Cold Start Columbus

2027 Sponsorship Guide

SPONSORSHIP DETAILS

	PRESENTING PARTNER	SEASON PARTNER	EVENT PARTNER
Investment	**$2,500**	**$1,500**	**$500**
Availability	5 Available	12 Available	5 per Event
Partnership Length	Full April–November Season	Full April–November Season	Single Event / Sponsors Choice
Event Naming Rights	✓ “July Cold Start presented by [Brand]”	–	–
Social Media	Premium season-long promotion with dedicated features, collaborative content, stories, tags & event promotion ~70 dedicated posts/season	Season-long promotion with dedicated features, stories, tags & event recognition ~35 dedicated posts/season	Dedicated promotion leading up to selected event ~2 dedicated posts/week leading to event date
30 minute Dedicated Content Session Located within Columbus, Ohio	✓	✓	–
Event Marketing	Logo on digital + print materials for selected event including social tag	Logo on all digital season marketing including social tag	Logo on digital marketing for event including social tag
Cold Start Website	Full-section banner + direct website link (all year)	Logo + direct website link (all season)	Business name + direct website link (all season)
Season 2 T-Shirt	Logo placement	Business name in bold text	–
Season 2 Lookbook	Exclusive logo placement + sponsor recognition	Sponsor recognition	–
Vendor Tent Setup	✓	✓	✓
Event Recognition	Premium recognition throughout selected event	Season-wide partner recognition	Recognition at selected event

2027 Season Event Details

Exact days, time, and location are in process and will be shared/updated as finalized!

DATE	EVENT	LOCATION
APRIL	Supercar Saturday / Season Opener	Byers
MAY	Cigars and Cars	Ohio Brewing Co.
JUNE	Supercar Saturday	TBD
AUGUST	Supercar Saturday	TBD
OCTOBER	Trunk or Treat Car Show	TBD
NOVEMBER	Veterans Day Car Show	TBD

CLAIM YOUR SPONSORSHIP SPOT!

PRESENTING PARTNER

Promoted All-Season with Name Right to One Event

SEASON PARTNER

All-Season Promotion and Event Impact

EVENT PARTNER

Single Event Promotion with

APRIL / Supercar Saturday Season Opener

MAY / Cars & Cigars

JUNE / Supercar Saturday

AUGUST / Supercar Saturday

OCTOBER / Trunk or Treat

NOVEMBER / Veterans Day Car Show





OUR EVENTS ARE MEMORABLE **BECAUSE OF YOU.**

We’re grateful for every business and brand that chooses to collaborate with us, support the automotive community, and help make each event possible!

Our partners help us create something worth showing up for. From vendor interactions and special reveals to better venues, stronger experiences, and more, we’re excited for the opportunity to work alongside you to make it all possible.

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