



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 - ATLANTA

Internationally recognized monthly auto show that attracts 2500+ rides....

Over 250,000 attendees annually

Free to exhibit and free for spectators, thanks to our sponsors!

First Sunday of each month, from 9-11:30AM at Town Center at Cobb in Kennesaw GA



YOUR  
DISPLAY  
HERE

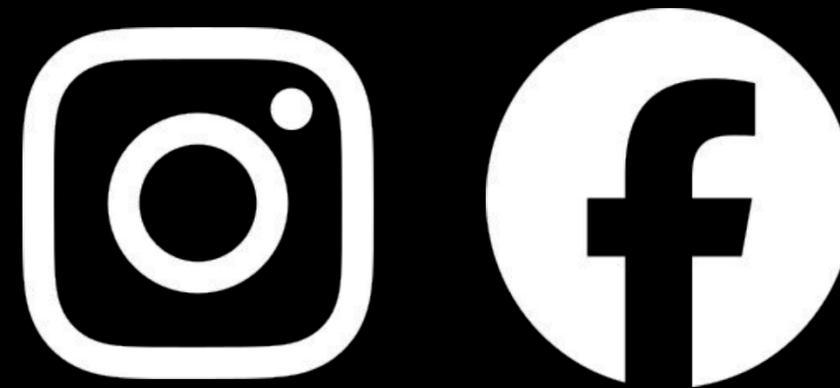
**CAFFEINE & OCTANE**

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**

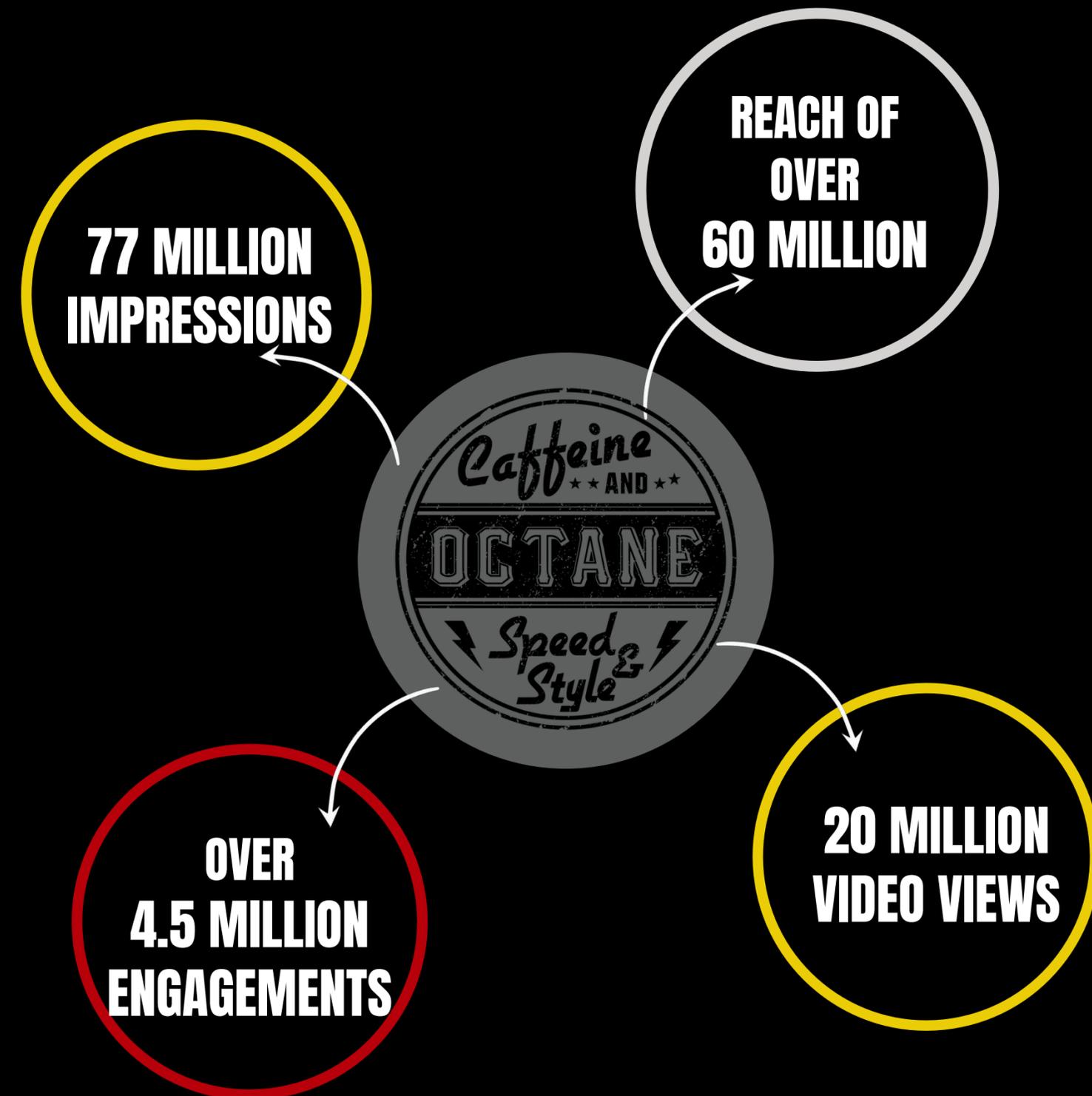


# HIGHLY ENGAGED & LOYAL FOLLOWERS

**500,000+  
FOLLOWERS**

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**-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?



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