

# Thank you for your interest in supporting the Invasion IX!

The first Invasion was held 8 years ago and consisted of 30 cars. Each year, the event continues to grow. This past June, we had a record turnout of 700 Mustangs in attendance and thousands of spectators. It has been an exciting journey, of which we've had the privilege of collaborating with many great companies including Saleen, Ames Ford Performance, Quick Performance, American Racer, Ford Performance, RTR, and others.

The Invasion is **NOT** a traditional car show; rather, it is a multi-day event, bringing community and all-day action to the car scene. You will not see a ton of enthusiasts sitting in lawn chairs next to their vehicle. Instead, you will see attendees 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 mission is to help grow and cultivate a thriving car community. In an effort to do so, we focus heavily on providing unparalleled opportunities for those who attend our events. This is accomplished by working with local and national sponsors. While the event focuses on the Mustang, we open the gates to all makes and models in the afternoon.

## **Event Schedule**

**When:** Saturday, June 14, 2025

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

**Time:** 10:00 am - Dark (At the track)

We collaborate with the area's premier dealerships, including the World's #1 Saleen dealer and Iowa's largest Roush and Shelby dealership. Attendees located throughout the midwest meet at our partner locations where we will be hosting a cars and coffee event from 8:00 am - 10:00 am. At 10:00 am, cars will roll out together and cruise to the Cedar Falls Raceway.

<b>Activity</b>	<b>Where</b>
Cars and Coffee	<b>Ames Ford and Lincoln</b> ( <i>Central Iowa</i> ) <b>Junge Ford and Lincoln</b> ( <i>Eastern Iowa</i> )
Cruise to the Cedar Falls Raceway	Leaving the Cars and Coffee events, cars will cruise to the track on the designated routes. Cars will arrive in waves starting at 11:00 am.
Drag Racing	<b>Cedar Falls Raceway</b> 7227 Waverly Rd, Cedar Falls, IA 50613
Burnout Contest	<b>Cedar Falls Raceway</b> <i>Running this in both lanes</i>
Drag Racing Continued	<b>Cedar Falls Raceway</b>
Exhaust Contest	<b>Cedar Falls Raceway</b> <i>South of the track lanes</i>

**NEW FOR 2025** - Additional day added due to survey results and attendee demand

**When:** Sunday, June 15, 2025

**Location:** Hawkeye Community College, 6433 Hammond Avenue, Waterloo, IA 50701

**Time:** 8:00 am - 3:00 pm

Activity	Time
Mobile Dyno	8:00 am - 3:00 pm
Autocross presented by SCCA	8:00 am - 3:00 pm
Show and Shine	10:00 am - 2:00 pm
Awards	2:00 pm - 3:00 pm

**Sponsorship Levels**

Sponsor Level	Perks	Price
Tier 1	<ul style="list-style-type: none"><li>• Area for a 10x10' tent</li><li>• Small logo on flier and event tees</li><li>• Shoutouts across our socials</li></ul>	\$500
Tier 2	<ul style="list-style-type: none"><li>• Area for a 10x20' tent</li><li>• Room for 3-4 cars in front of booth</li><li>• Medium logo on flier and event tees</li><li>• Shoutouts across our socials</li></ul>	\$1,000
Tier 3	<ul style="list-style-type: none"><li>• Sponsor one event held at the Invasion, including the burnout contest, drag racing, exhaust contest, mobile dyno, autocross, or show and shine</li><li>• Display area starts at 10x20' and can be expanded up to 10x80'</li><li>• Prime display location</li><li>• Additional space in front of booth to park cars</li><li>• Large logo on flier and event tees</li><li>• Shoutouts across our socials</li></ul>	Starting at \$1,500

Thank you for your consideration! Please don't hesitate to reach out with any questions you have.

**Nick Hansen**

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