

# GUITARS & GASOLINE

THE GLORIOUS SONS - DALLAS SMITH

BRETT KISSEL

DEFAULT - NORTHERN PIKES

FINGER ELEVEN -  
HAILEY BENEDICT



JUNE 5-6  
2026

CAMPING - MUSIC - BEER

[GUITARSANDGASOLINE.COM](http://GUITARSANDGASOLINE.COM)

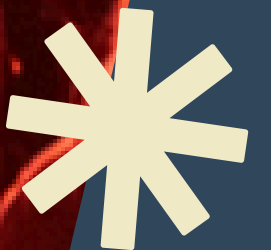
GET READY TO #FUELTHEMUSIC

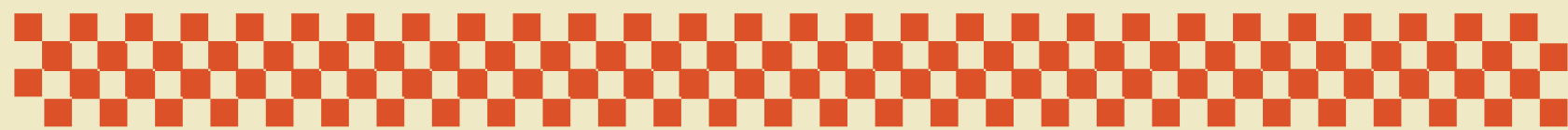
\* GUITARS & GASOLINE

# Sponsorship Opportunities

15,000+ ATTENDEES

AUTOMOTIVE ENTHUSIASTS • LIVE MUSIC FANS



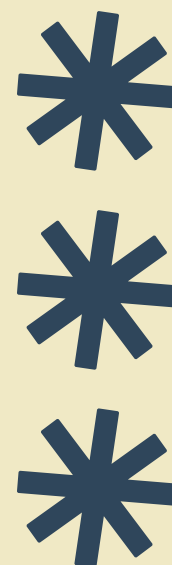


# ***Exposure*** →

## ***Calabogie Motorsports Park***

### **Reach Your Target Audience**

**At Calabogie Motorsports Park, we provide access to a highly targeted demographic of motorsports enthusiasts, predominantly middle to upper-class individuals with a passion for high-performance vehicles. With larger than average disposable income, our audience presents a prime opportunity for advertisers and sponsors to connect with consumers who have purchasing power.**



### **Audience Demographics**

- 60% male, 40% female
- 20% aged 18 to 34
- 50% aged 35 to 54
- 30% aged 55+

### **Geographical Distribution**

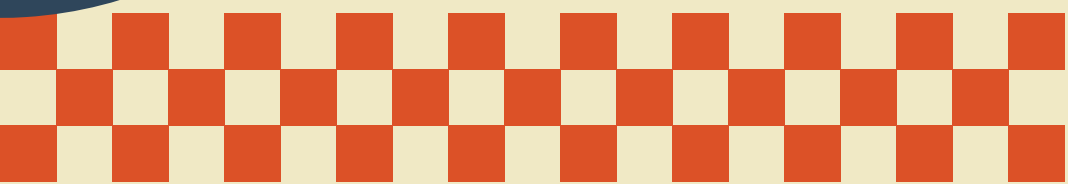
Our audience is primarily located in Canada, with 93% nationwide and 70% in Ontario

### **Reach Statistics**

- 15,000 guests
- 280,000 website visitors annually
- 3.6 million Facebook views
- 135,000+ Instagram reach



# Labatt



VIP High Octane - Available

Main Stage - Available

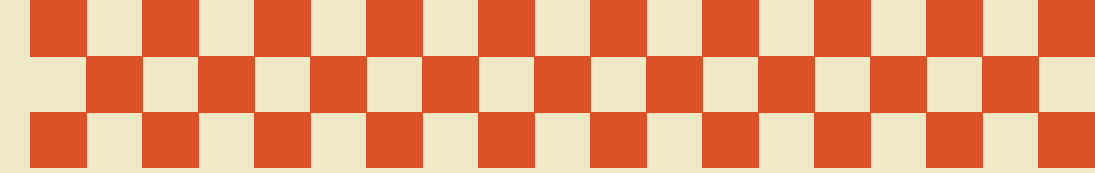
**SOLD**

Camping Area - RV CANADA

**SOLD**

Beverage Tents - LABATT

Food and Vendor Area - Available



## Platinum Sponsor

### \$25,000+

*Position your brand at the heart of Guitars & Gasoline, where music, motorsports, and 15,000+ high-energy fans collide.*

- Naming Rights (headline visibility all weekend)
- Premium Logo Placement (tickets, website, signage, media)
- On-Site Activation Space (largest footprint in high-traffic areas)
- Social + Digital Promotion (pre, during, and post-event)
- VIP Access & Hospitality (client entertainment + brand experience)
- Direct Consumer Engagement with a highly targeted audience
- 4 Premium Campsites
- 20 High Octane Weekend Passes
- 20% off for Employees

**RV CANADA**   
OTTAWA

 **ROGERS**  
Sports & Media

**Bell** Media

# Gold Sponsor

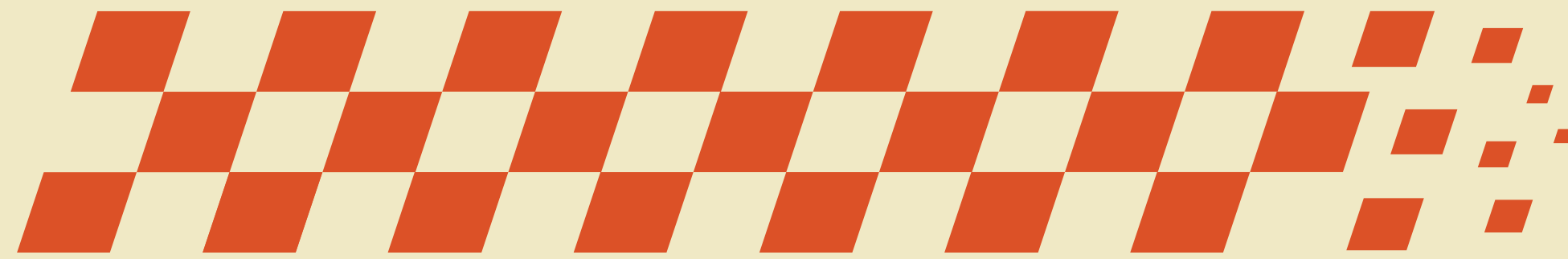
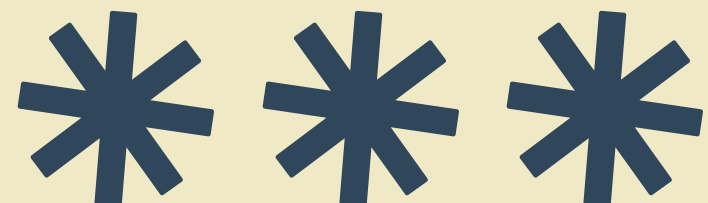
**\$10,000+**

*Step up your presence with greater access, visibility, and customer activation opportunities.*

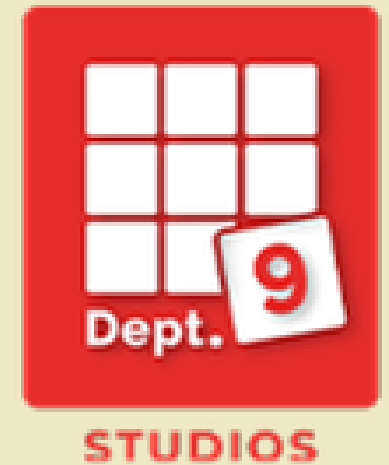
Entrance Named After your Brand!

Onsite + Online Banners & 10x 10 Sponsor Area

2 VIP Campsites & 8 VIP Weekend Passes



## TOMLINSON



## WRIGHT

STRUCTURES

# *Silver Sponsor*

**\$5,000+**

## What you get:

- Dedicated 10 x 10 Sponsor Engagement booth
- 1 VIP Campsite
- 2 High Octane Weekend Passes
- Online and Onsite Banners
- 20% Off Tickets for Employees





# *Experience*

*Calabogie Motorports Park*

## 2026 Overview

**Band Budget**  
\$800K

**Overall Festival Budget**  
\$1.5 Million

**Attendance**  
20,000



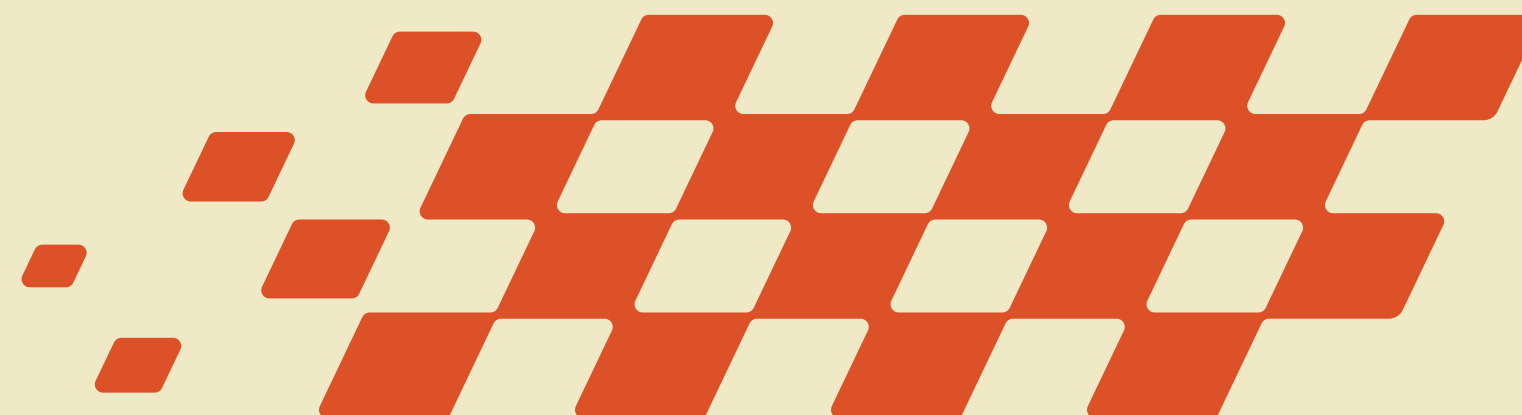
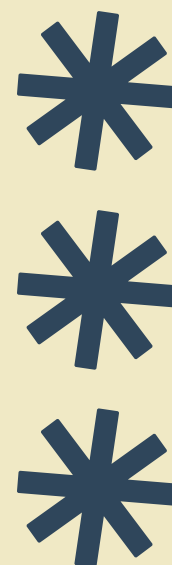
*Camping Area*  
2000+ campsites



*Experiences*  
20+ onsite activations from Sponsors



*Food and Beverage*  
15+ F&B Vendors and Community Partners





# **CAMPING**

- ***30 Premium Glamping***
- ***150 Premium RV Sites***
- ***2000 GA RV Sites***
- ***500 GA Tent Sites***





## ***High Octane Zone***

Step into the ultimate zone and experience the festival in true style! Our High Octane Zone offers the best views of the stage with bleacher seating and shade options.

- ***1300 + Bleacher Seats***
- ***40 x 40 shaded tent & seating***
- ***Dedicated Beverage Tent***



*Do you own a small business,  
restaurant, or bar?*

*Showcase a Guitars & Gasoline advertisement  
at your business in exchange for free tickets!*

*An easy and free opportunity to get involved.*

## **Advertising and Exposure Deals**



# **Partner Opportunities**

*Maximize your brand's reach with a permanent, year-round presence at the heart of the action. Beyond our high-visibility trackside billboards, we offer premium pit wall signage that puts your logo directly in the line of sight for drivers and spectators alike. Explore these and other exciting year-round advertising options designed to keep your brand top-of-mind 365 days a year. Let's build a custom partnership that goes the distance.*

*Inquire for more details*





**Drone Show Northstar - \$7,500**

*Sponsor a 10-minute drone and firework show!*

**Water Refill Stations - \$5,000**

*Sponsor every water refill!*

**Shower Station- \$5,000**

*Sponsor every shower!*

**Interactive Map App- \$5,000**

*Get noticed while guiding the adventure!*

**Ferris Wheel - \$40,000**

*Sponsor fun for every age!*

**Blimp - \$3000**

*Sponsor flyover entertainment!*

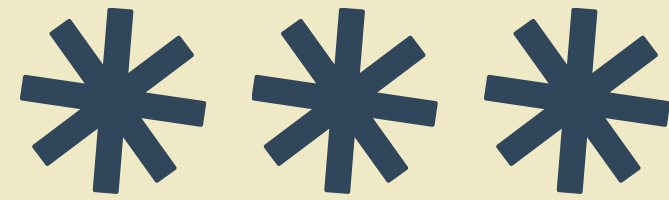
**Second Stage - \$2000**

*Sponsor line dancing, DJ, and a wedding!*

# ***Enhanced Opportunities***

**Speed, Fame, and a Shared Global Passion**





## Seeking Motorsports Sponsors to Enhance our Experiential Offering!

- Powersports Garage
- TWOth Autosports
- Tom Irwin ATVs



# Need for Speed



### Immersive Brand Activations

Bring your brand to life through high-impact, hands-on experiences integrated directly into the festival.

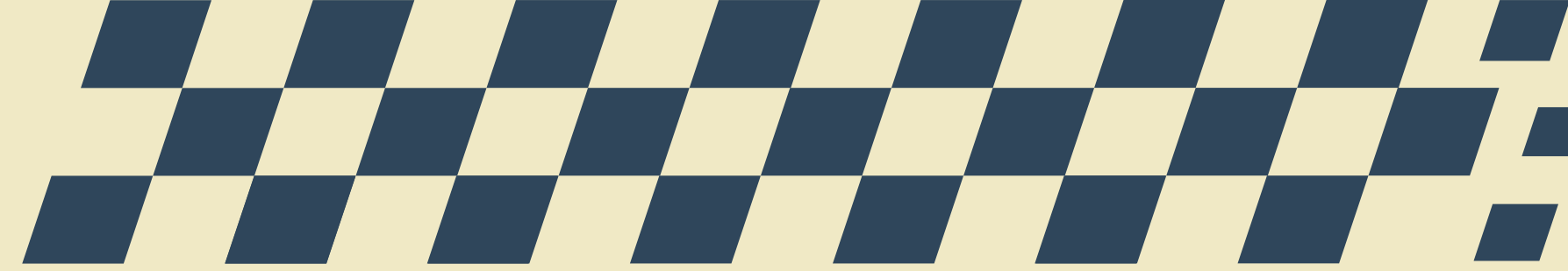
### Own the Motorsport Experience

Align your brand with speed, performance, and adrenaline. From simulators to live demos, create unforgettable moments that connect with a highly engaged audience.

### Drive Consumer Engagement

Capture attention, generate leads, and build lasting brand affinity through interactive touchpoints, product trials, and direct fan engagement.

**Guitars & Gasoline**



# ***Thank You***

**We are excited to host this event and continue our growth in partnership with key sponsors and contributors.**

 **+1 781-400-4533**

 **jamie.steenbakkers@calabogiemotorsports.com**

 **www.guitarsandgasoline.com**



***Presented by: Jamie Steenbakkers***