



EPISODE 5

Welcome to the Rodeo



FEB 26TH TO MARCH 1ST, 2025 | DALLAS, NEW ORLEANS, BIRMINGHAM, NASHVILLE



Everything is bigger in Texas

Here comes Legends Rally Episode 5

Welcome to the Rodeo – February 26th to March 1st, 2025

Day 1 – Where it all begins (Dallas to New Orleans)

Yee Haw, we kick off from the lone star state in Dallas Texas with our start grid where we will host registration and breakfast for all Legends Rally participants. Participants will start off Legends Rally Episode 5 by receiving our exclusive merchandise and having your official Legends Rally graphics professionally installed on your car. From here we will begin our drive to New Orleans, LA. With scenic stops and amazing driving roads, there will be plenty of opportunities for content along the way! We will take you through a beautiful curated route before we head to our destination hotel for the evening.

Day 2 – Sweet Home Alabama (New Orleans to Birmingham)

We will kick off from New Orleans and hit the open road toward the heart of Dixie, Birmingham, AL where we will stop for lunch, take in the southern scenery. From the Gulf to the heart of Birmingham we have a full southern experience planned. After a day of driving and adventure we will arrive at our hotel for the night in Birmingham to unwind and enjoy some southern hospitality.

Day 3 – The Rodeo (Birmingham to Nashville)

Buckle up for the ultimate ride from the South to the heartbeat of Music City, Nashville, TN. Wind through the rolling hills of northern Alabama, carve along the curves of Tennessee River, and thunder across backroads that wind through bluegrass towns rich in character. All with a pack of high-performance machines and legendary drivers behind the wheel. Finally we will cruise into Honky Tonk to our final destination hotel to relax and freshen up before our finale night time event.

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"Legends Are Made Not Born"



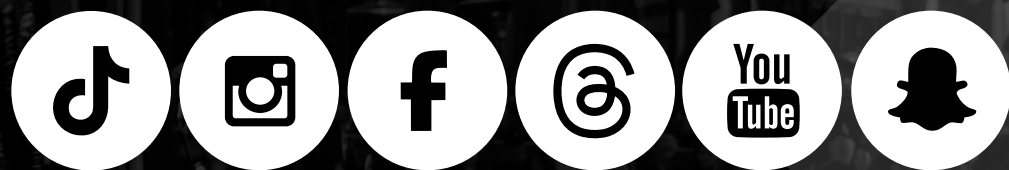
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Welcome to the Pedeo

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Influncers Galore



If exposure, brand recognition, and validated 3rd party voices is what your brand is looking for, we can guarantee that this event will have a reach in the tens of millions. Legends Rally marries two of the most viral attractions on social media: Influencers and Supercars.

Check out a few of our past attendees below: Daniel Mac, Demi Bagby, Daily Driven Exotics, Parker Nirenstein (Vehicle Virgins), Dana Linn Bailey, Cam Casey, Jameliz Smith, Zoltan Bathory, David Lockhart, Josh King Madrid (Jetset), Ethan Nell, Brent Rivera, Zuumy, Jack Ultramotive, Torry Hermann, Samantha Frank, Greg Gevojanyan (Mr Car Sounds), Gigi Papasavvas.

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Cars Are Meant To Be Driven

Schedule of Events

February 26th - Dallas to New Orleans

- » Registration/Start Grid
- » Scenic Route With Content stop
- » Lunch Event
- » Continued Scenic Drive
- » Police Escort
- » Check into Hotel - Accomodation for 1 Night Stay
- » Official Welcome Dinner/Event

February 27th - New Orleans to Birmingham

- » Drivers Meeting
- » Curated Scenic Route
- » Official stop
- » Check into Hotel - Accomodation for 1 Night Stay
- » Dinner/Event

February 28th - Birmingham to Nashville

- » Drivers Meeting
- » Curated Scenic Route
- » Daytime Experience
- » Check into Hotel - Accomodation for 1 Night Stay
- » Official Finale Party

March 1st - Nashville

- » Hotel Checkout and Departure

1. DALLAS, TX

02/26/26

2. NEW ORLEANS, LA

02/27/26

3. BIRMINGHAM, AL

02/28/26

4. NASHVILLE, TN

03/01/26



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For The Love Of Everything On Four Wheels



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Legends In Attendance

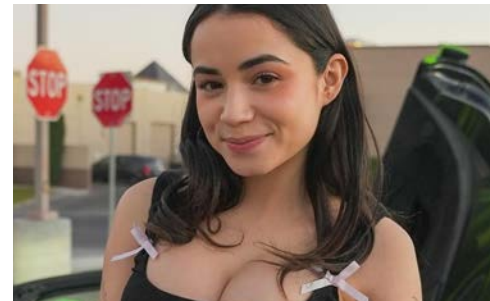
Past and Present



Daniel Mac | @itsdanielmac 24.3 M



Demi Bagby | @demibagby 18.6 M



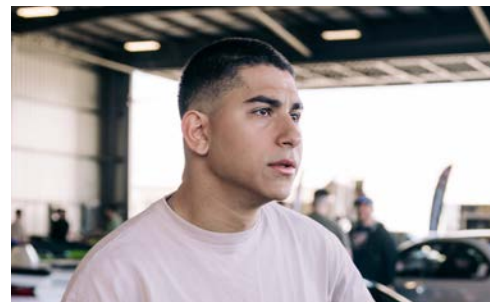
Jamilez Smith | @jamilesmith 11.9 M



Alex Choi | @alex.choi 2.84 M



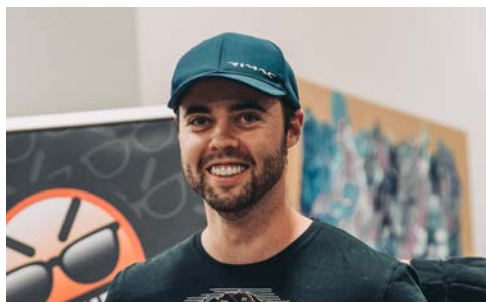
DDE | @dailydrivenexotics 6.8 M



MrCarSounds | @mrcarsounds 9.6 M



Jack Ultramotive | @jackutramotive 2.4 M



Vehicle Virgins | @vehiclevirgins 3.72 M



Cam Casey | @camcasey 26.7 M

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If You Want To Be A Legend Drive With The Legends



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Select Partnerships With **Daniel Mac** Brand



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Heroes Get Remembered, But Legends Never Die

Legends Rally

Past Sponsors



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WOLVYN



MECUM
AUCTIONS

CERAMIC PRO®
// ELITE DEALER

REVIVER™
DIGITAL LICENSE PLATE

RVC
ROGUE
VAN COMPANY

Prestige
IMPORTS
EST. 1977

CATS N CARS

PARKUPFRONT

INK | *blacklist*
CUSTOMS

Bumper.com

racedAY
WE KNOW HOW



What Do You Do For A Living?



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Sponsorship Levels & Benefits

Title Sponsor

\$55,000 (Limited to 1 spot)

Includes Bronze Package plus:

- » Overall naming rights (i.e. Legends Rally Presented by XXX)
- » 2 Participating cars on the rally with 2 Participants per car (\$11,000 value - 4 participants)
- » Option of \$1500 discount per team on additional rally ticket (Up to 2 teams - 2 vehicles, 4 individuals)
- » Exclusive @itsdanielmac TikTok Video (14.1M TikTok Followers)
- » Exclusive @itsdanielmac Instagram Reel or Static post (2.86M Followers)
- » Exclusive @itsdanielmac YouTube Short (3.32M YouTube Followers)
- » Exclusive @itsdanielmac FB post or short form reel (3.53M followers)
- » Exclusive @itsdanielmac Threads post or Short form reel (500k followers)
- » Total combined followers 24.3M (All above posts are same video posted on all platforms)
- » 2 Exclusive Instagram AND Facebook stories announcing rally partnership on @itsdanielmac

Gold Sponsor

\$40,000 (Limited to 3 spots)

Includes Bronze Package plus:

- » 1 Participating car on the rally with 2 participants (\$5,500 value - 2 participants)
- » Option of \$1500 discount on additional rally ticket (1 team - 1 vehicle, 2 individuals)
- » Exclusive @itsdanielmac TikTok Video (14.1M TikTok Followers)
- » Exclusive @itsdanielmac Instagram Reel or Static post (2.86M Followers)
- » Exclusive @itsdanielmac YouTube Short (3.32M YouTube Followers)
- » Exclusive @itsdanielmac FB post or short form reel (3.53M followers)
- » Exclusive @itsdanielmac Threads post or Short form reel (500k followers)
- » Total combined followers 24.3M (All above posts are same video posted on all platforms)
- » 2 Exclusive Instagram AND Facebook stories announcing rally partnership on @itsdanielmac
- » Naming rights for either: Start Grid, Official Brunch or Dinner Events, Official Finale, Police Escort, Awards Ceremony etc. (First come first serve).



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Sponsorship Levels & Benefits

Silver Sponsor

\$20,000 (Limited to 3 spots)

Includes Bronze Package plus:

- » 1 Participating car on the rally with 2 participants (\$5,500 value - 2 participants max)
- » Naming rights for either: Official Dinner Event, Official Finale Event, Official Brunch Event. Police Escort etc.
- » Option of \$1500 discount on additional rally ticket (1 team - 1 vehicle, 2 individuals)
- » 1 exclusive @itsdanielmac Instagram stories and 2 Facebook stories announcing partnership (6.2 million combined followers)(Story is same for each platform)

Bronze Sponsorship

\$4,000

- » Direct shoutout with logo in @itsdanielmac YouTube long-form video 3.26M YouTube Followers) to be posted after the rally Your logo/brand on participating cars
- » \$500 off a rally ticket per team (1 vehicle 2 individuals)
*Cannot be combined with silver or gold discount
- » Promotion of your brand and products within the Legends Rally community
- » Logo on all official marketing items. Including pre and post-rally emails to participants
- » Dedicated sponsor page on legends rally
- » Website logo permanently displayed as past sponsor following rally on website
- » Access to Legends Rally professional Photography
- » Co-branded apparel and ability to add products to swag bags given to all attendees prior to rally start
- » Legends rally @legendsrally in feed post and story announcing partnership.



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For All Inquiries: Please contact us at legends@itsdanielmac.com
For Media Inquiries Contact: [raceDAY Agency | info@racedayagency.com](mailto:info@racedayagency.com)

