



2026 EVENT OVERVIEW AND SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR



OFFICIAL
FERRARI DEALER
FERRARI SILICON VALLEY

PRODUCED BY



FERRARI OWNERS
CHARITABLE FOUNDATION

DRIVEN TO MAKE A DIFFERENCE.



FOG RALLY 2026

FOG RALLY is an annual event organized by the Ferrari Owners Charitable Foundation (FOCF) that has become synonymous with excitement and opportunity, community and charity. It has become the premier community event for Ferrari owners and enthusiasts from across California since its founding in 2011.

On September 24th, FOG RALLY 2026 kicks off with a Gala and Fundraiser at the Fairmont San Francisco with Rally Ferraris in full livery (adorned with all sponsor logos) spectacularly displayed. The next morning, September 25th, the cars make their way on a carefully selected route to the beautiful Allegretto Vineyard Resort, Paso Robles, for a weekend of events and activities, culminating in a farewell breakfast on September 27th.

FOG RALLY 2026 benefits Make-A-Wish Greater Bay Area and the FOCF Fund for Kids which provides grants to local organizations directly helping kids in need and youth at risk.

FOG RALLY 2026 offers sponsors a unique opportunity to highlight their commitment to philanthropy while also providing the opportunity to develop relationships with a highly desirable community of Ferrari owners, enthusiasts and supporters, and gain meaningful brand exposure. What is truly special about sponsoring the Rally is the placement of Sponsor logos on all Rally Ferraris for not only the Rally weekend, but also before and after, meaning it will be seen by hundreds, if not thousands of people from the Bay Area to the Paso Robles hills and back! In addition, the media and marketing activities that give sponsors exposure to the extensive communities of our beneficiaries.

Sponsorship opportunities are available beginning at \$2,500. Additional opportunities to exclusively brand Rally events and items are available to our category official \$30,000+ partners. FOCF is a 501(c)(3) and sponsor fees are fully tax deductible.

SEE HOW WE DO GOOD, FEEL GOOD AND HAVE FUN

[FOG RALLY Website](#)

[FEATURE IN SILICON](#)

[FOGRALLY 2022 Film](#)

[FOCF Website](#)

[VALLEY MAGAZINE](#)

[KRON4 TV 2022 Interview](#)

[Instagram](#)

[FEATURE ON KCRA 3](#)

[FOG RALLY Anniversary Film](#)



FERRARI OWNERS CHARITABLE FOUNDATION

The annual FOG RALLY is organized by the Ferrari Owners Charitable Foundation to harness the broad interest and passion for vintage and contemporary Ferrari automobiles to draw attention to and support organizations making a difference for kids in our community. Since its inception in 2011, the Foundation has donated over \$3M to Northern California non-profits working with children with critical illnesses, under served kids and youth at-risk.



BENEFITING



CREATING LIFE-CHANGING WISHES FOR CHILDREN WITH CRITICAL ILLNESSES.

This is the 11th consecutive year Make-A-Wish Greater Bay Area has been a beneficiary of FOG RALLY and this year marks the 40th anniversary of this MAW chapter. Our donations of over \$2.4M have made over 250 wishes possible for children suffering critical illnesses. And, as a result, the Rally has become one of its most successful external fundraising events for Make-A-Wish in the nation.

Learn more about the power of a wish and the works of this chapter at: sf.wish.org



The FOCF Fund for Kids provides grants to nonprofit organizations in Northern California, having a direct and immediate impact to help kids in need and youth at risk. Organizations are selected by the Board from nominations submitted by Rally drivers and participants, and sponsors. The Fund has provided grants to organizations including:

[East Palo Alto Kids Foundation](#)

[Project Night Night](#)

[Horizons at San Francisco](#)

[East Palo Alto Tennis and Tutoring \(EPATT\)](#)

[Side by Side](#)

[Friends School](#)

[htmelle](#)

[Youth Navigation Center/](#)

[Hutton House](#)



FOG RALLY OVERVIEW

These events can provide additional branding and exposure opportunities.

MAY-NOVEMBER

SPECIAL EVENTS (TBD)

These months represent an opportunity for sponsors to offer special activation events for not only Rally drivers and participants, but also the larger FOCF Community.

THURSDAY, SEPTEMBER 24

GALA & FUNDRAISER

AUDIENCE: All Rally participants as well as sponsors and their guests, beneficiaries and their guests, and FOCF Community members and their guests.

This is the premier Rally event. The program includes FOCF President, Gala 'Host', Sponsor Welcome, acknowledgment of all Rally sponsors, charity partner presentations, and fundraising through a lively auction and 'fund-a-need' paddle raise. The event 'host' sponsor will be acknowledged in the promotion beforehand, have the opportunity to welcome guests, and receive top-level exposure through event signage and staging.

 [VIEW THE GALA HIGHLIGHT REEL](#)

**FRIDAY,
SEPTEMBER 25**

FRIDAY RALLY LUNCH

AUDIENCE: All Rally participants.

This is a very special event. The drivers have the opportunity for one-on-one time to learn about each other as they share their passion and interest in Ferraris. The lunch host sponsor will be acknowledged in the promotion beforehand and at the event through special signage.

RALLY DINNER AT THE ALLEGRETTO VINEYARD RESORT, PASO ROBLES

AUDIENCE: All Rally participants.

This is an opportunity for participants to make and re-make connections in a social and fun environment. The event host sponsor will have the opportunity to welcome the group and be acknowledged in the promotion beforehand and at the event through special signage and staging.

 [VIEW THE DRIVE HIGHLIGHT REEL](#)

**SATURDAY,
SEPTEMBER 26**

SPECIAL EVENTS (TBD)

AUDIENCE: All Rally participants.

'Rally Saturday' as it's called, is a day for Rally participants to choose the activities they want to participate in. These may include test drives, group sight-seeing, and special programs. This is another day of opportunities for sponsors to offer special activation events.

RALLY DINNER & PARTY / CELEBRATION AT THE ALLEGRETTO VINEYARD RESORT

AUDIENCE: All Rally participants.

This is typically a themed event (e.g. casino night, western BBQ) to celebrate the Rally experience. The event host sponsor will have an opportunity to welcome/address the group and will be acknowledged in the promotion beforehand and at the event through special signage and staging.

**SUNDAY,
SEPTEMBER 27**

FAREWELL BREAKFAST AT THE ALLEGRETTO VINEYARD RESORT

AUDIENCE: All Rally participants.

This is the last weekend event focusing on friendships, connections, and the shared experience. As the event 'host' you will be acknowledged in the promotion beforehand and at the event special signage.



2025 SPONSOR LEVELS AND BENEFITS

DONATION	PRESENTING	OFFICIAL	DIAMOND	PLATINUM	GOLD	SILVER
	\$40,000+	\$30,000+	\$15,000	\$10,000	\$5,000	\$2,500
RECOGNITION						
SPECIAL						
Custom benefits package <i>(e.g., events, communications, upgrades, auction item, tickets, gear, registration)</i>	X	X				
Stickers <i>(location & size)</i>	#1	#2	#4	#5	#6	
Rally registration	X	X				
DIGITAL						
Dedicated eCommunication <i>(email announcement, dedicated social media reels, blog posts)</i>	X	X				
Website <i>(logo with link to website)- one year</i>	X	X	X	X	X	X
eCommunication <i>before / during / after Rally</i>	X	X	X	X	X	X
Social Media Mentions <i>Facebook, FerrariChat, Instagram</i>	X	X	X	X	X	X
Sponsor Directory <i>(logo inclusion)</i>	X	X	X	X	X	X
PRINT						
Driver Handbook Ad	Full Page	Full Page	Half Page	Half Page		
Driver Handbook Display Copy	X	X	X	X		
EXPOSURE UPGRADE OPPORTUNITIES						
Exposure Upgrade Opportunities <i>(i.e., host Rally event, sponsor gift bags or other Rally items)</i>	X	X				
Host Rally Car Sticker Party <i>(priority by sponsor level)</i>	X	X	X	X	X	X
TICKETS						
Gala Tickets	12	10	4	4	2	

WHY SPONSOR?

Your sponsorship will

1. Change a Child's Life

Every sponsorship helps fund wishes for children with critical illnesses through Make-A-Wish Greater Bay Area and direct grants to Northern California nonprofits through the FOCF Fund for Kids. Twelve consecutive years. Over \$2.4M to Make-A-Wish. Over 250 wishes granted. Your sponsorship is the reason these numbers grow.

2. Brand Visibility That Travels

Your logo rides on all Rally Ferraris across Northern California for weeks – not just the Rally weekend. Add the Fairmont Gala, a curated digital campaign with social media reels and coverage making hundreds of thousands of impressions, press features in Silicon Valley Magazine and KCRA, and a year-round web and email presence. Sustained, multi-channel exposure to high-net-worth adults 40+ engaged in philanthropy.

3. The Company You Keep

FOG RALLY places your brand alongside dozens of luxury consumer brands – and next to Ferrari itself, a marque that strictly limits commercial collaborations and opens selectively for unique community partnerships. Fully tax-deductible through FOCF's 501(c)(3) status. Your brand joins a curated roster of partners committed to impact.



THE REACH

Your Brand. Driven *Everywhere.*

FOG RALLY sponsorship reaches far beyond the Rally weekend – from the intimate circle of Ferrari owners who carry your logo on their cars, to the hundreds of thousands who encounter your brand through our digital campaigns and press



TOTAL ESTIMATED REACH: **250,000+ IMPRESSIONS** PER EVENT CYCLE

FOG RALLY 2025 SPONSORS

PRESENTING SPONSOR



OFFICIAL
FERRARI DEALER
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EXCLUSIVE SPONSORS



DIAMOND SPONSORS



CHARITABLE TRUST

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS





FOG RALLY 2026

To sign up for sponsorship or
for more info, please contact:

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