



SANCTIONED AUDIO COMPETITION · TRUCKS · BIKES · CARS

STREET BEAT

SOUTH FLORIDA

— 2027 SPONSORSHIP OPPORTUNITIES

CAR & TRUCK SHOW / LIVE MAIN STAGE / BURNOUTS / 2-STEP / STUNT RIDES / KID ZONE

DATE

JAN 9

2027 · 10AM-10PM

VENUE

ST. LUCIE

County Fairgrounds, FL

REACH

6K+

Peak Attendance

AUDIENCE

300K+

Combined Followers

01

THE OPPORTUNITY

PUT YOUR BRAND IN THE CULTURE

Shift Culture and DV8 are seeking sponsors for one of the largest **auto, truck, and bike audio events of 2027**. Street Beat South Florida is an annual sanctioned audio event at the **St. Lucie County Fairgrounds on January 9, 2027 (10AM–10PM)**, drawing bagger builds from across the Southeast.

Expect a custom car & truck show, live music on the main stage, a crazy burnout and 2-step competition, stunt rides, a kids' bounce-house obstacle course, food trucks, and **thousands of spectators from all over Florida** all day long.



ABOUT SHIFT CULTURE × DV8

Shift Culture is a leading event company built on fully immersing itself in car culture across **Events, Media, Racing, Car Giveaways, and The Shop**. We're committed to shifting the culture in a positive direction, and our sense of family shows wherever we go.



EVENTS

25+ events hosted every year, plus more co-hosted and attended across the region.



MEDIA

300K+ combined followers across Shift Culture & DV8 channels; weekly Reels & Stories on IG, FB, TikTok & YouTube.



COMMUNITY

Quarterly vehicle giveaways supporting local non-profits and civic organizations.



THE SHOP

Open monthly for hands-on learning and pro racing simulators, keeping racing off the streets.

DV8 Sound Solutions is proudly owned and operated by true audio enthusiasts who live and breathe sound. Built on a passion for performance, precision, and innovation, the DV8 team knows what it takes to go beyond factory limitations and build something exceptional, delivering high-quality products and reliable solutions that empower everyone from **first-time builders to seasoned competitors** to achieve powerful, clean, custom audio.

At its core, DV8 is committed to its **local community**, building lasting relationships, not just transactions. Whether working with local installers, collaborating with small businesses, or giving back through events and partnerships that celebrate car culture, their mission goes beyond sound systems: creating opportunities, fostering connection, and reinvesting locally to elevate both the industry and the people within it.

25+

EVENTS / YEAR

300K+

COMBINED FOLLOWERS

4

ACTIVE PLATFORMS

6K+

PEAK ATTENDANCE

TITLE & EVENT SPONSORS

EXCLUSIVE PARTNERSHIP

TITLE SPONSOR

LIMIT 2 · CATEGORY EXCLUSIVITY

\$7,500
PER EVENT

PREMIUM BRAND POSITIONING

- ▶ Exclusive 4'x8' banner at the main entrance, a prime location with no other sponsors at this size
- ▶ Full-size logo on **ALL event merchandise**: shirts, flyers & banners
- ▶ Banner on stage skirting for maximum visibility
- ▶ 2-minute stage speaking slot to address 6,000+ at peak

EVENT PRESENCE

- ▶ 20x50 booth, the largest footprint available
- ▶ Up to 6 vehicle display spots

MAXIMUM EXPOSURE

- ▶ 12 live DJ/MC announcements during the event
- ▶ Featured in Facebook ads & all pre-event videos (IG · YT · TikTok · FB)
- ▶ Email mentions to the full list before & after
- ▶ Your logo on event trophies

EXCLUSIVE BENEFITS

- ▶ Category exclusivity: no competing brands unless approved
- ▶ First right of refusal for the following year
- ▶ 30-second event recap video for your own content

PREMIER PARTNERSHIP

EVENT SPONSOR

LIMIT 4

\$2,500
PER EVENT

STRONG BRAND PRESENCE

- ▶ 3'x6' banner at entrance (shared sponsor location)
- ▶ Medium logo on event shirts + logo on flyers & banners
- ▶ Logo on stage skirting
- ▶ 10x30 booth + 4 vehicle display spots

CONSISTENT EXPOSURE

- ▶ 10 live DJ/MC announcements (every 45 min)
- ▶ Featured in quarterly Facebook ad campaigns
- ▶ Featured in select pre-event videos
- ▶ Email mention to attendee list + 15–20s recap video

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TITLE
SPOTS

4

EVENT
SPOTS

Premier partnerships are **strictly limited** and secured on a first-come basis. Title Sponsors gain **category exclusivity**, top-billing on every banner, shirt and video, and a **first right of refusal** for next year, so lock yours in before they're gone.

CO-EVENT & ZONE SPONSORS

 PRIMARY PARTNERSHIP

CO-EVENT SPONSOR

LIMIT 8

\$1,000
PER EVENT

ESSENTIAL VISIBILITY

- ▶ 2'x4' banner at entrance
- ▶ Company name on select event flyers
- ▶ Company name on stage skirting

MENTIONS & PRESENCE

- ▶ 10 live DJ/MC announcements during the event
- ▶ Monthly organic social posts (IG · FB · TikTok)
- ▶ 10x20 booth + 2 vehicle spots · 10s recap video

LIMIT 1

SHIRT SPONSOR

\$1,500

- ▶ Your name on the sleeve of event & staff shirts
- ▶ 2'x4' banner + name on select flyers
- ▶ Name on stage skirting
- ▶ 10 live DJ/MC announcements
- ▶ Monthly organic social posts
- ▶ 10x10 booth + 1 vehicle display spot

LIMIT 1

KID ZONE

\$1,500

- ▶ 2'x4' banner at the Kid Zone entrance
- ▶ Name on select shirts & flyers
- ▶ 6 live DJ/MC announcements
- ▶ Monthly social + sponsors-page listing
- ▶ 10x10 exhibit + 1 vehicle spot

LIMIT 1

ENTERTAINMENT

\$1,500

- ▶ 4'x8' banner + name on shirts & flyers
- ▶ Name on stage skirting
- ▶ Free LED-wall advertising the night of the event
- ▶ 10 live DJ/MC announcements
- ▶ Monthly social · 10x10 exhibit + display vehicle

LIMIT 1

FOOD ALLEY

\$500

- ▶ 2'x4' banner at the food-area entrance
- ▶ Name on select shirts & flyers
- ▶ 6 live DJ/MC announcements
- ▶ Monthly organic social posts
- ▶ 1 food-truck space + 1 display-car spot

OWN THE COMPETITION



LIMIT 1

2-STEP**\$750**

- ▶ Banner(s) with **your logo** at the competition
- ▶ Free LED-wall ad the night of the event
- ▶ 6 live DJ/MC announcements
- ▶ Monthly social + competition recap video
- ▶ 10×10 exhibit + display vehicle
- ▶ Your **logo on the competition trophy**



LIMIT 1

BURNOUT**\$750**

- ▶ Banner with **your logo** at the location & burnout trailer
- ▶ Free LED-wall ad the night of the event
- ▶ 6 live DJ/MC announcements
- ▶ Monthly social + competition recap video
- ▶ 10×10 exhibit + display vehicle + logo on trophy



LIMIT 1

CAR SHOW**\$750**

- ▶ Banner with **your logo** at the main entrance
- ▶ Free LED wall + logo on event shirts
- ▶ Logo on the **Best of Show** & all trophies
- ▶ 3-4 live DJ/MC announcements + monthly social
- ▶ 10×10 exhibit + 1 display vehicle



GENERAL & TROPHY SPONSORS

LIMIT 1 PER CATEGORY

GENERAL SPONSOR

OWN A CATEGORY BELOW · ONE SPONSOR EACH

\$250+
PER CATEGORY

Official Battery	\$250
Official Subwoofer	\$250
Audio Competition Lane	\$500
Wrist Band	\$750+
Vendor Lane	Inquire

Official Amplifier	\$250
Official Wire	\$250
Demo Lane	\$500
Gate	\$1,000
Tire	Inquire

ESSENTIAL VISIBILITY

- ▶ Banner representation at the main gate
- ▶ Your logo on event shirts
- ▶ Advertising on the LED wall the night of the event

MENTIONS & PRESENCE

- ▶ 4 live DJ/MC announcements during the event
- ▶ 10×10 exhibit + 1 display vehicle

LIMIT 1 PER CATEGORY

TROPHY SPONSOR

PUT YOUR BRAND ON THE HARDWARE, ONE CATEGORY PER SPONSOR

\$250
PER CATEGORY

CAR SHOW

Best Audio · Best Stance · Best Paint · Best Wrap · Best Wheels · Best Interior · Best Engine Bay · Best Lift · Widest Stance · Best Lighting · Top 10 · Best JDM · Best Euro

- ▶ Banner at the main gate · logo on event shirts
- ▶ Advertising on the LED wall the night of the event

AUDIO SHOW

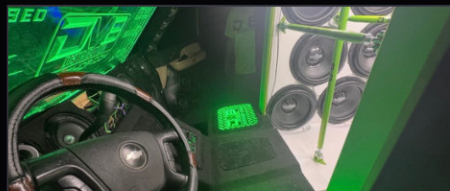
Best Audio · Loudest of Show · Windiest Wall · Windiest No Wall · Best Lighting · Top 10 · Best Install · Deadliest Demo · Furthest Traveled · Loudest No Wall · Best Vocals · Cleanest Trunk Build · Best Doors

BAGGER SHOW

Best Audio · Best Lights · Best Paint · Best of Show (MOTO) · Wildest Paintjob · Top 10

- ▶ 4 live DJ/MC announcements during the event
- ▶ 10×10 exhibit + 1 display vehicle

DV8 SOUND SOLUTIONS · COMPETITION DEMO BUILD



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COMPARE & CHOOSE

SPONSORSHIPS AT A GLANCE

	TITLE TITLE SPONSOR \$7,500	EVENT EVENT SPONSOR \$2,500	CO-EVENT CO-EVENT \$1,000
ENTRANCE BANNER	4'x8' Exclusive	3'x6' Shared	2'x4'
MERCH LOGO	Full / All	Medium + Flyers	Name on Flyers
STAGE SKIRTING	✓ Banner	✓ Logo	✓ Name
STAGE SPEAKING SLOT	2 min	—	—
DJ / MC ANNOUNCEMENTS	12×	10×	10×
FACEBOOK AD FEATURES	✓	✓ Quarterly	—
PRE-EVENT VIDEO	All	Select	—
BOOTH FOOTPRINT	20x50	10x30	10x20
VEHICLE DISPLAY SPOTS	Up to 6	4	2
RECAP VIDEO	30 sec	15–20 sec	10 sec
CATEGORY EXCLUSIVITY	✓	—	—
AVAILABILITY	2 max	4 max	8 max

SPECIALTY, COMPETITION & ENTRY-LEVEL SPONSORSHIPS

SHIRT

\$1,500

LIMIT 1

KID ZONE

\$1,500

LIMIT 1

ENTERTAINMENT

\$1,500

LIMIT 1

2-STEP

\$750

LIMIT 1

BURNOUT

\$750

LIMIT 1

CAR SHOW

\$750

LIMIT 1

FOOD ALLEY

\$500

LIMIT 1

GENERAL / TROPHY

\$250+

PER CATEGORY

LET'S BUILD SOMETHING LOUD

BECOME A 2027 SPONSOR

Lock in your placement for Street Beat South Florida and the full Shift Culture x DV8 2027 event lineup. Premier spots are strictly limited. First come, first secured.

ONLY 2 TITLE · 4 EVENT · 8 CO-EVENT

DV8 SOUND SOLUTIONS

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SHIFT
Culture
EVENTS

