



Albuquerque, NM

# Fuel the Mission: Sponsorship Opportunities



Presented by:

**Pistons for Patriots**

**Two-Day Veteran Benefit Car Show**

# About the Event

Pistons for Patriots is New Mexico's newest and most exciting automotive event, set to unite car lovers, collectors, and veterans for a powerful weekend of community and cause. With over 400 stunning cars on display and nearly 100 vendors, this two-day event is expected to draw thousands from across the Southwest. More than just a car show, Pistons for Patriots is a celebration of culture, craftsmanship, and camaraderie—fueling a movement that supports veterans through every ticket, booth, and burnout. All proceeds go directly to Paws and Stripes, helping pair rescue dogs with veterans in need.

## Our Beneficiary



Paws and Stripes is a New Mexico-based nonprofit that pairs veterans with PTSD, TBI, and MST with rescue dogs for life-changing service dog training. Their mission is to empower veterans through healing alongside their canine partners—at no cost to those who served. [Click here for more information.](#)

## Event Information

Date	Audience	Location
August 23-24, 2025 10:00am - 4:00pm	400+ Vehicles 5,000+ Audience	Expo New Mexico in Albuquerque, NM

# Title Sponsorship

*All net proceeds support New Mexico Veterans through Paws and Stripes*

## Title Sponsorship Package

Includes:

- Event naming rights – “Pistons for Patriots presented by SDV and [Your Business Name]”
- Premium 20x20 booth space with priority placement
- Top logo placement on:
  - Main stage, entry banners, and signage
  - All event promotional materials (flyers, posters, digital ads)
  - Event t-shirts
- Dedicated social media campaign
  - 3 exclusive sponsor spotlight posts
- Logo/tag included in all other event-related posts
- Speaking opportunity during opening & closing ceremony
- Naming in all press releases and media mentions as a Title Sponsor
- Large, clickable logo on the event homepage with top-tier positioning
- Sponsor spotlight in email campaigns and pre-event media
- 6 event t-shirts
- Press photo opportunity with veterans and event organizers

**\$25,000**

# Sponsorship Packages

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## Featured Builder

- Logo Feature on:
  - Flyers, posters, t-shirts, and signage
  - Shared sponsor banner
- Logo & link placement on the official event website
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor posts on event social media
- 10x20 booth space in a prime location
- 2 event t-shirts

**\$7,250**

## Featured Supplier

Featured Suppliers may include automotive paint supplier, automotive service providers (upholstery, mechanical, etc.)

- Medium logo on:
  - Select printed materials (flyers & signage)
  - Shared tier banner
- Logo placement on the official event website
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor booth during the event (10x20)
- Sponsor posts on event social media
- 2 event t-shirt

**\$2,500**

# Sponsorship Packages

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## Chrome Sponsorship Package

- Logo Feature on:
  - Flyers, posters, t-shirts, and signage
  - Shared sponsor banner
- Logo & link placement on the official event website
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor posts on event social media
- 10x10 booth space in a prime location
- 2 event t-shirts

**\$5,000**

## Steel Sponsorship Package

- Medium logo on:
  - Select printed materials (flyers & signage)
  - Shared tier banner
- Logo placement on the official event website
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor booth during the event (10x10)
- 1 event t-shirt

**\$2,500**

## Copper Sponsorship Package

- Logo placement on the official event website
- Small logo or business name on shared signage at event
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor posts on event social media
- Sponsor booth during the event (10x10)
- 1 event t-shirt

**\$1,000**

# Thank You for Your Support

Thank you for considering a sponsorship with Pistons for Patriots. Your involvement helps us create an unforgettable experience for car lovers and veterans alike—while making a real difference in the lives of those who've served our country. Every partnership, no matter the level, drives our mission forward and fuels the support for Paws and Stripes. We'd be honored to have you on this journey with us.

## Contact Us

To become a sponsor or learn more, please don't hesitate to reach out. Let's build something powerful together—on and off the road.

[pistonsforpatriots@gmail.com](mailto:pistonsforpatriots@gmail.com).