

EDDIE COCHRAN ROD & CUSTOM FESTIVAL



June 9th – 13th, 2027 / Albert Lea, MN



Sponsorship Levels

Hosted by SRC – Sick Racing Customs LLC, in collaboration with History Center of Freeborn County

www.EddieCochranFestival.com

ELITE DIAMOND PLUS SPONSOR \$9,500

MAJOR MARKETING EXPOSURE! \$15,000 value!

Exclusive use of designated areas at **Freeborn County Fairgrounds** for 3-4 days to promote your business during **Eddie Cochran Festival & Pro Street Car Showdown!** June 10th to 14th, 2027!

Plus, Exclusive VIP parking area downtown Albert Lea during annual Eddie Cochran Car show to promote your business!! Two locations! Same Event!

Logos on banners at Sunday airport drag racing event. June 13th, 2027

24 VIP wristbands for each event every night with **HEADLINER BANDS!** Private cash bar! Total of **75 wristbands!**

THIS IS A MAJOR ELITE VIP EXPERIENCE!

Extra-large logo on band stage banners

2-Large 4'x8' Sponsorship signs located at the Fairgrounds & Downtown Stage!

Large LOGOS on Banners VIP lounge area by the main stage & on the 112 on Broadway Entertainment tent. Two locations. This is Huge Exposure!

VIP Social Media Advertising!!!

Acknowledgment on Power 96

Acknowledgment with DJ service during events!

Logo on Event Shirt

24 free event shirts

Logo on all event flyers!

Sponsorship Plaque!



www.SickRacingCustoms.com

DIAMOND FESTIVAL SPONSOR \$3,500

GOOD MARKETING EXPOSURE! \$5,000 Value!

Large logo on band stage banners.

12 - VIP wristbands for each event every night with HEADLINER BANDS! Private cash bar!

VIP Social Media Advertising!!!

VIP parking to promote your business downtown Albert Lea during annual Eddie Cochran Car Show.

LOGOS on banners in the VIP lounge area by the main stage & on the 112 on Broadway Entertainment tent. Two locations.

Logos on banners at Sunday airport drag racing event. June 13th, 2027

Acknowledgment with DJ service during events! Acknowledgment on Power 96

Logo on Event Shirt, 12 free event shirts Logo on all event flyers! Sponsorship Plaque!

PLATINUM FESTIVAL SPONSOR \$2,500

MARKETING EXPOSURE! \$3,500 Value!

6 - VIP wristbands for each event every night with HEADLINER BANDS! Private cash bar!

Logo on stage banners! Logos on banners at Sunday airport drag racing event. June 13th, 2027

VIP Social Media Advertising!!! Acknowledgment on Power 96

Acknowledgment with DJ service during events!

Logo on Event Shirt, Logo on all event flyers! 6 free event shirts! Sponsorship Plaque!

GOLD FESTIVAL SPONSOR \$1,500

Good social Media Exposure! \$2,500 Value!

2 - VIP wristbands for each event every night! Private cash bar!

VIP Social Media Advertising!!!

Acknowledgment with DJ service during events! Acknowledgment on Power 96

2 - free event shirts. Logo on all event flyers! Sponsorship Plaque!

SILVER FESTIVAL SPONSOR \$1,000 \$1,500 Value!

VIP Social Media Advertising!!! Acknowledgment with DJ service during events!

Acknowledgment on Power 96 2 free event shirts Logo on all event flyers Sponsorship Plaque!

BRONZE FESTIVAL SPONSOR \$500 \$ 850 value!

Acknowledgment on Power 96 Social media Advertising

Acknowledgment with DJ service during annual Car Show Event!

Logo on all event flyers! Sponsorship Plaque!

TROPHY FESTIVAL SPONSOR \$150

Name on trophy plaque/Name announced during awards ceremony/Name on event flyer

SHOWDOWN EVENT VENDOR \$150 to \$300

Name on event flyers / Acknowledgment on Power 96

Social media advertising to draw Event attendance.

Retail space for your business attendance during the event / trailer / tent / promotion of your business

FOOD & BEVERAGE VENDOR \$125 Flat rate

Name on event flyer for promotional purposes! June 10th to 13th, 2027

Social media advertising / Acknowledgment on Power 96

Attendance to event to sell product. 2 locations. Freeborn county fairgrounds. Downtown Albert Lea

SWAG BAG SPONSOR

Name on event flyer

Need 150 to 300 items for inserting into packets

Projected attendance for June 9th to 13th, 2027

628 cars / 100 Pro Street cars / 425 Lifted Trucks / 125 bikes

Event Director: SRC/**Sick Racing Customs** 507-402-4304

Event will be in 2 locations. Freeborn County Fairgrounds & Downtown Albert Lea, MN

50/50% net proceeds donated: Freeborn County History center & Eddie show expenses.

