



SEP. 26 2026

SPONSORSHIP PACKAGES

Rides to Remember Gala
Saturday, September 26, 2026
Atlanta Motorsports Park (AMP)
Dawsonville, GA
10:00 AM - 2:00 PM

Sponsorship Deadline
August 30, 2026

More Information
RIDESTOREMEMBER.ORG

BRINGING SMILES TO KIDS AT





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THE EVENT

DON'T WORRY BE HAPPY!

Is easier said than done for kids with cancer and their families.

Start Your Engines for a Worthy Cause!

Ferrari of Atlanta is excited to welcome pediatric cancer patients and their families back for the 20th Annual Rides to Remember. Rides to Remember is an event dedicated to creating unforgettable memories for these children.

This day wouldn't be possible without the support of many drivers, generous volunteers, and compassionate donors like you. Together, we can make a difference in the fight against pediatric cancer and give these kids the ride of a lifetime.

Ferrari of Atlanta and the Rides to Remember charity team invites you to support our mission to bring a record amount of joy and happy memories to families in need.

RIDES TO REMEMBER TRACK DAY

Saturday, September 26, 2026 | 10:00 AM - 2:00 PM
Atlanta Motorsports Park (AMP) Dawsonville, GA

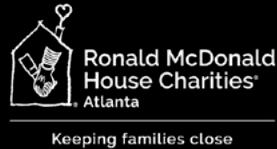


ABOUT THE CHARITIES



CAMP SUNSHINE

Camp Sunshine in Georgia supports children with cancer and their families through recreational, educational, and support programs, fostering a community of hope and shared experiences since 1983. With their Summer Camp and year-round initiatives like family weekends and hospital programs, Camp Sunshine serves over 375 campers and their family members annually. Operating solely on donations, volunteers, and support, it offers all programs at no cost to families, providing a beacon of love, safety, and joy amidst cancer's challenges.



ATLANTA RONALD MCDONALD HOUSE

Atlanta Ronald McDonald House Charities provides a home away from home for families of ill and injured children who must travel to receive treatment in the Atlanta area hospitals.

The Ronald McDonald House is a beacon of hope for families during the toughest crisis of their lives. Keep families close by giving today.



CURE CHILDHOOD CANCER

CURE is dedicated to conquering childhood cancer through funding targeted research while supporting patients and their families.

In the last 10 years, CURE has;

- Funded \$27,400,000 towards research
- Provided \$1,677,296 in financial assistance
- Served over \$113,876 meals in the hospital

2026 FUNDRAISING GOALS

HELP US MEET OUR GOAL OF RAISING \$200,000!

Your contribution will make a tremendous impact on those who need it most. Through fundraising efforts, you can contribute to raising money for:

- 01** Rides to Remember Festival for **200 children** and their families to enjoy a fully catered day filled with joy, laughter, and smiles.
- 02** Camp Sunshine to provide 1 week of summer camp for **50 children** with cancer.
- 03** Cure Childhood Cancer to provide participation for **50 children** in a potentially life-saving precision medicine study.
- 04** Atlanta Ronald McDonald House to support **50 families** to stay for a week while their child is in the hospital.





**OFFICIAL
FERRARI DEALER**
FERRARI OF ATLANTA

THE OPPORTUNITY

In the world of motoring, there is no logo so iconic as Ferrari's Prancing Horse. Now a trademark of Ferrari, the horse is synonymous with power and grace – and is said to bring luck to anyone who's vehicle bears the emblem. This level of brand recognition is one of the many reasons that Ferrari is one of the world's most powerful brands still to this day.

Partner with Ferrari of Atlanta, and you will not only impact over 1,000 drivers, participants, volunteers, VIPS and sponsors, but you will also positively impact the Ferrari brand.

How many opportunities do you have to forever change 200 children's lives? Explore the many sponsorship opportunities available today!



SO, HOW CAN YOU HELP?



ONE

Choose a sponsorship package or make your own from our list of available sponsorship items that help make these events possible.



TWO

Commit to a fundraising donation and help change the outcome of childhood cancer today.



THREE

Join Ferrari of Atlanta at the Rides to Remember 20th Annual Track Day by purchasing a ticket, a table for 10 and/or donate products, services and experiences.

SPONSORSHIP



PACKAGES '26

DIAMOND SPONSOR

PRE EVENT RECOGNITION

- PR and Media Coverage Inclusion
- Website Feature Recognition
- Unlimited Social Media Recognition
- Unlimited Inclusion in Email Communications to our Engaged Community
- Certificate of Sponsorship

DAY OF EVENT RECOGNITION

- Equal Branding Rights Alongside Ferrari of Atlanta
- Opening Remarks & Ribbon Cutting
- Media Coverage Inclusions
- Event MC Recognition
- 10x10 Promotional Space
- Logo on Event Shirt
- Gift Bag inclusion
- Ad and Logo in the Day of Event Brochure

POST EVENT PROMOTION

- Personalized email with your company's content and call to action delivered to our Rides database
- Professionally produced video recap of the event, personalized with your company's brand for your own promotional use
- Access to professional photos taken from the event for further promotional use, watermarked with the Rides to Remember logo and option to include your logo

- Dedicated banner in our "Thank You" follow-up email to all attendees and Rides to Remember database
- Tagged as collaborator in post event social media coverage, video and static posts

ONLY TOP TIER SPONSORS ENJOY

- Magazine photo booth logo placement
- Logo on day of event signage
- Full page special offer advertised in day of event brochure

ADDITIONAL

- Table of 10 at the Annual Rides to Remember Fundraising Gala



TOTAL COST

\$25,000 CHANGE UP TO 50
KIDS' LIVES TODAY!

LUNCH SPONSOR

Cater the lunch for all of the pediatric cancer families in attendance, enjoying a reprieve from their everyday struggles, and creating a day to remember. Your logo will feature on the lunch vouchers, lunch menus and utilize the opportunity to set up your own promotional activation in the Food Truck lane with banners or products on display.

PRE-PROMOTION RECOGNITION

- ➔ Recognition, unlimited inclusion in Email and Social Communications to our database of Ferrari clientele, Car show registrants, families, charities and volunteers.
- ➔ Certificate of Sponsorship

DAY OF EVENT RECOGNITION

- ➔ Event MC recognition, 10x10 promotional space, lunch voucher ownership and logo placement.
- ➔ Tagged as collaborator in day of event social media coverage, video and static posts

POST EVENT PROMOTION

- ➔ Professionally produced video recap of the event, personalized with your company's brand for your own promotional use
- ➔ Access to professional photos taken from the event for further promotional use, watermarked with the Rides to Remember logo
- ➔ Dedicated banner in our "Thank You" follow-up email to all attendees and Rides to Remember database
- ➔ Tagged as collaborator in post event social media coverage, video and static posts

ADDITIONAL

- ➔ Tickets for two to the Annual Rides to Remember Fundraising Gala



TOTAL COST

\$15,000

POLICE ESCORT NAMING SPONSOR

Be the naming sponsor of the Drivers Police Escort which is one of the highlights of the day for the owners of a variety of exotic, luxury sports cars in attendance. Your company name will be used on all marketing and promotional collateral throughout the entirety of the pre to post promotion period - May to October. Option to add on “removable” stickers to include on each car for the cavalcade adding additional exposure and brand awareness.

PRE EVENT RECOGNITION

- Unlimited Inclusion in Email Communications to our Engaged Community
- Certificate of Sponsorship

DAY OF EVENT RECOGNITION

- Event MC Recognition, 10x10 Promotional Space, Logo on Event Shirt, gift bag inclusion and logo in the Day of Event Brochure

POST EVENT PROMOTION

- Professionally produced video recap of the event, personalized with your company’s brand for your own promotional use
- Access to professional photos taken from the event for further promotional use, watermarked with the Rides to Remember logo and option to include your logo
- Dedicated banner in our “Thank You” follow-up email to all attendees and Rides to Remember database
- Tagged as collaborator in post event social media coverage, video and static posts

ONLY TOP TIER SPONSORS ENJOY:

- Magazine photo booth logo placement
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- Full page special offer advertised in day of event brochure

ADDITIONAL

- Tickets for two to the Annual Rides to Remember Fundraising Gala



TOTAL COST

\$7,500

A-LA-CARTE SPONSORSHIPS

T-SHIRT SPONSOR (BACK)	HOT ITEM!	Help support the day and our fundraising goals and receive recognition on the back of the event t-shirt that goes out to all attendees	\$1,500
REGISTRATION STATION SPONSOR		Opportunity to “own” the ARRIVAL registration desk, where every volunteer, participant and family member will check-in to on the day. Hand out promotional materials, set up a product display or demonstration space.	\$2,500
PROMOTIONAL BOOTH/ ACTIVATION PARTICIPANT (10X10 SPACE)		Showcase your brand or product with your own 10x10 promotional booth, put on an activity for the kids and families or hand out samples of your family friendly product.	\$1,500
BREAKFAST AT THE TRACK		Sponsor the breakfast for our 150 kids and their families and you will also get to use this time to network with them and promote your products or services.	\$2,000
GIFT BAG SPONSOR FOR PARTICIPANTS		200 Gift Bags branded with your logo and given to all Kids/Participants to take home as a souvenir to commemorate the day.	\$2,500
PHOTO BOOTH SPONSOR		Have your logo added to the all important keepsake for the day - what lasts more than memories? Photos!	\$2,500
KIDS PASSPORT SPONSOR		After the success of last year’s Kids Passport - we are bringing it back again! These keepsake booklets are used all day as kids stamp their way through the lineup of cars. Own a full page as the sponsor.	\$2,500
BRANDED WATER SPONSOR		720 bottles of water branded with your logo and handed to all event attendees as a usable keepsake.	\$3,000
BREAKFAST WITH THE DRIVERS		Sponsor the breakfast for our 150 Drivers and use this time to network with the drivers and display and promote your products or services. PLUS Receive a 5 minute speaking spot in the drivers briefing.	\$4,000
NAME TAG SPONSOR		500 keepsake name tags branded with your logo and given to all VIPS, Drivers, Kids, Volunteers and Staff to wear for the day.	\$3,500
GIFT BAG SPONSOR FOR DRIVERS		150 Gift Bags branded with your logo and given to all Drivers to take home as a souvenir and gift for their generosity.	\$3,750
ENTERTAINMENT SPONSOR (MUSIC/DJ)		Bring the event to life as the Entertainment sponsor and not only do you get to brand the stage at Ferrari and AMP, you also receive a branded video at the end of the event for your promotional use!	\$2,500
T-SHIRT SPONSOR (LEFT SLEEVE)		Help support the day and our fundraising goals and own the LEFT SLEEVE placement of the event t-shirt that goes out to all attendees.	\$2,750
T-SHIRT SPONSOR (RIGHT SLEEVE)		Help support the day and our fundraising goals and own the RIGHT SLEEVE placement of the event t-shirt that goes out to all attendees.	\$2,750



HOW WILL YOUR DONATION MAKE A DIFFERENCE?



ATLANTA RONALD MCDONALD HOUSE	DONATIONS
Support a family for one night	\$125
Support a family for two nights	\$250
Support a family for four nights	\$500
Support a family for seven nights - (average stays per family)	\$875
Hands of Hope - \$1,000, \$1500, \$2000, \$2,500	\$1000 - \$2500
Adopt a room - guest suite	\$5000
Adopt a room - 2 bedroom transplant suite	\$7000



CURE	DONATIONS
1 x counselling session for a patient, parent or sibling	\$100
30 x meals to hospitalized children and family members	\$200
3 x patients' prescriptions covered	\$500
22 x resource totes for newly diagnosed families	\$1000
50 x gas cards for families to help with transportation to the hospital for treatment	\$2500
1 x child to participate in a potentially life-saving precision medicine study	\$5000



CAMP SUNSHINE	DONATIONS
Sends welcome bags to 5 newly diagnosed camper families	\$100
Purchases arts and crafts supplies for our hospital based program, Sunshine 2U	\$250
Provides spa services for families who attend a Spa Night program the Camp Sunshine House	\$500
Sends a child to Summer Camp for a week	\$1000
Awards a college scholarship to a cancer survivor	\$2500
Allows for 8 camper families to attend a Family Camp Weekend	\$5000

**JOIN THESE OTHER AMAZING PAST SPONSORS
AND BRING A SMILE TO A CHILD TODAY!**





RIDES TO REMEMBER
DRIVEN BY FERRARI OF ATLANTA



Creating new magical memories for kids and families of Camp Sunshine, Ronald McDonald House Charities of Atlanta & CURE Childhood Cancer.

RIDESTOREMEMBER.ORG

**NEED MORE INFORMATION?
CONTACT OUR TEAM**



OLIVIA MALIFA
olivia@soarmedia.agency

Ferrari of Atlanta Rides to Remember Foundation is a Georgia non-profit recognized by the IRS as a tax-exempt public charity under section 501(c)3 of the Internal Revenue Code (Federal Tax ID: 99-1629731). Contributions to Rides to Remember are tax-deductible to the fullest extent of the law. Donors can deduct contributions they make to Rides to Remember under IRC Section 170.