

🏁 VICTORY LANE TITLE SPONSORSHIP 🏁

ITS Southeast Summit | Charlotte, NC | March 22–25, 2026

Be the Champion of Innovation in Intelligent Transportation Systems!

As the **highest-tier sponsorship** of the ITS Southeast Summit, the **Victory Lane Title Sponsorship** offers unmatched visibility and prestige throughout the entire conference. The ITS Southeast Summit has emerged as one of the most dynamic conferences in the ITS community. In 2026 we expect this tradition to continue with over **800 attendees** and **strong public sector representation** from at least eight states.

☀️ Sponsorship Benefits Include:

- **Premier Branding & Messaging**

Your company's name and message will be featured **throughout the entire conference**, ensuring maximum exposure.

- **Host the Opening Social Event**

Kick off the summit with impact! Introduce your company to attendees and showcase a **video or presentation** during the opening social.

Host and brand the VIP area at the opening social, offering a premium experience for select guests.

- Five registrations and a **double exhibitor booth** (10' x 20') with **first choice** of location

- **Branded Conference Essentials**

Your logo will appear on:

- Lanyards
- Wi-Fi Network
- Digital Outlets & Signage

🚀 Secure Your Spot in the Winner's Circle. Become the Victory Lane Title Sponsor!

Victory Lane Title Sponsorship will be awarded to the highest bidder. To submit your bid email it to itscarolinasboard@gmail.com with the subject line **VICTORY LANE BID on August 27, 2025**. Bids will not be accepted before or after that date. The minimum bid is \$40,000. Payment must be received by September 12, 2025 to secure sponsorship.

📧 Contact us at itscarolinasboard@gmail.com

🌐 Visit <https://seitssummit.com>

DIAMOND SPONSORSHIP OPPORTUNITIES

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Shine bright at the ITS Southeast Summit with one of these three fantastic opportunities to spread your brand and message. The ITS Southeast Summit has emerged as one of the most dynamic conferences in the ITS community. In 2026 we expect this tradition to continue with over **800 attendees** and **strong public sector representation** from at least eight states. Only one Diamond Sponsor is available per event. Make one of these events your own!

Green Flag, Green Jacket Golf Tournament

Sunday March 22, 2026

Cost: \$20,000

A perfect blend of sport, strategy, and networking. This laid-back but high-impact event brings together decision-makers for 18 holes of relationship-building. Tee off with key public and private sector leaders while showcasing your brand in a relaxed, high-visibility setting.

- Opportunity to address or present to all golf attendees
- Branding on signage throughout event
- Branding on holes 1, 18 and any other holes where hole sponsorship not otherwise sold
- Present golf awards at plenary session

Pit Boss Sponsor for Pitch Perfect Cornhole Tournament at Truist Field

Monday March 23, 2026

Cost: \$30,000

Where friendly competition meets serious connections. A beloved tradition at Charlotte ITS conferences, this event will have the biggest crowd of the conference. Your brand will be front and center as attendees compete and connect.

- Your logo on the Truist field Jumbotron
- Your message and logo on digital displays throughout the venue
- Speaking opportunity to introduce your company, kick off the tournament and present awards

Pole Position Sponsor for Talladega Night Social at the NASCAR Hall of Fame

Tuesday March 24, 2026

Cost: \$25,000

An unforgettable, high-octane celebration. Set against the backdrop of racing legends and cutting-edge tech, this event puts your brand in the winner's circle. Be part of an immersive evening that celebrates speed and innovation in a uniquely Charlotte way. Only steps away from the convention center, this event will draw a crowd.

- Speaking opportunity to introduce your company during event
- Branding on signage throughout event

All Diamond Sponsorships include:

- Opportunity to provide giveaways at your event
- Three conference registrations and an exhibitor booth (10' x 10') with priority location selection

Register for your Diamond Sponsorship on the conference registration page. Payment must be completed within 14 calendar days of registration to secure sponsorship.

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