



CAFFEINE AND OCTANE FUELING A STRATEGIC PARTNERSHIP

About 60-70 million, roughly 1 in 5 Americans are considered car enthusiasts..

ALL THINGS SPEED AND STYLE

Caffeine and Octane is a leading media brand and producer of the nation's largest monthly car show in Atlanta GA, reaching millions of automotive enthusiasts through live events and digital platforms.

LIVE EVENTS



DIGITAL MARKETING



ENGAGING CONTENT



CAFFEINE AND OCTANE - LIVE EVENTS

- Interactive Activations
- Engaging Data Capture
- Branded Show Signage
- Digital Ad Displays
- PA Announcements



**CAFFEINE &
OCTANE**
SPEED & STYLE

**CAFFEINE AND
EXOTICS**



**CAFFEINE
& OCTANE**
AT THE BEACH



CAFFEINE & OCTANE ATLANTA

- Caffeine and Octane - Where people and brands connect
 - 25,0000+ monthly attendees
- Vehicles showcased: 2,200+ supercars, exotics, classics, JDM, muscle

REACHING A DIVERSE AUDIENCE ACROSS DEMOGRAPHICS AND GENERATIONS



TURN-KEY STRATEGIC PARTNERSHIPS



AT THE **FuelTech** BOOTH



NATE SLAYER'S NPK CHEVY II



2200HP 2JZ TOYOTA TRUENO

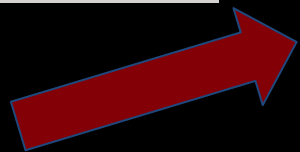


DIEGO HIGA'S HYPERDRIVE MUSTANG



1000HP COMPOUND TURBO JETSKI

WATCH THE REVEAL LIVE
FROM C&O



FUELTECH DELOREAN REVEAL



WIN THIS JEEP!





Enter for a chance to win -
\$5000 worth of garage essentials!



HUSKY
THE TOUGHEST
NAME IN TOOLS
[Shop Now](#)



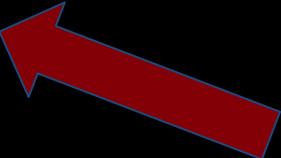
OSBORNE
BASEBALL

WHEEL OF PRIZES: DECAL, KEY CHAIN, MAGNET, PEN, HUSKY

ACTIVATIONS & REVEALS....



EXPERIENCE THE ATLANTA
INTERNATIONAL AUTO SHOW
WITH CHIPPER JONES, CAPITAL ONE &
CAFFEINE AND OCTANE



COLLABORATIONS & SWEEPSTAKES....



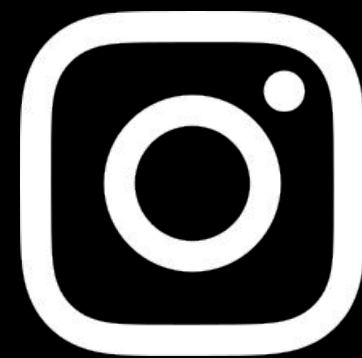
CAFFEINE & OCTANE

CAFFEINE AND OCTANE DIGITAL



YouTube

@caffeineandoctaneshow



**AUTHENTIC & ENGAGING
LIVE-TO-DIGITAL
CONTENT OPPORTUNITIES**

**ORGANIC USER GENERATED
& INFLUENCER CONTENT
ACROSS DEMOGRAPHICS**

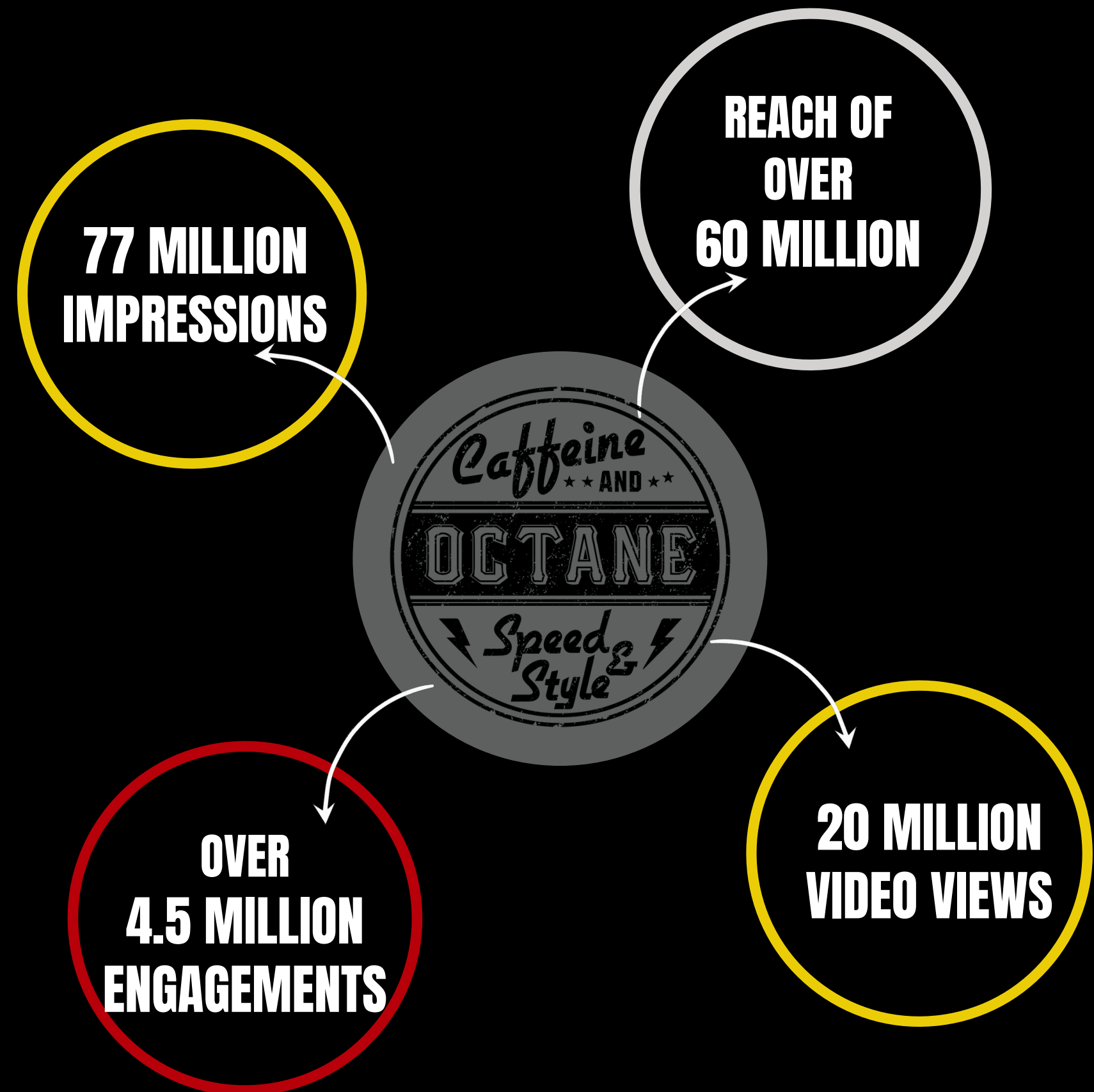
**TRACKABLE LIVE EVENT
DATA CAPTURE
AND RETARGETING
CAMPAIGNS**

200,000+ YOUTUBE SUBSCRIBERS AND OVER 300,000 SOCIAL FOLLOWERS

HIGHLY ENGAGED & LOYAL COMMUNITY

**500,000+
DIGITAL FOLLOWERS**

**-UNIQUE & ORGANIC
CONTENT THAT
INFLUENCES THE
INFLUENCERS!**

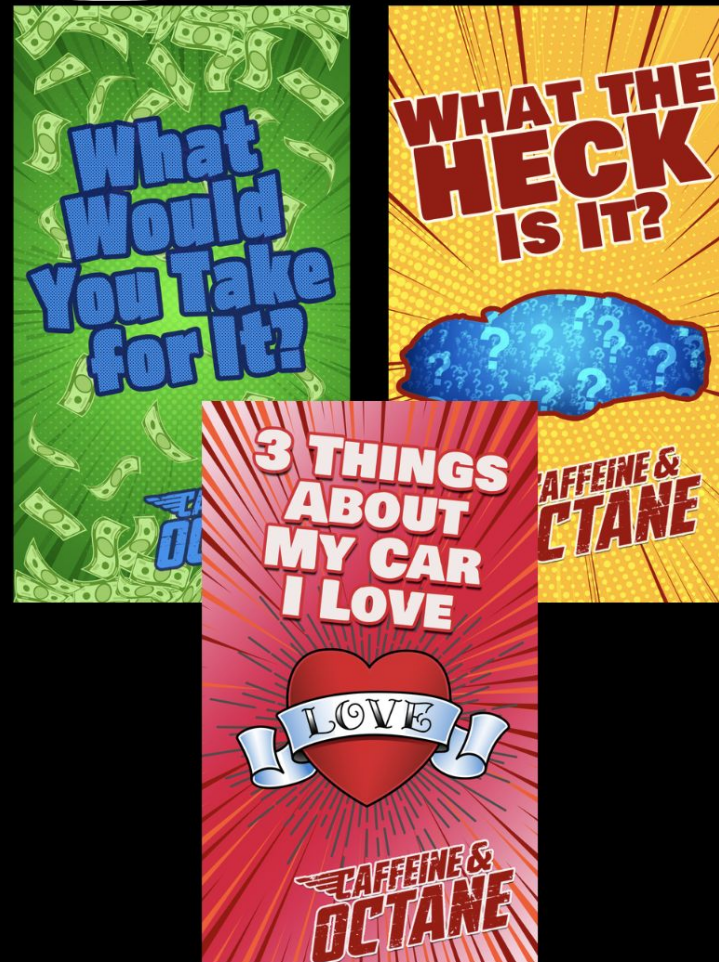


**2025 annual metrics



@caffeineandoctaneshow

150,000+ subscribers



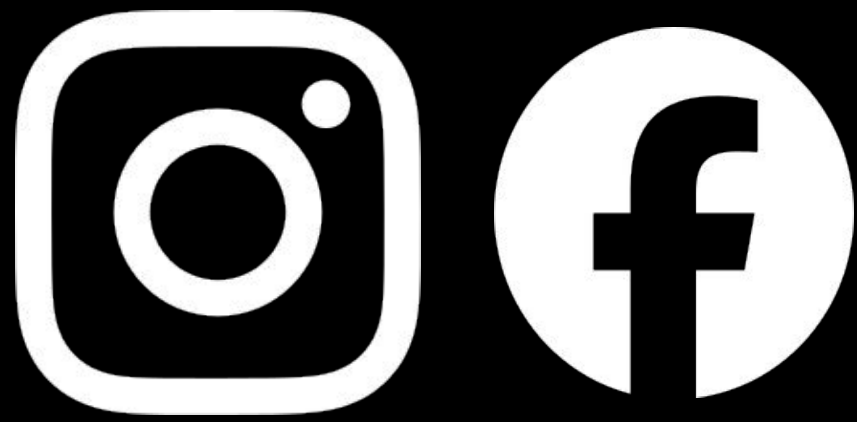
WEEKLY SHORTS & FEATURES....



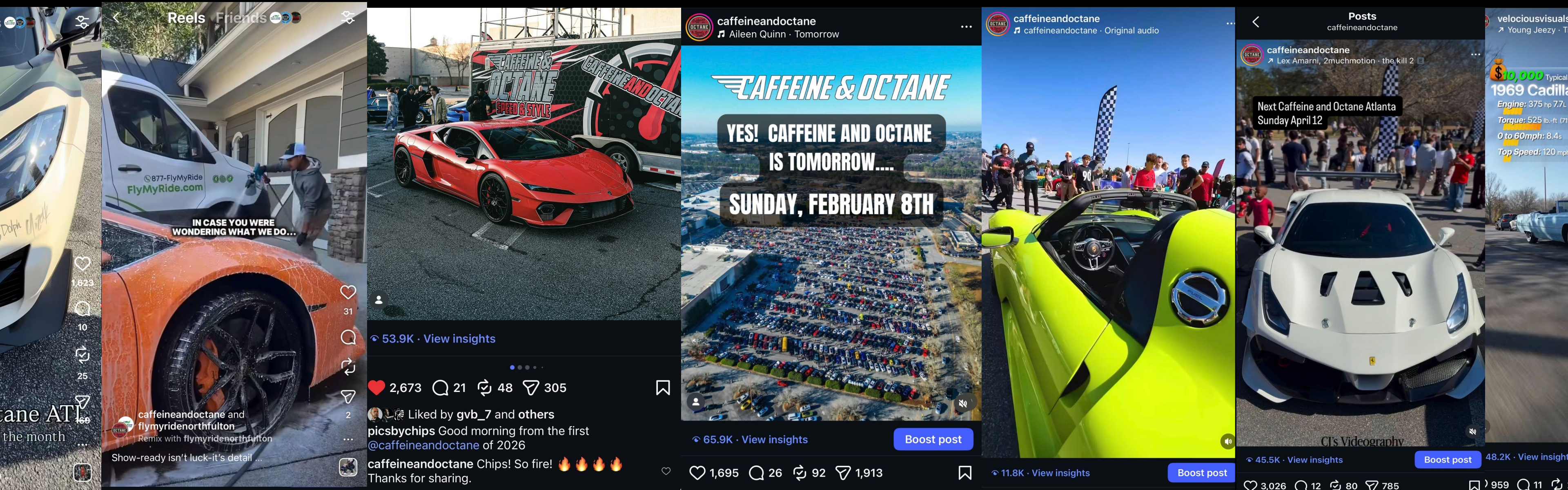
HEAR THE C&O ORIGIN STORY....



Craft organic content that resonates with both new and existing audiences.
Presenting partnerships, brand integrations, commercial spots, billboards, and more....



C&O channels are active and engaging with a mix of sponsor content, community interaction, and influencer collaborations that create a domino effect of reach.



Caffeine and Octane sits at the center of car culture. From high-profile names to niche micro-influencers, we authentically connect with diverse demographics across platforms.

Annual Integrated Experience Packages allow for longitudinal campaign planning.

12-MONTH *'custom' campaigns designed to target your specific marketing goals.*

A bundled media solution combining a schedule of live experiential activations, monthly digital amplification & show branding, content capture, and audience retargeting in one streamlined buy. ****MEASURABLE ROI AND ENGAGEMENT**

Sponsorships

SINGLE MONTH, 3 to 6-MONTH, & CUSTOM PACKAGES AVAILABLE....

- **Choose from our flexible sponsorship tiers**
Platinum/Gold/Silver/Bronze/Chrome
- **Or create a tailored experience based on brand goals. *Tell us what assets are most important to you! And when you can activate onsite. We can create a 'custom' campaign to match your needs.***

******Scaleable regional/national campaigns**

******Turnkey onsite setup & staffing options available**

Caffeine & Octane Platinum Sponsor

- 45' x 36' Central Display area (*10 spaces*)
- (10) – 3'x7' banners , (10) - 2x3 signs
- Ad rotations on show video screen every 20 minutes
- Logo on Gate Entrance banners at all gates
- Show PA announcements
- (1) ownership of organic branded promo video produced by C&O media and filmed from the event & shared on C&O channels
- (4) monthly mentions on C&O official social media channels
- Logo placement in monthly C&O digital newsletter
- Monthly dedicated email blast
- Website listing with link

\$4500 per month with minimum 3-month commitment





Caffeine & Octane Gold Sponsor

- 54' x 18' Central Display area (*6 spaces*)
- (5) – 3'x7' banners , (5) 2x3 signs displayed at event
- Ad rotations on show video screen every 20 minutes
- Show PA announcements
- (2) monthly mentions on official C&O social media channels
- Logo placement in monthly newsletter
- Website Listing with link

\$2,750 per month with minimum 3-month commitment



Caffeine & Octane Silver Sponsor

- 36' x 18' prime display area *(4 spaces)*
- (3) 3' x 7' Banner (3) 3' x 2' signs displayed at event
- Ad rotation on show video screen
- (1) monthly mention on official C&O channels
- Logo placement in monthly newsletter
- Website listing with link

\$1,750 per month with minimum 3-month commitment

Bronze Sponsor:

- 27' x 18' prime display area – (3 *spaces*)
- (2) 3x7 Banner displayed at event (2) 2x3 signs
- Ad rotation on show video screen
- Website listing with link

\$1,050 per month with minimum 3-month commitment

Chrome Sponsor:

- 18' x 18' prime display area - (2 *spaces*)
- (1) 3x7 Banner displayed at event
- Ad rotation on show video screen

\$750 per month with minimum 3-month commitment





Vendor Row Sponsorship:

- 10x10 Tent or single space vehicle display along Vendor Row
- Right to onsite presence for vending/advertisement

\$350 per month with no monthly commitment.

Live Event Branding Only Sponsorship:

This sponsorship allows for marketing at C&O without the need to be onsite....

- (8)- 2'x3' Signs and (8)- 3'x7' Banners placed throughout event
- VIDEO SCREEN - Ad rotation on 16 ft show video screen
- Website listing with link
- (1) monthly mention on official C&O social channels
- Logo placement in monthly digital newsletter

\$550 per month with minimum 6-month commitment





Caffeine and Octane - Where brands meet car culture

For more information about opportunities with Caffeine and Octane

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