



Corvette Thunder in the Glen 2027

Sponsorship Opportunities

May 14-15, 2027 | Watkins Glen, NY

Watkins Glen is where Corvette history began; and in 2027, we're bringing that legacy to life once again with Corvette Thunder in the Glen, a premier two-day celebration for Corvette enthusiasts from across the region.

Friday, May 14

The weekend begins with our Meet & Greet Sunset Dinner on Seneca at the beautiful Harbor Hotel, featuring renowned Corvette restoration expert Kevin Mackay.

Saturday, May 15

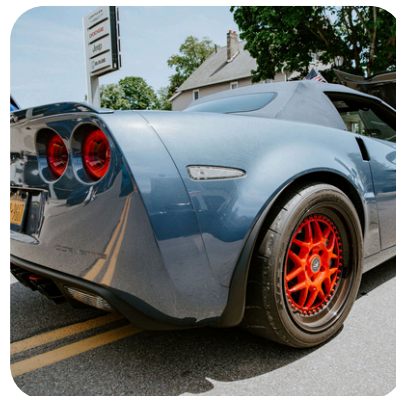
Downtown Watkins Glen will come alive with:

- 300+ Corvettes lining North Franklin Street
- A Corvette Car Show in partnership with the National Corvette Museum
- Laps on the Original Watkins Glen Grand Prix Circuit

This is more than a car show—it's a celebration of Corvette culture in the village where Corvette racing history began. As a sponsor, you'll gain visibility with a passionate, engaged audience while supporting a one-of-a-kind event that showcases the history, hospitality, and horsepower of Watkins Glen.

We invite you to be part of the legacy. Sponsorship opportunities are available at various levels to fit your goals and budget.

Join us as we celebrate the past, fuel the future, and create another unforgettable Corvette weekend.



vettefest.org
events@ watkinsglen.com
607-535-3003

Sponsorships at a Glance

Title SPONSOR- \$5,000 Investment

- Logo on all Festival Marketing and Press Releases
- Logo featured in program
- Opportunity to have vending display during Festival
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers
- Category Exclusivity

Meet & Greet Banquet SPONSOR- \$2,500 Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Opportunity to have Display at Meet & Greet Location
- Sponsor Announcements throughout Friday & Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers
- Six Tickets to exclusive Meet & Greet Dinner Experience

Generational Display SPONSOR- \$2,000 Investment

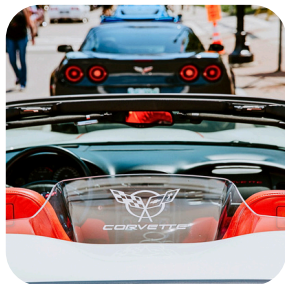
- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Sign at display will say "This display is sponsored by"
- Opportunity to have vending display at generational display during Festival if committed by 3/1
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Overview of Partnership Opportunities

- Title Sponsor: \$5,000 (1)
- Meet & Greet Sponsor: \$2,500 (1)
- Generational Display Sponsor: \$2000 (1)
- Program Sponsor: \$2000 (1)
- T-Shirt Sponsor: \$1,500 (1)
- Family Zone Sponsor: \$1500 (1)
- Entertainment Sponsor: \$1000 (2)
- Car Show Award Sponsor: \$1000 (1)
- Grand Prix Circuit Laps Sponsor: \$1000 (1)
- Dash Plaque Sponsor: \$1000 (1)
- Driver Packet Sponsor: \$1000 (1)
- Silver Level: \$500 (4)



vettefest.org
events@ watkinsglen.com
607-535-3003



Program SPONSOR- \$2,000

Investment

- Logo on Festival Posters and Social Media, and Website
- Full page ad in program in prominent location, in addition to logo on sponsor page
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

T-Shirt SPONSOR- \$1,500

Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Logo rights on the Official Event T-shirt- Logo of your choice will be placed prominently on shirt
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Family Zone SPONSOR- \$1,500

Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Opportunity to place banner (self-provided) at Family Zone at Festival
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Entertainment SPONSOR- \$1,000

Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Opportunity to place banner (self-provided) at Entertainment Area at Festival
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Car Show Awards SPONSOR- \$1,000 Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Logo will be prominently featured on all awards at the Corvette Showcase
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Grand Prix Circuit Laps SPONSOR- \$1,000 Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Opportunity to have vending space during Festival if committed by 3/1
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Dash Plaque Sponsor- \$1,000 Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Logo will be prominently displayed on commemorative dash plaque for every participant
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers

Driver's Packet Sponsor- \$1,000 Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Sponsor Announcements throughout Saturday's Festivities
- Logo will be prominently displayed on every driver packet with self-supplied sticker, saying "Driver Packets Sponsored By"
- Opportunity to include collateral in welcome packets for all drivers

Silver Level SPONSOR- \$500 Investment

- Logo on Festival Posters and Social Media, and Website
- Logo featured in program
- Sponsor Announcements throughout Saturday's Festivities
- Opportunity to include collateral in welcome packets for all drivers





SPONSORSHIP FORM

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Level of Support: _____

Payment Type: ☐ CASH ☐ CHECK ☐ CREDIT

Sponsor Compliance and Responsibility

The Sponsor acknowledges that it is solely responsible for ensuring that its participation in Watkins Glen Promotions events, including but not limited to sponsorship activations, displays, exhibits, product placements, promotional materials, giveaways, and marketing activities, complies with all applicable laws, regulations, licensing requirements, franchise agreements, manufacturer policies, industry standards, and other obligations governing the Sponsor's business operations.

The Sponsor represents and warrants that it has obtained any approvals, permissions, or authorizations required for its participation in the event. Watkins Glen Promotions shall not be responsible for verifying compliance with such requirements and assumes no liability for any disputes, violations, penalties, claims, or enforcement actions arising from the Sponsor's activities, representations, products, services, or participation in the event.

By participating as a sponsor, the Sponsor agrees to indemnify and hold harmless Watkins Glen Promotions, its officers, directors, employees, volunteers, and agents from any claims, damages, liabilities, costs, or expenses arising from the Sponsor's failure to comply with applicable laws, regulations, agreements, or industry requirements.

_____ Sponsor Signature

_____ Sponsor Name

Please complete this form and submit form and donation to:

Watkins Glen Promotions

PO Box 332

Watkins Glen, NY 14891

events@watkinsglen.com

Website: www.watkinsglen.com