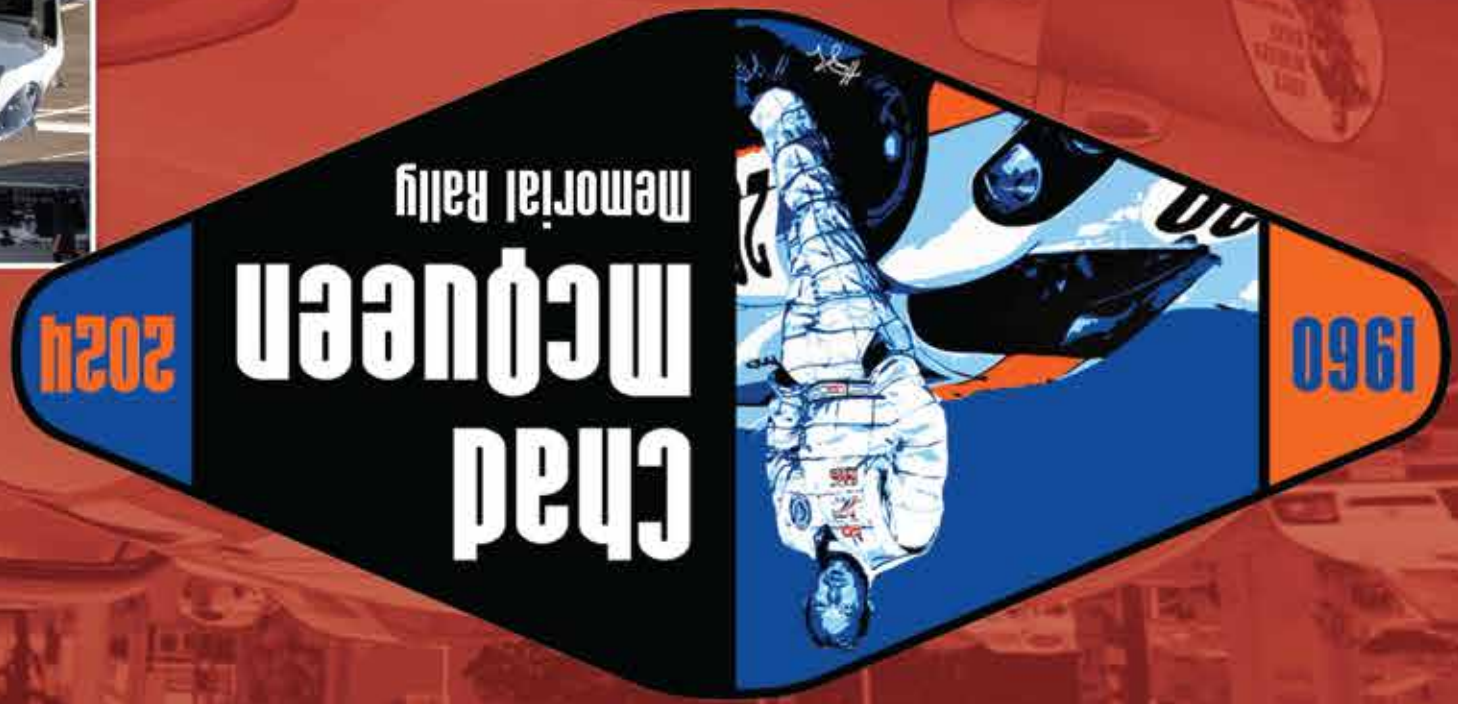


**RALLY DESTINATIONS:**  
**SOUTHERN CALIFORNIA**  
**CARLSBAD AND SAN DIEGO AREA**



**2026 RALLY DETAILS:**  
**THURSDAY APRIL 23, 2026 TO**  
**SUNDAY, APRIL 26, 2026**



**Boys Republic**

1907 Boys Republic Drive  
Chino Hills, CA 91709  
Tel: (909) 628-1217 Fax: (909) 591-5857  
[boysrepublic.org](http://boysrepublic.org)

**RALLY DESTINATIONS:**  
**CARLSBAD, CALIFORNIA**  
**SAN DIEGO COUNTY**



**HONORING THE LATE CHAD MCQUEEN ▶**  
**(SON OF STEVE MCQUEEN)**

**IN SUPPORT OF THE STEVE MCQUEEN CAR AND MOTORCYCLE SHOW**

The annual Friends of Steve McQueen car and motorcycle show is an initiative to help raise awareness and support for a worthy endeavor. All proceeds from the event go to help the efforts of **Boys Republic** and create an exciting partnership opportunity for any potential sponsor.



**Boys Republic**  
PRESENTED BY AND BENEFITING:  
[stevemcqueencarloshow.com](http://stevemcqueencarloshow.com)





The **Chad McQueen Memorial Rally** is a three-day event that is held each year to raise funds for Boys Republic, a private, non-profit, nonsectarian community for at-risk boys and girls ages 13-17. Started in 2015 by members of the Friends of Steve McQueen Car and Motorcycle Show committee, the event attracts a group of nearly 50 automotive enthusiasts each year to embark on a guided drive through the Southern California. Stops are coordinated each day and provide entertainment, dining, and lodging for attendees. The rally is one part of other annual events that make up the Friends of Steve McQueen Car and Motorcycle Show weekend. The main show takes place on the campus of Boys Republic in Chino Hills California, the very same school Steve McQueen himself attended before ascending to superstardom.

## CARLSBAD / SAN DIEGO AREA - SOUTHERN CALIFORNIA

### 2026 RALLY DATES: APRIL 23RD-26TH - CARLSBAD, CA



**NEED HELP DECIDING?**

Please contact us and we'll help build a custom sponsor package for maximum return on your investment. Or call to inquire about advertising rates for event program.

[stevemcqueencarshow.com](http://stevemcqueencarshow.com)

**HAVE A PRODUCT OR SERVICE? WE PASS OUT GOODIE BAGS TO PARTICIPANTS**  
We are always looking for items to fill show goodie bags. Samples. Coupons. Promo Items. Etc.

### 2026 RALLY SPONSORSHIP PACKAGES:

**RALLY ADVERTISING SPONSOR - \$1500**

- Full Page Ad in Rally Book
- Banner with logo/name at the Rally
- Voice recognition at the rally
- Logo/Name on the Rally Website
- 2 T-Signs with logo/name at the June Car Show
- 1 Rally Shirt

**RALLY ESCAPE SPONSOR - \$3000**

- Full Page Ad in Rally Book
- Banner with logo/name at the Rally
- Voice recognition at the rally
- Logo/Name on the Rally Website
- 2 Tickets to the May Welcome Party
- 2 Tickets to the June Charity Gala
- 15 General Admission tickets to June Car Show
- 1 Display vehicle at the June Car Show
- Banner with logo/name at the June Car Show
- 2 T-Signs with logo/name at the June Car Show
- 2 Rally Shirts

**CHAD MCQUEEN MEMORIAL RALLY SPONSOR - \$6000**

- 1 Rally Entry (includes driver and 1 passenger)
- Logo/Name on Rally Trophy
- Full Page Ad in Rally Book
- 1 Rally Goody Bag
- Voice recognition at the rally
- Logo/Name on Rally Website
- Banner with logo/name at the Rally
- 25 General Admission tickets to June Car Show
- 2 T-Signs with logo/name at the June Car Show
- 1 Display vehicle at the June Car Show
- 1 Car Show Goody Bag
- Banner with logo/name at June Car Show
- 2 Tickets to May Welcome Party
- 3 Rally Shirts

**CHAD MCQUEEN MEMORIAL RALLY EVENT SPONSOR - \$10,000**

- 1 Rally Entry (includes driver and 1 passenger)
- Logo/Name on Rally Trophy
- Logo/Name on Car Show Trophy
- Full Page Ad in Rally Book
- 1 Rally Goody Bag
- Voice recognition at the rally
- Logo/Name on Rally Website
- Banner with logo/name at the Rally
- Half page ad in the June Car Show program
- 50 General Admission tickets to June Car Show
- 2 Display vehicle at the June Car Show
- 2 T-Signs with logo/name at the June Car Show
- 2 Car Show Goody Bags
- Banner with logo/name at June Car Show
- 2 Tickets to June Charity Gala
- 2 Tickets to May Welcome Party
- 5 Rally Shirts

**CHAD MCQUEEN MEMORIAL RALLY & FRIENDS OF STEVE MCQUEEN CAR SHOW SPONSOR - \$17,500**

- 2 Rally Entries (includes driver and 1 passenger)
- Logo/Name on Rally Trophy
- Full Page Ad in Rally Book
- 2 Rally Goody Bag
- Voice recognition at the rally Banner with logo/name at the Rally
- Logo/Name on Rally Website
- Full page ad in the June Car Show program
- Logo/Name on June Car Show Trophy
- Logo/Name on the June Car Show T-shirt
- 4 T-shirts from the June Car Show
- 30x10 Vendor Booth at the June Car Show
- 4 Lunch Vouchers for Roscoes Famous Deli at June Car Show
- 100 General Admission tickets to June Car Show
- 2 T-Signs with logo/name at the June Car Show
- 5 Display vehicles at the June Car Show
- Voice recognition at the June Car Show
- Banner with logo/name at June Car Show
- 1 Car Show Goody Bag
- 4 Tickets to June Charity Gala
- Voice Recognition at the June Charity Gala
- 4 Tickets to May Welcome Party
- 8 Rally Shirts



[stevemcqueencarshow.com](http://stevemcqueencarshow.com)