affluent trendsetters who take pride in their lifestyle and have expendable income for products and services that supplement their passions. Most attendees own multiple luxury, sports, and/or exotic cars, and show great loyalty to the brands and companies they believe in.



ATTENDEE DEMOGRAPHICS

CORE METRICS



29 - 55

80%



\$250K +

AVERAGE INCOME



MALE

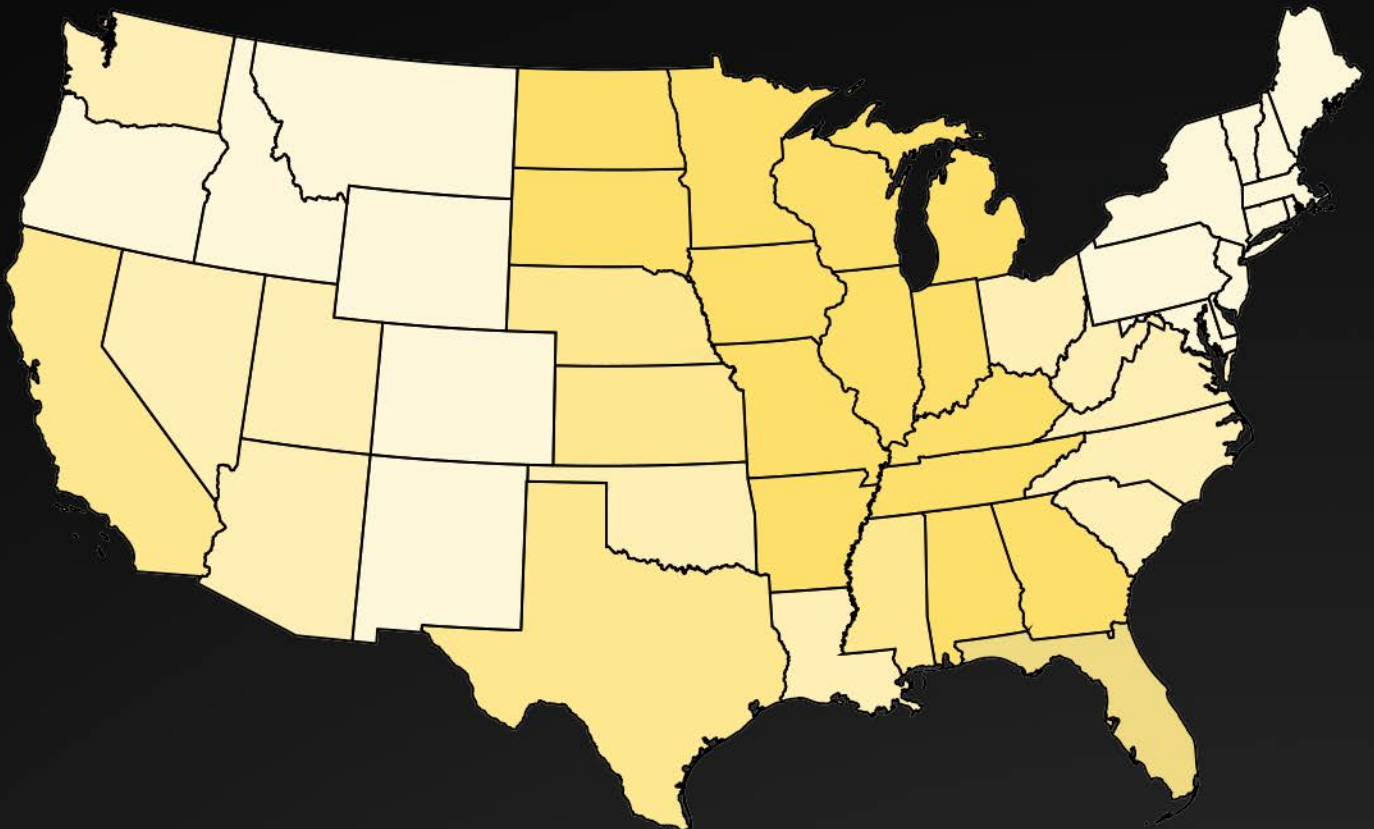
72%



3.25 CARS

AVERAGE # OWNED

RESIDENCE HEATMAP





BRAND

FOLLOWERS

Crown Rally has built a dedicated audience of fans who stay intimately connected with the activities of our brand and affiliated companies, despite not yet participating in a rally. Our followers regularly engage through Facebook, Instagram, Youtube, and turn out by the hundreds or thousands to view the cars in-person at various public meets.



BRAND METRICS

CROWN RALLY FOLLOWERS

Crown Rally has seen a large increase in total brand reach and engagement throughout 2016. We expect this momentum to continue into 2017 as we increase both the quantity, size, and geographical reach of our events. New media partnerships will also give us the ability to create more engaging content with larger distribution, as well produce a live video feed at each event to further engage our fans. Our 2017 growth projections are modest, and we expect to meet or exceed them on all levels.

2016 SOCIAL MEDIA METRICS 2017

ESTIMATED

1.5mil | **3mil**

IMPRESSIONS

800k | **1.6mil**

TOTAL REACH

47k | **100k**

ENGAGED USERS

20k | **50k**

STORYTELLERS

2016 LIVE METRICS 2017

ESTIMATED

20k | **80k**

IN-PERSON IMPRESSIONS

2.5k | **10k**

IN-PERSON SPECTATORS

0 | **10k**

LIVESTREAM VIEWERS



UNITED

FOR A CAUSE

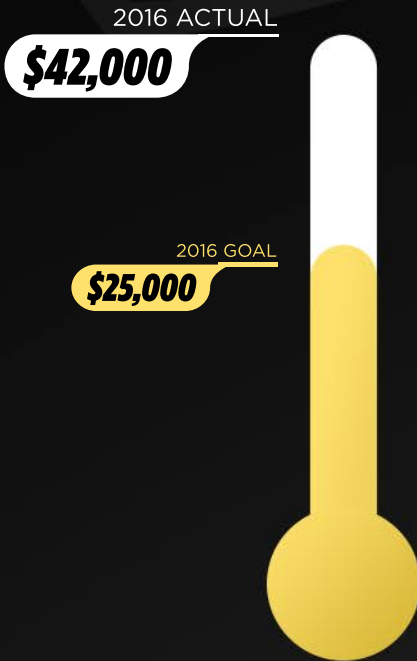
Crown Rally is a #rally4acause, committed to being a positive ambassador for our partner charities, aiding in generating awareness, resources, funds, and collaborating on events. We've teamed up with the Epilepsy Foundation and Kars4Kids again in 2017, and expect to continue crushing our fundraising goals.



GIVING BACK

#RALLY4ACAUSE

Crown Rally donates a large percentage of its proceeds to our partner charities each year, and raises additional funds from our corporate partners and attendees. In 2016, over \$42,000 was raised and 17 cars donated as part of the #rally4acause initiative. In 2017, we hope to raise \$100,000 and donate 25 cars.





SPONSORSHIP OPPORTUNITIES

Crown Rally offers sponsors multiple ways to engage with a highly targeted audience throughout the year. Sponsorship puts your brand forefront to rally participants and fans alike, with customizable packages catered to your desired investment and outcome.



TITLE SPONSOR *Limit 1 per event*

COST PER EVENT

\$15,000

- Priority logo size and placement on cars, banners, digital media, and marketing materials.
- Strategic product/brand integration in videos, photos, articles, and other applicable media.
- Mutually approved social media stories to promote your products/services/brand.
- Option to distribute items to attendees and/or present a trophy at the awards banquet.
- Exclusive “Powered By” sponsor of the live video coverage.

TITANIUM SPONSOR *Limit 1 per event*

COST PER EVENT

\$10,000

- Priority logo size and placement on cars, banners, digital media, and marketing materials.
- Strategic product/brand integration in videos, photos, articles, and other applicable media.
- Mutually approved social media stories to promote your products/services/brand.
- Option to distribute items to attendees and/or present a trophy at the awards banquet.
- Exclusive “Presenting” sponsor of the live video coverage.

PLATINUM SPONSOR

COST PER EVENT

\$5,000

- Logo placement on cars, banners, digital media, and marketing materials.
- Strategic product/brand integration in videos, photos, articles, and other applicable media.
- Mutually approved social media stories to promote your products/services/brand.
- Option to distribute items to attendees and/or present a trophy at the awards banquet.

GOLD SPONSOR

COST PER EVENT

\$2,500

- Logo placement on banners, digital media, and marketing materials.
- Strategic product/brand integration in videos, photos, articles, and other applicable media.
- Mutually approved social media stories to promote your products/services/brand.
- Option to distribute items to attendees and/or present a trophy at the awards banquet.