



Sponsor Levels & Participation Overview

Event Overview

Tesla Expo is a three-day, curated automotive experience anchored by **TESLADEGA LIGHTS**, a Saturday-night electric motorsports and synchronized light show at the speedway.

Sponsors are integrated into the moment — **digitally, on-site, and in post-event content** — rather than traditional advertising placements.

Primary sponsor visibility occurs during **TESLADEGA LIGHTS on Saturday night**.

Weekend Schedule (Sponsor Recognition Applies Throughout)

Friday

- Private meet & greet
- Light-show testing and sequence calibration
- Sponsor recognition during controlled preview moments

Saturday

- Afternoon: Tesla staging + mod expo area
- 5:30 PM: TESLADEGA racing gates open
- Evening: Racing sessions
- **10:00 PM: Grand Finale synchronized light show on the speedway**

Sunday

- Access to Premium Zone at the St. Petersburg Grand Prix
- Media capture, brand photography, and sponsor wrap-up moments

Note: Sponsors are not required to be present in person to receive recognition across the weekend.

Core Sponsor Levels



PERFORMANCE — \$250

Weekend presence. Main-night recognition.

Includes:

- Brand placement across the Tesla Expo weekend
- Verbal on-site mention during TESLADEGA LIGHTS
- Inclusion on sponsor signage / sponsor wall
- Inclusion in select post-event archive drops

Best for: Supporters, local shops, mobile services, regional brands

PLAID — \$1,000

Expanded placement across all three days.

Most selected sponsor tier.

Includes:

- Everything in Performance
- **Tent Setup Saturday at Staging Area**
- Expanded brand placement Friday through Sunday
- Higher visibility during TESLADEGA LIGHTS
- Inclusion in select post-event archive drops
- Optional vendor presence (space permitting)

Best for: Established shops, vendors bringing inventory or staff

BEAST — \$2,500

Top-tier visibility. Built to stand out.

Includes:

- Full Tesla Expo weekend integration
- Dedicated placement during TESLADEGA LIGHTS
- Priority positioning during main-night moments
- Visibility during Sunday drone and photo capture



Best for: Category leaders, premium vendors, major brands

Feature Sponsor Categories

Exclusive — one brand per category

RACE SPONSOR — \$3,000

- Category exclusivity across the full weekend
 - Dominant presence during TESLADEGA LIGHTS
 - On-site placement Friday through Sunday
 - Inclusion in select post-event archive drops
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LIGHTS SPONSOR — \$3,000

- Category exclusivity across the full weekend
 - Center-stage integration during the grand-finale light show
 - On-site placement Friday through Sunday
 - Inclusion in select post-event archive drops
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MODS SPONSOR — \$3,000

- Category exclusivity for vehicle modifications and builds
 - Prominent placement during Tesla staging and expo areas
 - On-site placement Friday through Sunday
 - Inclusion in select post-event archive drops
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On-Site Vendor & Setup Details

- **Saturday afternoon:** Tent setup and staging occur prior to racing
- Vendor areas align with Tesla staging and mod expo zones
- Final logistics, maps, and arrival instructions will be sent to sponsor teams on **Monday, February 16**



Included with Paid Sponsor Tiers

- **Two (2) VIP passes**
- **One (1) designated parking space** for the **10:00 PM Grand Finale Light Sync** on the speedway

Assets & Brand Information

Sponsors are asked to submit:

- Brand logo (PNG or SVG preferred)
- Brand name and preferred display text
- Primary contact information

Please send all materials to:

info@cybrbeatz.com

Placement Notes

- Sponsor placements are limited and curated
 - Sponsorships are secured on a first-confirmed basis
 - Once a category or tier is filled, it is closed
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