

"THE RESURRECTION OF CAR CULTURE"

SPONSOR PROPOSAL

OUR STORY AND VISION

IN 2024, WE BEGAN HOSTING CAR CULTURE EVENTS AT YELLO BELLY DRAG STRIP. UNLIKE THE TYPICAL DFW EVENTS THAT ONLY HIGHLIGHT INFLUENCERS AND A SELECT FEW CARS, OUR MISSION WAS TO GIVE THE STREET-LEVEL ENTHUSIASTS THE SPOTLIGHT.
PARTNERING WITH THE SHOTGUN PROJECT, AN AUTOMOTIVE MARKETING COMPANY WITH A PROVEN TRACK RECORD OF ROI, WE DEVELOPED A MARKETING STRATEGY SHOWCASING THE REAL COMMUNITY: EVERYDAY PEOPLE LIVING THE CAR CULTURE LIFESTYLE. THROUGH CINEMATIC TRAILERS AND HIGH-QUALITY FLYERS, WE DIDN'T JUST ANNOUNCE AN EVENT – WE SOLD AN EMOTION.
THE RESULTS WERE INSTANT. FANS FELT SEEN, CAR CLUBS FELT INCLUDED, AND ATTENDANCE SURGED.

PROVEN GROWTH & SUCCESS

RECORD BREAKING EVENT

DESPITE 28° WEATHER, LINES FORMED AN HOUR BEFORE GATES OPENED FOR THE FIRST MEGA MEET.

- OVER 100 CAR CLUBS FEATURED IN OUR FIRST CAMPAIGN.
- YELLO BELLY ATTENDANCE RECORD BROKEN IN JANUARY (TRADITIONALLY A LOW-ATTENDANCE MONTH).
- OUTGREW ORIGINAL VENUE IN UNDER 1 YEAR DUE TO DEMAND.
- 1.4 MILLION INSTAGRAM VIEWS IN THE PAST 90 DAYS.
- WEEKLY EVENTS GREW SO LARGE THAT WE COULD NOT CONTINUE TO HOST FOR SAFETY, TRAFFIC AND CITY ORDINANCE REASONS.

SUCCESS DIDN'T STOP US — IT PUSHED US TO SCALE BIGGER.

THE MEGA MEET 2.0

TO KEEP UP WITH DEMAND, WE HAVE SECURED

XTREME RACEWAY PARK

LOCATED JUST 14 MILES SOUTH OF DOWNTOWN DALLAS ON INTERSTATE 45, THIS IHRA-SANCTIONED DRAG STRIP IS ONE OF TEXAS'S PREMIER RACING FACILITIES.

XTREME RACEWAY PARK

VENUE HIGHLIGHTS

ALL-CONCRETE 1/8 MILE DRAG STRIP

OVER 20,000 ATTENDANCE POTENTIAL

900,000 YEARLY WEBSITE VIEWS

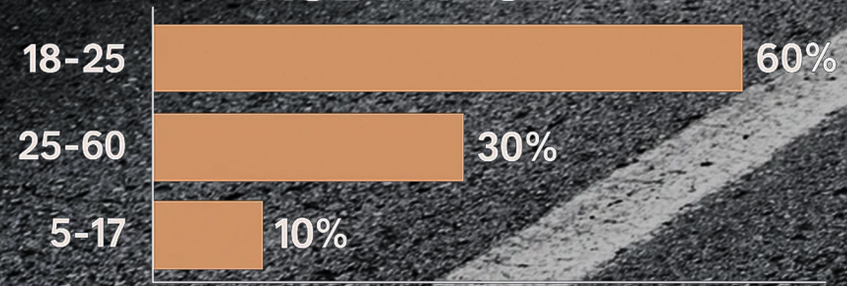
53,000+ SOCIAL FOLLOWERS AND GROWING DAILY

AMENITIES:
CONCESSIONS, ALCOHOL SALES, INDOOR RESTROOMS, PLAYGROUND, FAMILY ENTERTAINMENT

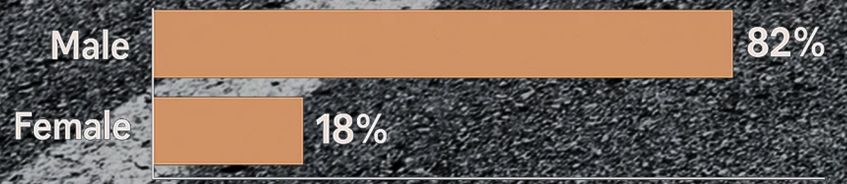
THIS VENUE ALLOWS US TO SCALE TO 10,000+ PROJECTED ATTENDEES IN 2025, MAKING MEGA MEET 2.0 THE LARGEST TRUE CAR CULTURE EVENT IN TEXAS.

AUDIENCE & DEMOGRAPHICS

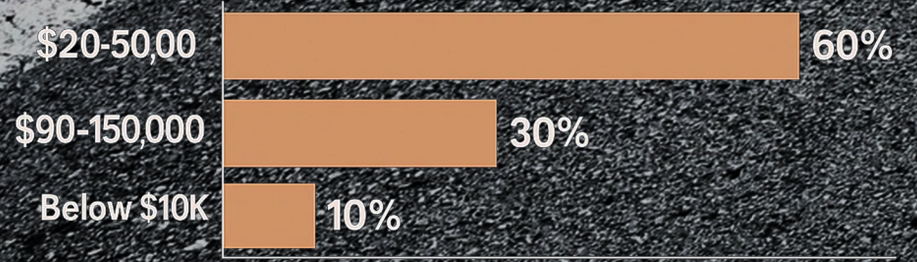
AGE RANGE



GENDER



INCOME RANGE





SPENDING POWER: ATTENDEES SPEND $100 – $80,000 ON:

PERFORMANCE PARTS & ACCESSORIES
TIRES & WHEELS
WRAPS & DETAILING
APPAREL & LIFESTYLE BRANDS
FOOD & BEVERAGES
VEHICLE PURCHASES & UPGRADES

COMMUNITY GROWTH: WEEKLY MEETS BECAME SO LARGE THEY CREATED LIABILITY AT SMALLER VENUES — PROVING DEMAND FOR LARGE-SCALE EVENTS.

DIGITAL & MEDIA REACH

- 6,000+ FOLLOWERS IN THE FIRST YEAR OF STAGE ZERO PAGE
- 10,000+ VIEWS PER POST WITHIN 24 HOURS
- 1.4M INSTAGRAM VIEWS IN THE PAST 90 DAYS
- MEDIA COVERAGE: DALLAS TXTV, LOCAL RADIO, SOCIAL MEDIA NEWS PAGES
- FUTURE EXPANSION: COMMERCIAL ADS ON TV & RADIO TIED TO TITLE SPONSORS



THE
SHOTGUN
PROJECT

WHAT SETS OUR EVENTS APART IS THE MARKETING. OUR PARTNER, THE SHOTGUN PROJECT, IS A MASTER OF COMBINING AUDIO, VISUALS, AND STORYTELLING TO MAKE FANS RACE TO THE GATES. INSTEAD OF FOCUSING ONLY ON INFLUENCERS, HE HIGHLIGHTS EVERYDAY MEMBERS OF THE CAR CULTURE COMMUNITY, MAKING THEM FEEL LIKE THE STARS. THIS UNIQUE APPROACH BUILDS EXCITEMENT, LOYALTY, AND ANTICIPATION, TURNING EACH EVENT INTO THE HOTTEST NEW AUTOMOTIVE EXPERIENCE IN TEXAS.

WHY THIS AUDIENCE MATTERS

CULTURAL RELEVANCE: DEEPLY ROOTED IN AUTHENTIC STREET RACING CULTURE, NOW TRANSITIONED INTO A SAFE, LEGAL ENVIRONMENT.

PROVEN MOMENTUM: FROM GRASSROOTS MEETS TO ONE OF TEXAS'S FASTEST-GROWING AUTOMOTIVE EVENTS IN JUST ONE YEAR.

BRAND LOYALTY: CAR CULTURE FANS SUPPORT THE BUSINESSES THAT SUPPORT THEIR LIFESTYLE.

SCALABLE REACH: EXPANSION TO STATEWIDE RECOGNITION THROUGH VENUE SIZE, MARKETING CAMPAIGNS, AND MEDIA PARTNERSHIPS.

SPONSORSHIP PACKAGES

TIER	PRICE	PERKS
COMMUNITY SUPPORTER	$150	CUSTOM FLYER SHOWCASING YOUR BUSINESS AS A PROUD SUPPORTER OF MEGA MEET 2.0
SOCIAL SPOTLIGHT	$300	1 CUSTOM FLYER + 1 SOCIAL MEDIA REEL ANNOUNCING YOUR SPONSORSHIP
BRAND BUILDER	$1,000	1 CUSTOM FLYER 1 SOCIAL MEDIA REEL 30-SEC COMMERCIAL FOR YOUR BUSINESS (DOESNT HAVE TO BE RELATED TO THE EVENT)

ADD-ON OPPORTUNITIES

GENERAL ADMISSION / VIP TICKET GIVEAWAYS – COVER TICKET COSTS FOR BRANDED GIVEAWAYS.

NON-FOOD VENDOR SPACE: $150

VIP AREA BANNER PLACEMENT: $750

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR $10K – NAMING RIGHTS ON ALL FLYERS, COMMERCIALS, AND SOCIAL POSTS. "PRESENTED BY [YOUR BRAND]."

MAIN STAGE SPONSOR $5K – LOGO + MEDIA MENTIONS ACROSS ENTERTAINMENT STAGE, FEATURED IN REELS AND COMMERCIALS.

CHARITY RAFFLE PARTNER $2K – EXCLUSIVE BRANDING ON ALL RAFFLE PROMOTIONS, TIED DIRECTLY TO CHARITABLE DONATIONS.

VIP LOUNGE SPONSOR $5K – BRANDED VIP SECTION WITH BANNERS, EXCLUSIVE PROMOTIONS, AND SOCIAL MEDIA HIGHLIGHTS.

WHY PARTNER WITH US?

WE DON'T JUST PUT YOUR BANNER ON A WALL – WE INTEGRATE YOUR BUSINESS INTO THE IDENTITY OF TRUE TEXAS CAR CULTURE.

THROUGH CUSTOM COMMERCIALS, FLYERS, REELS, AND MEDIA CAMPAIGNS, WE POSITION SPONSORS AS ESSENTIAL TO THE CULTURE, NOT JUST EVENT PARTICIPANTS. THIS DRIVES VISIBILITY, EMOTIONAL CONNECTION, AND ROI THAT TRADITIONAL ADVERTISING CAN'T MATCH.

OUR MOMENTUM IS UNDENIABLE. THE MEGA MEET IS NOT JUST AN EVENT – IT'S THE STAPLE OF TEXAS CAR CULTURE.