



Thank you for aligning with **CYBRBEATZ** for the TESLA EXPO weekend and **TESLADEGA LIGHTS**.

This document outlines sponsor participation, required materials, included access, and the overall weekend schedule. Please review carefully to ensure proper placement and execution.

EVENT OVERVIEW

Event: TESLA EXPO + TESLADEGA LIGHTS

Primary Moment: TESLADEGA LIGHTS (Saturday Night)

Location: Showtime Speedway + St. Pete Grand Prix Facility

Dates: Friday – Sunday

CYBRBEATZ produces live, non-repeatable moments.

Sponsors are placed **inside the experience**, not advertised around it.

IMPORTANT PARTICIPATION NOTE

Brands are not required to be present in person to participate.

Your sponsorship includes **recognition and placement across the full weekend**, regardless of on-site attendance.

On-site presence is optional unless your sponsorship tier includes a physical activation.

WEEKEND SCHEDULE (SPONSOR VISIBILITY)

Friday — Private Meet & Greet

- **Private sponsor + creator meet & greet**
 - **Light show testing and sequencing**
 - Early integration opportunity
 - Sponsor recognition during private preview moments
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Saturday — TESLADEGA

Afternoon

- Pre-racing **staging area and Tesla Expo**
- Mods, builds, and racing Tesla lineup
- Sponsor brand presence during daytime activity

Evening

- **Gates open: 5:30 PM**
- TESLADEGA racing sessions
- On-site recognition throughout the night

Grand Finale

- **10:00 PM — TESLADEGA LIGHTS**
 - Teslas staged **on the speedway**
 - Sponsor recognition during the closing moment
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Sunday — VIP Wind-Down Experience

- **St. Pete Grand Prix Facility**
 - **10:00 AM – 4:00 PM**
 - VIP-style wind-down experience
 - Drone and photo capture
 - Sponsor recognition during post-event content moments
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ON-SITE TENT SETUP (IF APPLICABLE)

If your sponsorship includes on-site presence:

- **Tent setup occurs Saturday Feb 28th only**
 - **Call 727-748-5375 for on-site questions. Detailed released 02.16.2026**
- Setup aligns with **racing Tesla staging**
- Placement and space are pre-assigned

 Do not arrive early or set up without confirmation.



Full on-site logistics, arrival windows, and team instructions will be sent:

Monday, February 16th

INCLUDED ACCESS & PASSES

Your sponsorship includes:

- **Two (2) VIP passes**
- **One (1) vehicle parking space**
- **Placement on Showtime Speedway for the Grand Finale Light Sync**

Grand Finale Light Sync:

Saturday • 10:00 PM

Access is credentialed and pre-assigned.

REQUIRED BRAND MATERIALS

Please email the following to:

info@cybrbeatz.com or Google Drive to same email

1. Brand Information

Include in the email body:

- Brand name (as it should appear)
 - Website URL
 - Primary contact name
 - Contact email
 - Day-of phone number
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2. Logo Files (Required)

- **Formats:** PNG or SVG preferred



- **Background:** Transparent
- **Resolution:** High-resolution only
- **Versions:**
 - Primary (full color)
 - White or light version (if available)

Low-resolution files, screenshots, or social exports will not be used.

3. Optional Brand Notes

- One short descriptor (max 10 words)
- Any strict brand usage requirements (if applicable)

Use of descriptors is not guaranteed.

CONTENT & ARCHIVE NOTE

CYBRBEATZ prioritizes live experience first.
Archives are selective and incomplete by design.

Please note:

- Not all sponsors appear in all content
- No full replays are released
- Placement is moment-driven and contextual

Alignment assumes understanding of this format.

DEADLINE

All brand materials must be received **no later than 72 hours before the event** to ensure inclusion.

Late submissions may result in exclusion from certain placements.



QUESTIONS

If clarification is required, reply directly to the confirmation email thread.

Please do not send multiple emails with partial assets. info@cybrbeatz.com

CYBRBEATZ

Producer of TESLADEGA LIGHTS

Live moments.

Archived selectively.
