



CAFFEINE
AND
OCTANE

SPONSORSHIP INFORMATION



ALL THINGS SPEED AND STYLE

Caffeine and Octane is a multifaceted media brand and the producer of the nation's largest monthly car showcase in Atlanta Georgia. C&O reaches millions of auto enthusiasts annually through its impressive schedule of car events and its extensive digital presence.

LIVE EVENTS



DIGITAL MARKETING



ENGAGING CONTENT



DIVERSE AUDIENCE REACHING FANS ACROSS DEMOGRAPHICS & GENERATIONS



CAFFEINE AND OCTANE - LIVE EVENTS



**CAFFEINE &
OCTANE**
SPEED & STYLE

**CAFFEINE AND
EXOTICS**



**CAFFEINE
& OCTANE**
AT THE BEACH



CAFFEINE & OCTANE ATLANTA

- Caffeine and Octane - Where people and brands connect
 - 25,000+ monthly attendees
- Vehicles showcased: 2,200+ supercars, exotics, classics, JDM, muscle

CAFFEINE & OCTANE

CAFFEINE AND OCTANE - ATLANTA

- Interactive Activations
- Engaging Data Capture
- Branded Show Signage
- Digital Ad Displays
- PA Announcements



YOUR
DISPLAY
HERE

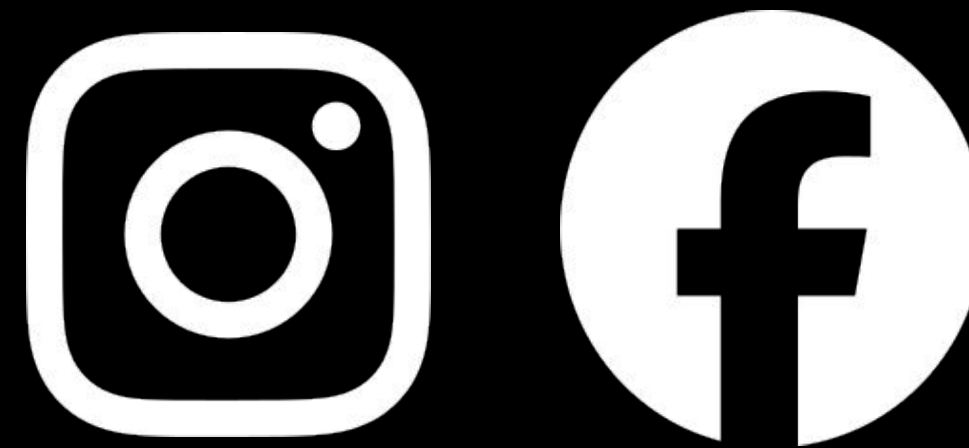
CAFFEINE & OCTANE

Attract customers by creating valuable content and experiences tailored specifically to your demographic.

CAFFEINE AND OCTANE DIGITAL



@caffeineandoctaneshow



ORGANICALLY
INTEGRATED
BRAND
PLACEMENTS



SOCIAL MEDIA
& INFLUENCER
PARTNERSHIPS



TARGETED
DIGITAL
MARKETING



LIVE EVENT
GEO-FENCING
& RETARGETING

Caffeine & Octane Platinum Sponsor

- 90' x 18' Display Area - (10) standard parking spots
- (10) – 3'x7' banners , (10) - 2x3 signs
- Ad rotations on show LED screen every 15 minutes
- Logo on Gate Entrance banners at all gates
- (4) Show PA announcements
- (1) ownership of organic branded promo video produced by C&O media and filmed from the event & shared on C&O channels
- (5) mentions on C&O official social media channels
- Logo placement in monthly C&O digital newsletter
- Monthly dedicated email blast
- Website listing with link

\$5,000 per month with 6-month commitment
\$4,500 per month with a 12-month contract



Caffeine & Octane Gold Sponsor

- 54' x 18' display area - (6) standard parking spots
- (6) - 3'x7' banners , (6) 2x3 signs displayed at event
- Ad rotations on show LED screen every 15 minutes
- (2) show PA announcements
- Website listing with link
- (3) mentions on official C&O social media channels
- Logo placement in monthly newsletter

\$2,750 per month with 6-month commitment

\$2,500 per month with a 12-month contract

Caffeine & Octane Silver Sponsor

- 36' x 18' display area (4 standard parking spots)
- (4) 3' x 7' Banner (4) 3' x 2' signs displayed at event
- (1) Ad rotation on show LED Screen
- Website listing with link
- (2) monthly mentions on official C&O channels
- Logo placement in monthly newsletter

\$1,750 per month with 6-month commitment

\$1,500 per month with a 12-month contract

Bronze Sponsor:

- 27' x 18' display area – (3) standard spots in prime location
- (2) 3x7 Banner displayed at event (2) 2x3 signs
- (1) Ad rotation on show LED Screen
- Website listing with link
- (1) monthly mention on official C&O channels

\$1,150 per month with 6-month minimum

\$950 per month with a 12-month commitment

Chrome Sponsor:

- 18' x 18' display area - (2) standard spots in prime Central Lot location between gates 2&3
- (1) 3x7 Banner displayed at event
- (1) Ad rotation on show LED screen

\$850 per month with 6-month commitment

\$700 per month with a 12-month contract





Vendor Row Sponsorship:

- 10x10 Tent only
- Right to onsite presence for vending/advertisement

\$350 per month with no monthly commitment. Reserve specific months.

Live Event Branding Only Sponsorship:

This sponsorship allows for marketing at C&O without the need to be onsite....

- (8)- 3'x2' Signs and (8)- 3'x7' Banners placed throughout event
- LED SCREEN - Ad rotation on 16 ft video screen
- Website listing with link
- (1) monthly mention on official C&O social channels
- Logo placement in monthly digital newsletter

\$600 per month with 6-month commitment

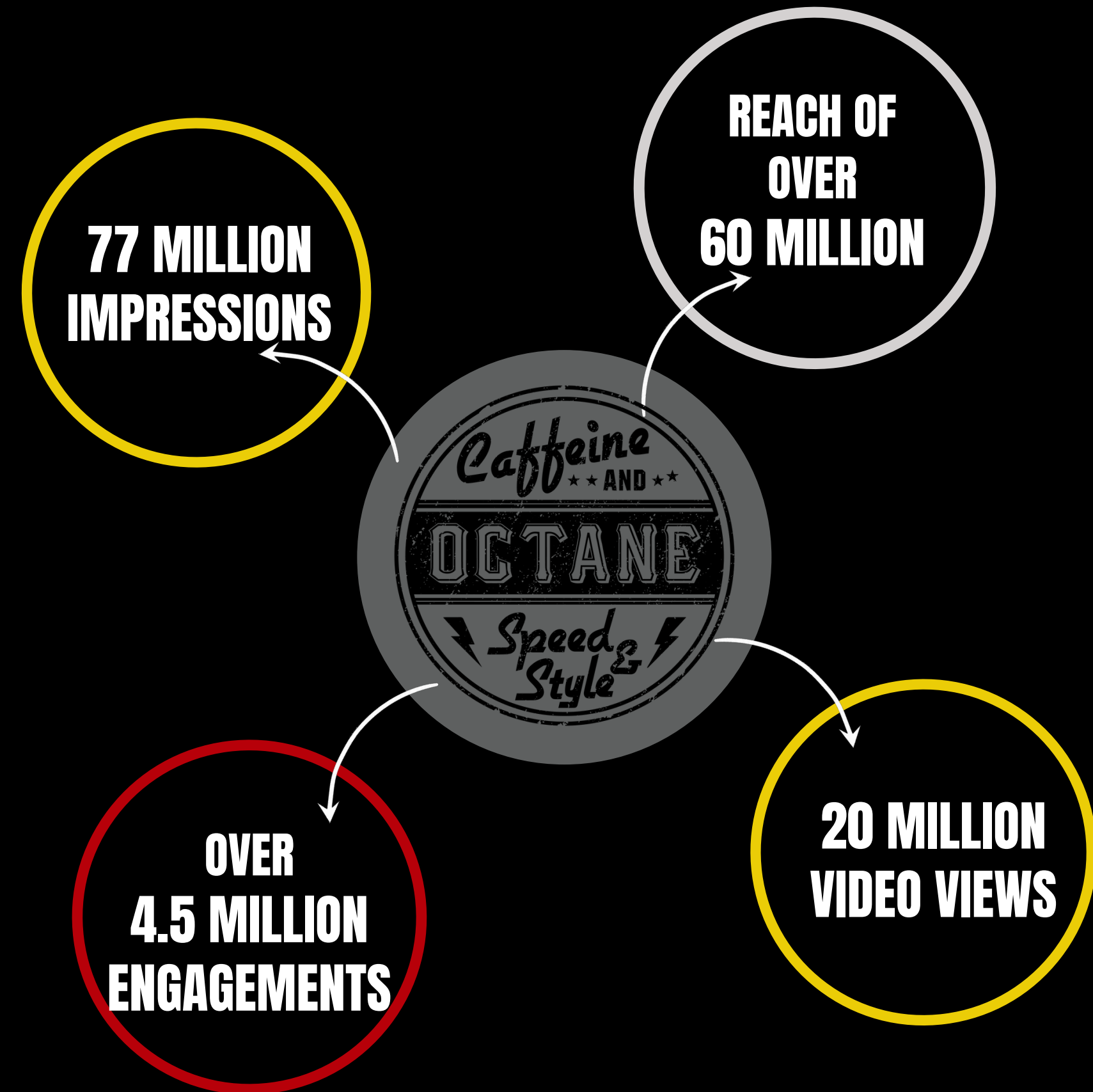
\$450 per month with a 12-month contract



HIGHLY ENGAGED & LOYAL FOLLOWERS

**500,000+
FOLLOWERS**

**-UNIQUE & ORGANIC
CONTENT THAT
INFLUENCES THE
INFLUENCERS!**



**2025 annual metrics

CAFFEINE AND EXOTICS

CAFFEINE AND EXOTICS HAS BEEN A
NATIONALLY RECOGNIZED EXOTICS
CAR SHOW SINCE 2015.



200+ EXOTICS
2500+ SPECTATORS
UNIQUE VENUES
LUXURY LIFESTYLE EVENT

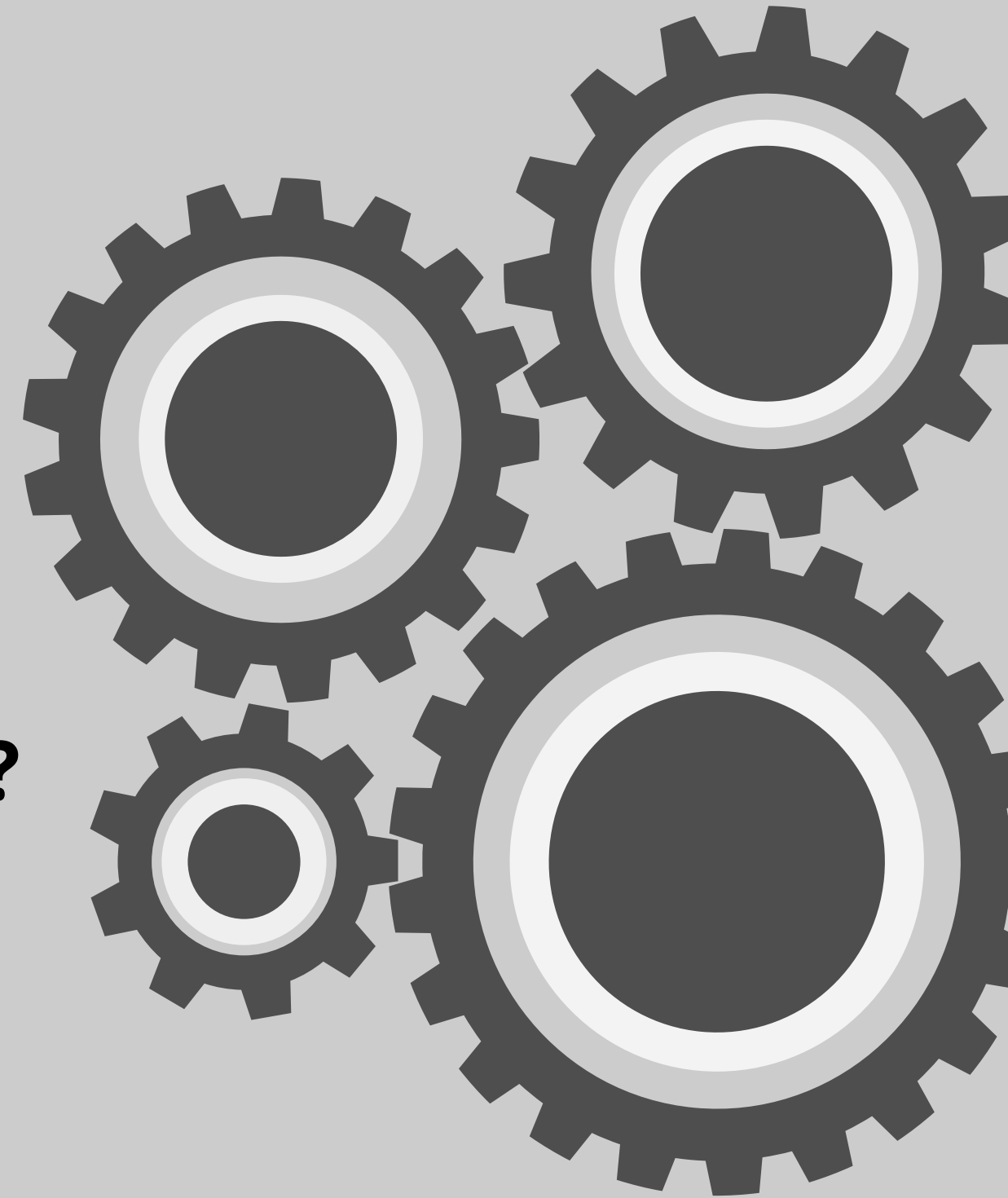


QUESTIONS? LET US KNOW....

- ▷ **Can you build a custom package for a single month activation?**
- ▷ **How can I sponsor Caffeine and Exotics?**
- ▷ **How can I learn more about the Caffeine and Octane YouTube & Podcast integrations?**
- ▷ **How can I learn more about C&O's targeted digital marketing packages?**
- ▷ **Can High Octane Events LLC 'white label' production & marketing of my branded event?**

******Optional Turn-Key Live Event Sponsorship Add ons**

- ▷ **Storage & Setup of Display Areas**
- ▷ **Staffing of Activation Area for GiveAways/Informational Flyers etc**



Build your brand with Caffeine & Octane

Caffeine and Octane strategic partnerships are powered by shared audience exposure—giving your brand access to our engaged look-alike community and amplified digital reach.

GOALS

- Increasing Overall Visibility and Reach
- Making your brand familiar to new audiences
- Creating memorable, onsite and immersive digital interactions that make people *remember* your brand
- Social sharing with (photo ops & incentives)
- Driving traffic, generating clicks & site visits
- Bringing in users likely to take action
- Creating organic content that speaks to new & current demographics



COST EFFECTIVE, TARGETED & MEASURABLE EXPOSURE

**CAFFEINE &
OCTANE**
SPEED & STYLE

THANKS SO MUCH

HAVE QUESTIONS?



MISTI YARBOROUGH
BRAND DIRECTOR

MISTI@HIGHOCTANEEVENTS.COM

**WE LOOK FORWARD TO
WORKING WITH YOU!**