



2027 EVENT SPONSORSHIP





IMPACT

PREMIER CHARITY DINING EVENT OF THE YEAR

Since 2013, Taste of the 24 has raised over \$8 million. Nearly 140 restaurants and vendors have generously donated their time and delicious cuisine to serve 22,900 patrons.

The last four events have SOLD OUT with over 1,600 patrons each year.

BENEFITS THE NASCAR FOUNDATION'S PROGRAMS FOR CHILDREN

Supporting needs expressed by hospitals, specialty clinics, camps, and others providing children's medical health care services.

PRESENTING SPONSOR

\$30,000



RECOGNITION ASSETS

- Corporate listing as "Presented By"
- Prominent position on marketing materials and The NASCAR Foundation event web page
- Logo on event signage and digital screens in Midway suites
- Premium ad in Restaurant Guide
- Inclusion in radio and print advertisements as well as press releases
- Social media recognition

EVENT ASSETS

- One dedicated Midway hospitality suite for EXCLUSIVE USE
- 30 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 30 weekend passes to the Rolex 24 At Daytona
- Early entry to the event
- 15 Premier Event Parking passes with shuttle service
- 30 tickets to enter the To24 raffle drawing

VICTORY LANE SPONSORSHIP

\$20,000



RECOGNITION ASSETS

- Prominent position on marketing materials and The NASCAR Foundation event web page
- Logo on event signage and digital screens in Midway suites
- Premium ad in Restaurant Guide
- Inclusion in radio and print advertisements, as well as press releases
- Social media recognition

EVENT ASSETS

- One dedicated Midway hospitality suite for EXCLUSIVE USE
- 24 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 24 weekend passes to the Rolex 24 At Daytona
- 12 Premier Event Parking passes with shuttle service
- 24 tickets to enter the To24 Raffle drawing
- Early entry to the event



EXCLUSIVE SPONSOR LOUNGE

The exclusive Taste of the 24 Sponsor Lounge returns by popular demand.

Come in from the sights and sounds of the Taste and Rolex 24 At Daytona to grab a signature cocktail and heavy hors d'oeuvres at the open bar presented by one of the area's top culinary destinations. Popular local entertainment will top off the experience while you catch up with the area's industry leaders and like-minded community philanthropists.



SPONSOR LOUNGE ENTITLEMENT

\$15,000



RECOGNITION ASSETS

- Prominent position on marketing materials and The NASCAR Foundation event web page
- Logo on event signage and digital screens in Midway suites
- Premium ad in Restaurant Guide
- Inclusion in radio and print advertisements, as well as press releases
- Social media recognition

EVENT ASSETS

- 20 VIP tickets to Taste of the 24 with exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 20 weekend passes to the Rolex 24 At Daytona
- 10 Premier Event Parking passes with shuttle service
- 20 tickets to enter the To24 drawing
- Early entry to the event

PHOTO EXPERIENCE SPONSOR

\$5,000



RECOGNITION ASSETS

- Feature position on marketing materials and The NASCAR Foundation event web page
- Logo on event signage and digital screens in Midway suites
- Premium ad in Restaurant Guide
- Logo placement bottom left of photo takeaway
- Inclusion in radio and print advertisements as well as press releases
- Social media recognition

EVENT ASSETS

- 12 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 12 weekend passes to the Rolex 24 At Daytona
- 6 Premier Event Parking passes with shuttle service
- 12 tickets to enter the To24 raffle drawing
- Opportunity to promote business in event space
- Early entry to the event

CHECKERED FLAG SPONSOR

\$5,000



RECOGNITION ASSETS

- Feature position on marketing materials and The NASCAR Foundation event web page
- Logo on event signage and digital screens in Midway suites
- Premium ad in Restaurant Guide
- Inclusion in radio and print advertisements as well as press releases
- Social media recognition

EVENT ASSETS

- 16 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 16 weekend passes to the Rolex 24 At Daytona
- 8 Premier Event Parking passes with shuttle service
- 16 tickets to enter the To24 raffle drawing
- Opportunity to promote business in event space
- Early entry to the event

RESTAURANT GUIDE

\$4,000



RECOGNITION ASSETS

- Entitlement to and premium ad in Restaurant Guide
- Feature on marketing materials and The NASCAR Foundation event web page
- Logo on event signage and digital screens in Midway suites
- Inclusion in radio and print advertisements, as well as press releases
- Social media recognition

EVENT ASSETS

- 10 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 10 weekend passes to the Rolex 24 At Daytona
- 5 Premier Event Parking passes
- 10 tickets to enter the To24 raffle drawing
- Early entry to the event

HIGH BANKS SPONSOR

\$2,500



BENEFITS

- Listing on marketing materials and The NASCAR Foundation event web page
- Listing on event signage and digital screens in Midway suites
- Listing in Restaurant Guide
- Inclusion in radio and print advertisements as well as press releases
- Social media recognition

EVENT ASSETS

- 8 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 8 weekend passes to the Rolex 24 At Daytona
- 4 Premier Event Parking passes with shuttle service
- 8 tickets to enter the To24 raffle drawing
- Early entry to the event

FRONTSTRETCH SPONSOR

\$1,500



BENEFITS

- Listing on marketing materials and The NASCAR Foundation event web page
- Listing on event signage and digital screens in Midway suites
- Listing in Restaurant Guide
- Inclusion in radio and print advertisements as well as press releases
- Social media recognition

EVENT ASSETS

- 4 VIP tickets to Taste of the 24
- Exclusive access to the Sponsor Lounge featuring heavy hors d'oeuvres and open bar
- 4 weekend passes to the Rolex 24 At Daytona
- 2 Premier Event Parking passes with complimentary shuttle service
- 4 tickets to enter the To24 raffle drawing
- Early entry to the event

2026 PARTICIPATING RESTAURANTS

BJ'S BREWHOUSE
CUPCAKE METROPOLIS
KALE CAFÉ
BLISS BEACH
POPSTROKE
ONE DAYTONA: 4 RIVERS SMOKEHOUSE,
BLUE FLAME, JEREMIAH'S ITALIAN ICE
STELLA ARTOIS / DAYTONA BEVERAGE
DICK'S LAST RESORT
TREATS AND SWEETS CAKERY
MADELINE'S WINE BAR
RACING'S NORTH TURN & RIPTIDES
FLETCHER'S IRISH PUB
AZURE AT THE SHORES RESORT & SPA
STREAMLINE HOTEL
FOOD TRUCK FARE: DONUTNV, DOUBLE DIPPIN,
MAMA CANNOLI, SOUTHERN STATE OF MIND



THANK YOU TO OUR 2026 SPONSORS

PRESENTING SPONSOR



AUCTION ZONE



SPONSOR LOUNGE



PHOTO BOOTH



CHECKERED FLAG



RESTAURANT GUIDE



MEDIA SPONSOR



SHUTTLE SPONSOR

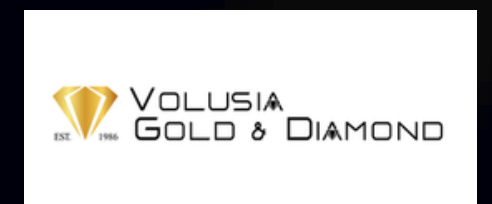


TOYOTA

FRONTSTRECH SPONSORS



**JEFF JUSTINA
SILVAROLI MARTINEZ**



HIGH BANKS SPONSORS



EMBRY-RIDDLE
Aeronautical University





Ready to Make an Impact?

Contact us to explore sponsorship opportunities and discover how your support makes a difference.

**(386) 310-5740 or
jsecor@nascarfoundation.org**

