

44TH ANNUAL

Gala



**SPEEDWAY
CHILDREN'S
CHARITIES**

FEATURING:

The Band Perry

LOCATION:

Ten Tenths Motor Club

BENEFITTING:

Speedway Children's Charities



EchoPark
AUTOMOTIVE



MAY 20, 2026

HOW WE MAKE A DIFFERENCE

Our vision is to ensure every child is given equal opportunities no matter the obstacles in their lives

Grant Making

- We provide grants to local organizations combatting
 - Human Trafficking
 - Homelessness
 - Food & clothing insecurities
 - Medical needs
 - Educational needs

Our History

- Since 1982, SCC has granted more than \$72 million to kids in need
- ***In 2025, SCC Charlotte had a record breaking single year fundraising effort, granting \$2,000,000!***



GRANT AWARDS



\$79,000,000 **\$21,000,000**

AWARDED BY SCC SINCE 1982

AWARDED BY SCC CHARLOTTE SINCE 1982

\$2,000,000

AWARDED BY SCC CHARLOTTE IN 2025

We fund a wide variety of needs, so your donation helps fund many organizations. When you support us you won't have to make that tough decision.

2026 Gala

The annual black-tie gala serves as a marquee fundraiser for Speedway Children's Charities' (SCC) Charlotte chapter. The event features many prominent dignitaries from the motorsports industry, as well as many business executives from Charlotte, the headquarters of Speedway Children's Charities since its founding by O. Bruton Smith in 1982.

In 2026, Ten Tenths Clubhouse, will once again host the 44th annual Speedway Children's Charities Gala on May 20th. This will be the second event at the new event space across from Charlotte Motor Speedway. Throughout the evening, SCC will celebrate its' history and the impact our grant partners are making on the communtiy.

The evening will include a menu curated by award-winning chef Bruce Moffett, and live entertainment from The Band Perry! The black-tie gala will celebrate the rich history of Speedway Children's Charities, with hosts Adam Alexander and Clint Bowyer.



SOLD

Presenting Sponsor // \$100,000

- Exclusive presenting rights of the event
- Co-branded logo for promotional/sales material
- Two (2) prime reserved tables for ten (10)
- Company logo displayed at table
- Company logo presented on the Sponsors page
- Name inclusion in all marketing and event press releases
- Honorable mention by host
- Opportunity to address audience during welcome section of program
- Name inclusion on signage in/around special areas of the event
- Logo recognition in the Grant Distribution Ceremony



Entertainment Sponsor // \$75,000

- Exclusive naming rights to present The Band Perry
- Company logo on screen during performance
- One (1) prime reserved table for ten (10)
- Company logo displayed at table
- Name inclusion in all marketing and event press releases
- Honorable mention by host
- Logo recognition in the Grant Distribution Ceremony



Live Auction Sponsor // \$50,000

- Exclusive naming rights to present the live auction
- Company logo on bid paddles
- One (1) prime reserved table for ten (10)
- Company logo displayed at table
- Name inclusion in all marketing and event press releases
- Honorable mention by host
- Logo recognition in the Grant Distribution Ceremony



SOLD

Reception Sponsor // \$45,000

- Exclusive naming rights of the welcome reception
- One (1) prime reserved table for ten (10)
- Logo display at the welcome reception
- Company logo displayed at table
- Name inclusion on signage in and around special areas of the event at the welcome reception



SOLD

Silent Auction Sponsor // \$35,000

- Exclusive naming rights of the silent auction
- Company Logo on all digital signage surrounding silent auction
- One (1) prime reserved table for ten (10)
- Logo display at the silent auction
- Company logo displayed at table
- Name inclusion on signage in and around special areas of the event at the silent auction



SOLD

Valet Sponsor // \$30,000

- Exclusive valet sponsor at Ten Tenths for the evening
- One (1) prominent sign in valet and logo on all valet cards during the Gala
- Product samples or promotions placed in valeted vehicles
- Sole sponsorship offering premier visibility outside of venue
- One (1) prime reserved table for ten (10)
- Company logo displayed at table



SOLD

Photo Wall Sponsorship // \$30,000

- Exclusive 360 camera sponsorship
- Sole sponsorship offering branding on every 360-Camera Photo
- Co-branding with Title Sponsor offering branding on every photo taken on the red carpet
- One (1) prime reserved table for ten (10)
- Company logo displayed at table



SOLD

Dinner Sponsor // \$25,000

- Exclusive Dinner Sponsor
- Sole sponsorship offering branding on all 500 menus with the award winning Chef Bruce Moffett
- One (1) premier reserved table for ten (10)
- Company logo displayed at table



SOLD

Platinum Table // \$15,000

- One (1) reserved table for ten (10) at center stage with prime seating
- Company logo displayed at table

Limited Availability

Gold Table Partner // \$12,000

- One (1) reserved table for ten (10)
- Company logo displayed at table

Friend of the Charity // \$1,200

- One (1) reserved seat at a shared table



Thank You



BANK OF AMERICA





*To donate or learn more, please visit,
SpeedwayCharities.org*