



# THE CITY OF DELRAY BEACH

OFFICE OF THE CITY MANAGER

100 N. W. 1<sup>ST</sup> AVENUE

DELRAY BEACH, FLORIDA 33444 \* (561) 243-6209



## City of Delray Beach Special Event Sponsorship Request

*(Event Producer MUST complete all questions and submit all requested information!)*

1. EVENT NAME: Muscle on the Beach Car Show
2. EVENT DATE(S): ~~March 9, 2025~~ March 7, 2026
3. AMOUNT OF CITY SPONSORSHIP REQUESTED: \$ Cost of all City services including but not limited to: Police, Fire, EMT; Sanitation; garage parking; any and all application fees and any charge made by the DDA for the use of OSS (unless waived).
4. 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)):  
**\$50,000**
5. NAME OF ORGANIZATION PRODUCING THE EVENT:  
**Muscle on the Beach**
6. ADDRESS OF ORGANIZATION PRODUCING THE EVENT:  
**c/o George Walden 828 NE 1<sup>st</sup> Ct. Delray Beach, Florida 33483**
7. NAME OF INDIVIDUAL REPRESENTING EVENT PRODUCER:  
**George Walden and or Jack Barrette**
8. LOCATION OF EVENT:  
**Old School Square Delray Beach, Florida**
9. DESCRIPTION OF EVENT:  
**For the benefit of Sandoway Discovery Center, South flroidas premiere muscle car show featuring 125-150 top shelf 1950's, 60's and 70's muscle cars, trucks and**



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motorcycle. Following the success of 2023 and 2024, Muscle on the Beach will be an invitation only curated event with guest host Mike Brewer, international TV Star of Motor Trends “wheeler Dealers” show making another encore appearance. Held at Old School Square, the show supports local businesses and the Delray Green Market while showcasing Delray Beach to a broad audience travelling from as far south as Miami Beach, north from Tampa and as far west as Dallas Texas.

Car show consisting of 1950’s, 60’s and 70’s muscle cars, trucks and motorcycles.

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## 10. TARGET AUDIENCE FOR EVENT:

A family friendly community driven event with free attendance for spectators including Delray Beach and surrounding area residents, car enthusiasts from all over Florida.

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## 11. ANTICIPATED EVENT ATTENDANCE PER DAY:

One day only – approx. 3,000

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

Based on an approx. count of attendees of the March 4, 2023 and March 2, 2024 shows

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

14. If “NO” please provide previous years the event was held and the location(s)



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**Muscle on the Beach had its highly successful inaugural show March 4, 2023 in Old School Square and continued its success with an encore performance its second year e on March 2, 2024**

(see attached flyer)

## PLEASE ATTACH THE FOLLOWING REQUIRED ITEMS TO THIS APPLICATION:

- A. PROVIDE A SYNOPSIS OF THE EVENT PRODUCER'S OVERALL EXPERIENCE HOSTING SIMILAR EVENTS.

**SEE QUESTION 8.**

**OTHER EVENTS INCLUDE:**

- 1) THE 1<sup>st</sup> MUSCLE ON THE BEACH CAR SHOW MARCH 4th, 2023 AT OLD SCHOOL SQUARE**
- 2) The 2<sup>nd</sup> Muscle on the Beach Car Show March 2, 2024**
- 3) FOOD TRUCK FACE OFF ( Sept 12, 2015 OLD SCHOOL SQUARE)**
- 4) MUTTSQUERADE 5k Dress UP & RUN 2014/2015 (Run/Walk for Florida Humane Society – Anchor Park in Delray Beach)**

- B. PROVIDE A COPY OF THE ANTICIPATED SITE PLAN FOR THE EVENT.

**SEE EVENT APPLICATION ATTACHED**

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).

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



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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.
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.

D. 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.

**IMPORTANT NOTES:**



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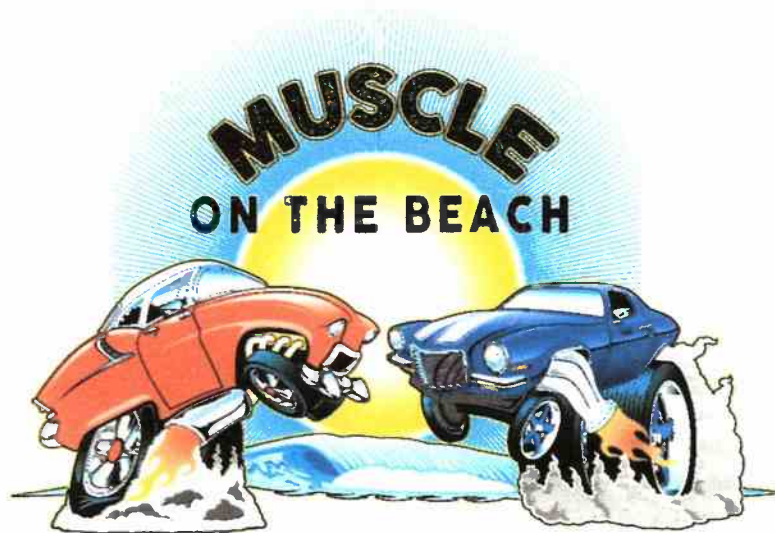
- 1) City Staff will process this application for review and determination by the City Commission. Event Producer will be informed of the date and time of the City Commission meeting at which the application will be considered. It is recommended the Event Producer attend the Commission meeting and be 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:**

Nan Krushinski  
[krushinskin@mydelraybeach.com](mailto:krushinskin@mydelraybeach.com)

Please call 561-243-6209 if you have any questions.





**M**uscleonthebeach.com

Date: March 8, 2025

Re: Muscle on the Beach Car Show

We have enclosed the Special Event Application and the City application for financial support of our Show Muscle on the Beach Car Show proposed to be held on March 7<sup>th</sup>, 2026. Our show is a benefit for the Sandoway Discovery Center here in Delray (a 501 c3 – not for profit).

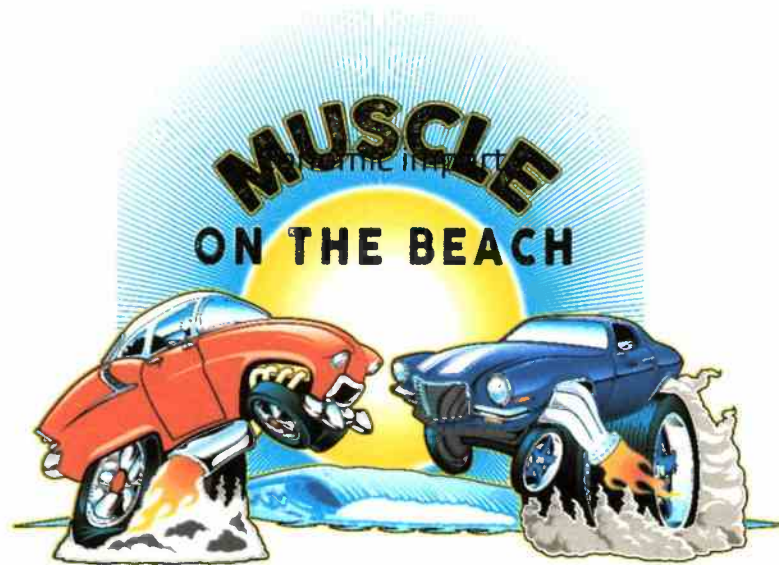
We would appreciate the City's continued support for our show and the work that Sandoway does for under-privileged children and environmental education.

We have attached our 2025 flyer and an article from the Palm Beach Post about our show March 2024. Please also take a look at our website for a listing of our sponsors, supporters and a video lookback. Our website address is <https://muscleonthebeach.com>.

Our email is [info@muscleonthebeach.com](mailto:info@muscleonthebeach.com)

George Walden

Producer/Muscle on the Beach Car Show



[muscleonthebeach.com](http://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 7, 2026

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 5,000 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 and 2024. 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 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 P&L 2025

### Revenue

### Expenses

Description	Amount
Sponsor total	\$ 33,750.00
Vendor total	\$ 10,850.00
Friend of Sando total	\$ 2,200.00
ACTUAL entry fees	\$ 16,572.00
ESTIMATED Silent Auction proceeds	\$ 12,000.00
ESTIMATED Raffle & Swag proceeds	\$ 3,000.00
ESTIMATED Microsoft volunteer hours	\$ 500.00

**TOTAL PROCEEDS \$ 78,872.00**

Description
Mike Brewer Fee
website SM digital
website hosting and licenses
Event insurance
Rain Insurance
Photographer/Videographer
Big Exhibitor Giveaway
airfare Brewer -wire transfer
stage for Nikko
post cards
Hotel for celebrity host
City of Delray Trash, Police, Fire
DJ / sound system / emcee
City of Delray Direct Costs
City of Delray Vendor Fees, Parking
15 trophies
Facebook advertising
on-site signage / banners
email lists, FLAcarshows
Volunteer Appreciation
T-shirts and hats for sale
miscellaneous

**ESTIMATED EXPENSES TOTAL**

**ESTIMATED NET PROCEEDS TOTAL**

2025 Amount	2025 Notes
\$ 5,000.00	
\$ 750.00	
\$ 200.00	
\$ 1,527.00	
\$ 1,132.00	
\$ 1,000.00	
\$ 1,350.00	fire extinguishers
\$ 4,475.00	
\$ 545.00	
\$ 200.00	
\$ -	Ray donation
\$ -	City sponsorship
\$ 1,000.00	
\$ 1,000.00	estimate per City
\$ -	City sponsorship
\$ 1,140.00	
\$ 1,500.00	
\$ 1,700.00	
\$ 250.00	
\$ 1,500.00	
\$ 4,036.00	ALL t-shirts & hats
\$ 1,200.00	makegoods,etc.
<b>\$ 29,505.00</b>	
<b>\$ 49,367.00</b>	



**March 1, 2025, 10am – 3pm**  
**Florida's Premier Muscle Car Show**

**Old School Square, Delray Beach, FL**

Hosted by TV's "Wheeler Dealer" Mike Brewer

Benefit for



a 501(c)3 nonprofit



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



**FREE Element fire extinguisher for every entry, an \$89 value!**

Join the highest-caliber classic American muscle from pre-1980 –  
great judges, live DJ, huge crowd, meet Mike Brewer !

**Entries are limited!**

**Enter now at [muscleonthebeach.com](http://muscleonthebeach.com)**