

Expo Sponsorship

Drive Brand Visibility.
Engage Broad Audiences.
Fuel Economic Impact.

Join us as a partner in one of the Southeast's most prestigious automotive events located right in the heart of historic Pinehurst, North Carolina.

The 2025 Sandhills Motoring Expo delivered an estimated \$2.3 million in economic impact to Moore County, as confirmed by a recent IMPLAN study. Your sponsorship directly connects your brand with a high-value audience while supporting a regional event that boosts tourism, hospitality, and local business.

Why Sponsor the Expo?

Targeted Reach: Engage with an enthusiastic demographic of collectors, automotive enthusiasts, and community leaders.

Brand Exposure: Be prominently featured across premium channels - event signage, digital marketing, and media coverage.

Community Impact: Your support drives economic growth, tourism, and charitable giving through our "Road to Giving" initiative.

Engaging Experiences: Align your brand with world-class events like the Road Rally, Hangar Soirée, Airplanes & Automobiles, and the Concours in the Village.

[Click here to contact the Sandhills Motoring Expo to discuss Sponsorship](#)

Let's Drive the Extraordinary Together

By partnering with the Sandhills Motoring Expo, you're not only aligning with a luxurious lifestyle event, but also investing in community, culture, and commerce. Whether you're looking to elevate your brand, engage a specific market, or support regional growth, we welcome you to be part of our journey.



Proven Value by the Numbers

- \$2.3 million in total regional economic impact (2025)
- 3,500+ attendees over three days
- 120+ curated automobiles on display
- Visitors from 15+ states
- Regional and local press coverage and established social media footprint





A Celebration of the Automobile Memorial Day Weekend Pinehurst, NC

The Sandhills Motoring Expo incorporates the love of the automobile, motorsports, and the many beautiful nuances of the Sandhills region into an memorable weekend full of automotive celebration and enthusiasm.

The Concours in the Village, the Expo capstone event takes place the Sunday of Memorial Day Weekend – the greatest day in Motorsports alongside the Monaco Formula 1 GP, Coca-Cola 600, and Indy 500 – draws thousands of spectators from all parts of the county, state, Eastern seaboard, and points West. The Concours features 120 automobiles across distinct automotive classes, in addition to special display and special marque automobiles.

Opportunities for Sponsorship via our SME Sponsor Program, include, but are not limited to:

VIP Access to Expo Events

Recognition during Expo Events

10' x 10' tent place on the Pinehurst Village Green – our Signature Vendor Village

Inclusion in on the Expo Website, Social Media, and Communication Channels

Engagement with prospective clients via local networking

We are thrilled to invite you to be a vital part of the Sandhills Motoring Expo, a spectacular Memorial Day weekend car show extravaganza that promises to be a celebration of automotive excellence and community spirit. As a distinguished and community-oriented organization, your support will not only enhance the event's success but also contribute to the lasting memories we aim to create.



[Click here to contact the Sandhills Motoring Expo to discuss Sponsorship](#)



A Celebration of the Automobile

Memorial Day Weekend

Pinehurst, NC

Concours in the Village

The Sunday Concours in the Village is the Sandhills Motoring Expo's premier event. Set against the beautiful historic Village of Pinehurst, over 120 unique and hand picked automobiles line the streets, along with special display cars. The Concours runs from 9am until 3pm and is open to the general public for spectating.

About Sandhills Motoring Expo

The Sandhills Motoring Expo is an annual event taking place every Memorial Day Weekend in Pinehurst, North Carolina. The Expo features a variety of activities and attractions tailored to automotive enthusiasts of all ages and interests.

Events

Block Party

Welcoming all entrants and sponsors for a special car display, cocktails, and cookout.

Road Rally

Take on the back roads of the local countryside on this exciting journey

Airplanes & Automobiles

A Cars & Coffee style event at the Airport, with airplanes in flight!

Artisan Tour

Showcasing local artisans with a mix of car culture and a judged car show.

Hangar Soiree

The Soiree at the Airport's features fine dining and finer automobiles.

Visit us Online:

www.sandhillsmotoringexpo.com