

We appreciate your interest in being part of the Invasion,

We have been hosting the Invasion for 8 years and it continues to grow every year. From our first Invasion with under 30 cars to our event this June which had just under 700 cars, it has been an exciting journey. During that time we have had the opportunity to work with many great companies like Saleen, Ames Ford Performance, Quick Performance to name a few.

The Stang Invasion is not your traditional Car Show. It's actually not a show at all. It is a massive cruise-in with activities all day. You will not see a ton of enthusiasts sitting in lawn chairs next to their vehicle. Instead, you will see them participating in drag racing, burnout contests and more. Austin, from Ford Performance SVT, commented on how young our events attendees were. Our average attendee is under 35 years old. This unique aspect will be a very large benefit for your team as this is the prime demographic for your business.

Our goal has always been to provide a member focused experience, which is why the event remains free for everyone to attend. We do so by working with local and national sponsors. While the event focuses on the Mustang we open the gates for the entire community with our Mustangs vs The World event which takes place during the Invasion. We encourage all makes and models to attend as we strive to develop our local car community. \*This portion of the event has been rained out both years we have tried to run this. We are moving it up from 4pm to noon this year.

## **Location**

We have moved our event to a larger venue for 2024 as we were reaching capacity at our current venue.

Location: Cedar Falls Raceway, 7227 Waverly Rd, Cedar Falls, IA 50613

Date: 6/14/25

Time: 10-Dark (At the track)

## Event Schedule

We are working with the areas premier dealerships, including the world's #1 Saleen dealer and Iowa's largest Roush and Shelby dealership. As mentioned, this is a cruise in and the meet spots are at our partners locations. Along with these dealerships, we will be hosting a cars and coffee type event from 8-10am. At 10am the cars will roll out together to the Cedar Falls Raceway.

<b>Activity</b>	<b>Where</b>
Cars and Coffee	Ames Ford and Lincoln (Central Iowa) Junge Ford and Lincoln (Eastern Iowa)
Cruise to the Cedar Falls Raceway	Leaving the cars and coffee events heading to the track on the designated routes. Cars will arrive in waves starting at 11am.
Drag Racing	Cedar Falls Raceway 7227 Waverly Rd, Cedar Falls, IA 50613
Burnout Contest	Cedar Falls Raceway, running this in both lanes.
Drag Racing Continued	Cedar Falls Raceway
Exhaust Contest	South of the track lanes.

New for 2025 - Sunday June 15th

<b>Activity</b>	<b>Time</b>
Mobile Dyno	8:00-3:00
Autocross presented by SCCA	8:00-3:00
Show and Shine	10:00-2:00
Awards	2:00-3:00

## Sponsorship Levels

<b>Sponsor Level</b>	<b>Perks</b>	<b>Price</b>
Platinum Tier 1	Area for a 10x10 tent Small logo on flier and merch Shoutouts across our socials	\$500
Platinum Tier 2	Area for a 10x20 tent Room for 3-4 cars in front of booth Medium logo on flier and merch Shoutouts across socials	\$1,000
Platinum Tier 3	Sponsor one of the activities such as burnout contest, drag racing etc. Prime location to display. Display area starts at 10x20 Fit as many cars/ displays as you can in front of booth area up to 80' Large logo on flier and merch	\$1,500+

	Shoutouts across socials	
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Thank you for your consideration,  
Nick Hansen