ART OF SPEED 2027

Sponsorship & Partnership Opportunities

Where Automotive Excellence Meets the Art of Luxury

Art of Speed brings together an extraordinary collection of exotic, luxury and classic automobiles with fine art, curated tastings and exclusive VIP hospitality at ONE DAYTONA. In partnership with The NASCAR Foundation and Gallery 500, this distinctive experience creates an opportunity for businesses to connect with an engaged audience while supporting a meaningful charitable cause.

As an Art of Speed sponsor, your brand can enjoy premium visibility, memorable hospitality and opportunities to showcase your business in Daytona Beach's premier lifestyle destinations.

SIGNATURE PARTNER | $5,000

The Ultimate Brand Experience

Our premier sponsorship opportunity offers the greatest combination of brand exposure, on-site engagement and exclusive event access.

Premium Brand Exposure

- Advertising placement on the ONE DAYTONA Jumbo Board in Victory Circle during the Art of Speed
- Logo placement on the ONE DAYTONA consumer January and February eblasts.
- Sponsor recognition on the Art of Speed event website.
- Individual Sponsor Thank You on social media – at least (1) pre-event and (1) post event.

Exclusive VIP Hospitality

- Ten (10) invitations to the Art of Speed VIP Reception, featuring curated food and beverage tastings and more.

Premium On-Site Presence

- Two (2) reserved vehicle display spaces in the Art of Speed automotive showcase on Victory Circle.
- One (1) business display space at the event, providing an opportunity to engage guests and showcase your products or services.

Signature Partner Privilege

- Opportunity for category exclusivity, subject to mutual agreement and event approval.

All advertising placements, business display space and category exclusivity are subject to ONE DAYTONA approval and applicable event terms.

PREMIER PARTNER | $2,500

Elevated Visibility. Exceptional Access.

Connect your brand with an exclusive automotive and art experience while enjoying premium digital exposure and VIP hospitality.

Brand Exposure

- Advertising placement on the ONE DAYTONA Jumbo Board in Victory Circle during the Art of Speed
- Logo placement on the ONE DAYTONA consumer January eblast.
- Sponsor recognition on the Art of Speed event website.

VIP Hospitality

- Six (6) invitations to the Art of Speed VIP Reception, featuring curated food and beverage tastings and private entertainment.

Automotive Showcase

- One (1) reserved vehicle display space in the Art of Speed automotive showcase.

All advertising and promotional recognition are subject to ONE DAYTONA approval.

SUPPORTING PARTNER | $1,000

Be Part of Something Extraordinary.

Align your brand with a memorable celebration of automotive design, fine art and luxury at ONE DAYTONA.

Brand Recognition

- Advertising placement on the ONE DAYTONA Jumbo Board in Victory Circle during the Art of Speed – Sponsor Thank You.
- Logo placement on the ONE DAYTONA consumer January eblast.
- Sponsor recognition on the Art of Speed event website.

VIP Hospitality

- Four (4) invitations to the Art of Speed VIP Reception, featuring curated food and beverage tastings and private entertainment.

Automotive Showcase

- One (1) reserved vehicle display space in the Art of Speed automotive showcase.

All advertising and promotional recognition are subject to ONE DAYTONA approval.

THE ART OF SPEED VIP EXPERIENCE

Every sponsorship level includes invitations to an exclusive VIP Reception. Guests will enjoy a curated selection of food and beverage tastings and an intimate atmosphere celebrating the intersection of automotive excellence and fine art.

Art of Speed also offers an opportunity for sponsors to align their brands with a charitable initiative benefiting The NASCAR Foundation, subject to confirmed partnership arrangements and approved event messaging.

BECOME AN ART OF SPEED PARTNER

Join us in creating an exceptional experience that brings together automotive enthusiasts, art patrons, community partners and business leaders.

For custom sponsorship opportunities and participation details, contact:

ONE DAYTONA
Info@OneDaytona.com

ART OF SPEED 2027
ONE DAYTONA | Gallery500 | The NASCAR Foundation

Advertising availability, promotional deliverables, sponsorship benefits and event participation are subject to written confirmation and applicable approvals.