



THE CITY OF DELRAY BEACH
 OFFICE OF THE CITY MANAGER
 100 N. W. 1ST AVENUE
 DELRAY BEACH, FLORIDA 33444 * (561) 243-6209



*File
Commission
26-0606*

City of Delray Beach Special Event Sponsorship Request
 (Event Producer **MUST** complete all questions and submit all requested information!)

Muscle on the Beach + Car Show

1. EVENT NAME: _____ EVENT DATE(S): MARCH 6, 2027
2. AMOUNT OF CITY SPONSORSHIP REQUESTED: \$ ALL DOLLARS FOR CITY SERVICES.
3. AMOUNT ANTICIPATED TO BE DONATED TO DELRAY BEACH-BASED NON-PROFIT ENTITIES? (Please note the City Commission requires 100% of all event profits, in an amount that is at least twice the amount of sponsorship awarded, to be donated to Non-Profit Entities (as defined by the City's Special Event Policy)):
\$ 60,000 - 70,000
4. NAME OF ORGANIZATION PRODUCING THE EVENT:
Muscle on the Beach + Car Show.
5. ADDRESS OF ORGANIZATION PRODUCING THE EVENT:
823 NE 1st Ct Delray Beach, FL. 33483.
6. NAME OF INDIVIDUAL REPRESENTING EVENT PRODUCER:
GEORGIE WALDON / JACK BARNETT
7. LOCATION OF EVENT:
OLD School SQUARE Delray Beach
8. DESCRIPTION OF EVENT :
Muscle CAR SHOW to Benefit
 SANDWAY DISCOVERY CENTER.



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9. TARGET AUDIENCE FOR EVENT:

Families + folks living in and around
Miami to Tampa areas.

10. ANTICIPATED EVENT ATTENDANCE PER DAY: 6,000 - per site DDA.

11. PLEASE DESCRIBE THE METHODOLOGY FOR ESTIMATING ATTENDANCE FOR THIS EVENT (i.e., ticket sales, counter, grid method, police count, etc.):

AS REPORTED BY THE DDA

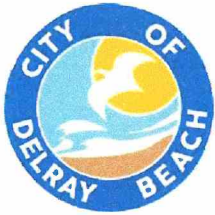
12. IS THIS THE FIRST TIME THE EVENT WILL BE HELD? (Circle one): YES NO

13. If "NO" please provide previous years the event was held and the location(s)

2027 will be the fifth year of this now
iconic event.

PLEASE ATTACH THE FOLLOWING REQUIRED ITEMS TO THIS APPLICATION:

- A. PROVIDE A SYNOPSIS OF THE EVENT PRODUCER'S OVERALL EXPERIENCE HOSTING SIMILAR EVENTS.
- B. PROVIDE A COPY OF THE ANTICIPATED SITE PLAN FOR THE EVENT. - *Attached*
- C. PROVIDE A COPY OF THE ANTICIPATED EVENT BUDGET INDICATING:
 1. Total anticipated sponsorship and/or grant amounts to be obtained from all sources (including City).
 2. Total Amount of signed sponsorships/grants to date of this application
 3. Estimated City costs (broken down into City Services/Equipment and other Direct Costs to the City) (provided by City)
 4. Itemize the dollar amount of event profits anticipated to be donated to each non-profit entity (as defined by the City's Special Event Policy) (must equal 100% of event profits and must be at least two (2) times the amount of City sponsorship).



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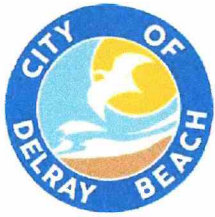
D. FOR DONATIONS ANTICIPATED TO BE MADE TO NON-PROFIT ENTITIES PROVIDE:

1. A copy of each non-profit entity's IRS determination letter indicating they are a 501(c)(3), 501(c)(4) or 501(c)(6) organization. *ATTACHED TO SP. EVENT APPLICATION*
2. A letter from each non-profit entity that states their:
 - a. Mission
 - b. Willingness to support the event.
 - c. Willingness to accept the potential donation from the proceeds of the event.

E. PROVIDE A STATEMENT EXPLAINING HOW THE EVENT SERVES A PUBLIC PURPOSE THAT IS IN ALIGNMENT WITH THE CITY'S PURPOSE AND INTENTIONS (such purposes may include, but not be limited to, how the event will: promote the community welfare, improve the quality of life for citizens and visitors, help to build a sense of community, provide for enriched cultural opportunities, or other such purposes and intentions that are in the community's best interests.)

Cost obligations subject to waiver through a City Sponsorship remain the obligation of the Event Producer until such time as the Producer provides the SEO with proof that any and all obligations and conditions contained in the Event Sponsorship Agreement have been met. Such obligations and conditions may include, but are not limited to:

- a) Provision of booth space at the event for use by the City
- b) Placement of the City Logo and/or logos of City Departments on promotional materials, social media, and other event advertising.
- c) Banners including mention of City Sponsorship in prominent location(s) in the event footprint.
- d) Stage announcements mentioning City of Delray Beach as an event sponsor.
- e) Hyperlinks from the event website to the City's website
- f) Proof all donations to non-profit entities outlined in the Sponsorship Agreement have been made.



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IMPORTANT NOTES:

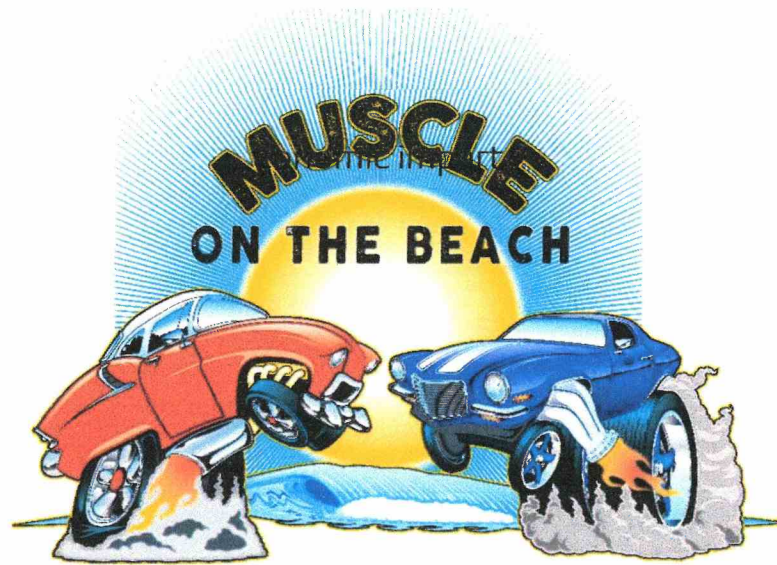
- 1) City Staff will process this application for review and determination by the City Commission. Event Producer will be informed of the date and time of the City Commission meeting at which the application will be considered. It is recommended the Event Producer attend the Commission meeting and be prepared to answer questions and/or provide additional information requested by the City Commission.
- 2) Sponsorships will be awarded to events in which 100% of event profits will be donated to non-profit entities. The amount of anticipated donations should be at least two (2) times the amount of the City sponsorship awarded.
- 3) Sponsorship amounts granted apply only to costs for City staff, City-owned equipment (i.e., vehicles), and rental costs of City-owned and managed facilities. Sponsorship amounts will not apply to any direct/hard cost to the City such as: non-City owned rental equipment, electronic message boards, barricades. Any non-profit event producer granted a City sponsorship may not take advantage of the 50% discount on fees and costs regularly granted to non-profit entities.
- 4) Sponsorship amounts will not apply to Rental fees for all or any part of the Old School Square Campus. This property is managed by the Delray Beach Downtown Development Authority (DDA). Waiver of fees or costs to the DDA are at their discretion and are not a part of any sponsorship granted by the City.
- 5) Sponsorship will not be granted to any producer that has any overdue amounts owed to the City of Delray Beach.
- 6) Award of a Sponsorship does not grant any other rights to the event producer, nor does it waive or absolve the event producer from having to adhere to any City policies, regulations, or ordinances.

PLEASE EMAIL YOUR COMPLETED PACKET TO:

Allie Behrman

behrmana@mydelraybeach.com

Please call 561-243-7357 if you have any questions.



muscleonthebeach.com

Muscle On The Beach Car Show Statement of Public Purpose

Prepared for the City of Delray/Request for Sponsorship of City Services

Muscle on the Beach Car Show March 6, 2027

1. 100% produced by volunteers; the Muscle on the Beach Car Show's primary "public purpose" is to provide financial support for one the City's most important non-profit organizations, The Sandoway Discovery Center (Sandoway).
2. Through school field trips, summer camps, outreach and visitors, Sandoway hosts over 30,000 visitors a year. Sandoway is Delray's only environmental preserve by the sea. Located in a 1936 Colonial revival home owned by the City of Delray Beach and listed on the National Register of Historic Places. Sandoway offers visitors a genuine Florida wildlife and environmental experience. Muscle on the Beach creates invaluable "awareness" and publicity for Sandoway.
3. Muscle on the Beach Car Show is a daytime event that is free to all spectators and provides an opportunity for residents and visitors of all ages to enjoy a return to the past; a fun experience and; safe outdoor activity.
4. In the heart of downtown Delray Beach, Muscle on the Beach Car Show in 2024 attracted over 6,000 attendees from all over the United States. Muscle on the Beach supports our local business community. Food and drink vendors are excluded from the show to encourage all spectators to explore downtown Delray Beach and the Delray Green Market, which reported sell out business in 2023, 2024 and 2025. Further, the financial impact to other local businesses as a result of "direct" and "indirect" spending by visitors including but not limited to: accommodations, food, drink; additional entertainment and; merchandise

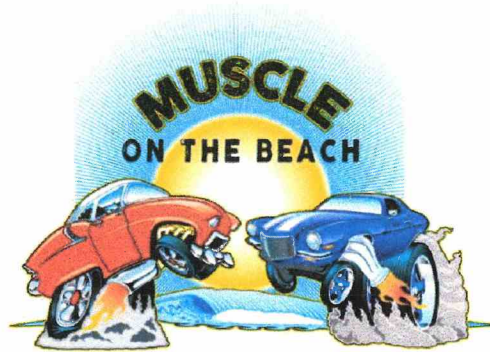
Muscle on the Beach Car Show

Public purpose statement pg2

5. purchases estimated at a minimum average spend of \$200 per visitor represents an additional \$1,000,000 to the City and City businesses from this one-day event. A 9000% return on the City's contribution of essential services not to mention putting Delray Beach on the Map for thousands of visitors.

Muscle on the Beach Proposed Budget 2027

Revenue		Expenses	
Description	Amount	Description	Amount
Sponsor total	\$ 50,000.00	Mike Brewer celebrity host Fee	\$ 5,000.00
Vendor total	\$ 5,000.00	website SM digital	\$ 2,500.00
Vehicle entry fees	\$ 14,500.00	website hosting and licenses	\$ 500.00
Silent Auction proceeds	\$ 20,000.00	Event insurance	\$ 2,500.00
Raffle, Hats & T-shirts proceeds	\$ 3,000.00	Photographer/Videographer	\$ 1,500.00
		airfare Brewer	\$ 4,900.00
		stage for DJ, extra speakers	\$ 1,000.00
		post cards & posters	\$ 1,000.00
		Hotel for celebrity host	\$ -
		Transport for celebrity host	\$ -
		City of Delray Trash, Police, Fire	\$ -
		DDA Old School Square rental fee	\$ -
		DJ / sound system / emcee	\$ 1,000.00
		City of Delray Direct Costs	\$ 800.00
		City of Delray Vendor Fees, Parking	\$ -
		Trophies	\$ 2,500.00
		Facebook advertising	\$ 2,000.00
		on-site signage / banners	\$ 1,855.00
		advertising and email marketing	\$ 2,000.00
		T-shirts	\$ 3,800.00
		Hats	\$ 1,500.00
		miscellaneous	\$ 1,500.00
TOTAL PROCEEDS	\$ 92,500.00	EXPENSES TOTAL	\$ 35,855.00
		NET PROCEEDS TOTAL	\$ 56,645.00



March 7th, 2026

Florida's Premier Muscle Car Show

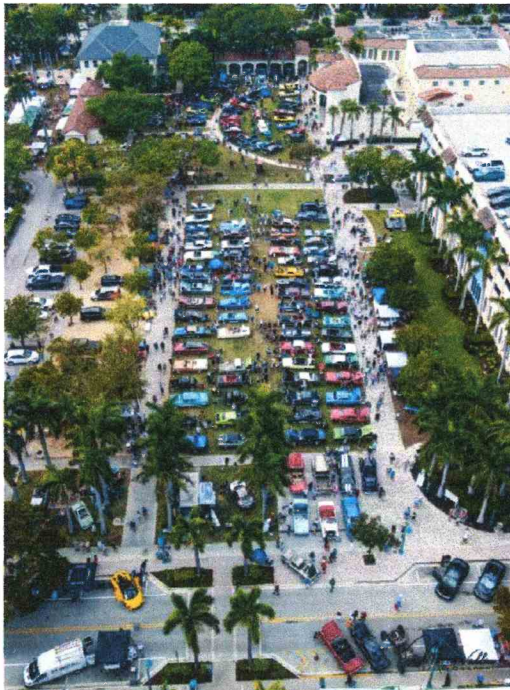
Returns to Old School Square, Delray Beach, FL

Hosted by TV's "Wheeler Dealer" Mike Brewer

Benefit for



a 501(c)3 nonprofit



**Limited to 150 invitation-only, top-shelf classic
American muscle cars, trucks and hot rods**

It's not too early! Contact us now about:

Sponsorship
On-site Vendor spots
Entering your muscle machine!

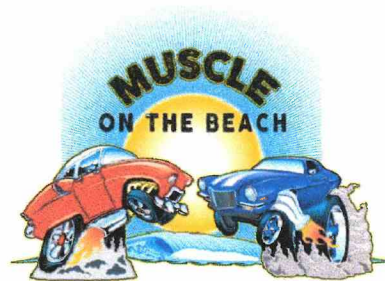
info@muscleonthebeach.com

Our 2025 show was a smash!



- Hosted by TV star from Wheeler Dealers, Mike Brewer
- 150+ select American muscle cars, trucks and hot rods
- Over 6,100 spectators
- Over 50 supporting sponsors and vendors
- Over 12 million social media impressions
- Making Delray Beach a world-class event destination

\$62,000 raised for nonprofit Sandoway Discovery Center



Apply to Be a Part of Florida's
Premier Muscle Car Show March 7, 2026!

muscleonthebeach.com

e-mail: info@muscleonthebeach.com

George (917) 670-6993 / Jack (617) 312-4701

The Friends of Sandoway House
Nature Center

Executive Director
Danica Sanborn

Director of Education
Suzanne Williamson

Naturalist
Candi Holzsager

Board of Directors
Susan Russo, President
Terry Roy, Vice-President
Joseph Robinson, Treasurer
Lisa White, Secretary
Kelly Barrette
Gayle Clark
Antonio Liguori
Elisabeth Salvadore
Randi Walden



A NON-PROFIT ORGANIZATION
DEDICATED TO SUPPORTING A NATURE
CENTER IN A HISTORIC BEACHFRONT
SETTING SINCE 1995

142 South Ocean Boulevard
Delray Beach, FL 33483
Phone: (561) 274-7263
www.sandoway.org

Dear City of Delray Beach,

On behalf of Sandoway Discovery Center, I am writing to share our mission and to formally express our willingness to support the Muscle on the Beach car show fundraiser, as well as our ability to accept charitable donations associated with this event.

Sandoway Discovery Center's mission is to inspire environmental stewardship through education by providing hands-on learning experiences focused on Florida's coastal and marine ecosystems. Through interactive programs, live animal encounters, and conservation-based education, Sandoway serves the Delray Beach community by fostering awareness, curiosity, and respect for our local environment.

In support of this mission, Sandoway Discovery Center is willing and enthusiastic about supporting the Muscle on the Beach car show fundraiser. We value opportunities that bring the community together while supporting meaningful causes, and we believe this event aligns well with our goals of community engagement and educational outreach.

Additionally, Sandoway Discovery Center is willing and able to accept donations generated through the Muscle on the Beach fundraiser. As a nonprofit organization, all donations received would be used to support our educational programming, animal care, and conservation initiatives that benefit the Delray Beach community and its visitors.

Thank you for your continued support of Sandoway Discovery Center and for considering our involvement with the Muscle on the Beach fundraiser. We welcome the opportunity to collaborate further and are happy to provide any additional information as needed.

Sincerely,

Danica Sanborn
Sandoway Discovery Center
561-274-7263
www.sandoway.org