

FOR IMMEDIATE RELEASE



Niagara 5000 Rolls Out Stellar Sponsor Lineup, Builds Momentum Ahead of August Showcase

**An Unforgettable Weekend of Innovation, Philanthropy, and World-Class
Experiences Returns August 7–9, 2025**

Niagara Falls, ON – June 12, 2025 – Announced just last month, **Niagara 5000** has already ignited massive interest across the country, with over 550,000 digital views and social engagement nearly doubling in the past week. Now entering its second year, the supercar and private aviation showcase is shifting into high gear for its August return. With more than 30,000 guests expected to attend, the event is gaining serious momentum, fueled by a curated lineup of sponsors from across the automotive, aviation, finance, tech, hospitality, real estate, and lifestyle sectors.

Grand Touring Automobiles is joining as title sponsor, leading a fleet of Rolls-Royce, Aston Martin, Bentley, Bugatti, and Lamborghini vehicles that will be prominently featured throughout the Supercar Cruise & Parade, the STK Kickoff Party, and the signature Hangar Experience at Niagara District Airport.

Cirrus, known for their sleek design and world-class innovation in aviation, will have a distinguished presence as the Personal Aviation Sponsor at the Niagara 5000. They will have a Vision Jet on display at the Falls on August 7 and 8, and will be prominently showcased at the Hangar Experience on August 9, alongside the finest supercars on the continent.

RBC PH&N Investment Counsel, world leading cybersecurity platform **SentinelOne**, **HUB International Insurance Brokers**, and **CHUBB Insurance** are supporting the Hangar Experience, reinforcing their commitment to innovation, performance, and community engagement.

Hospitality and lifestyle activations include:

- **Reif Estate Winery** (Official Wine Sponsor), unveiling a new Niagara 5000 x Reif label this June and hosting Bentley's Cruise stop
- **Coventry Transportation** (Official Transport Partner), providing premium shuttle service for VIP guests
- **Roadside Flower Market** (Official Flower Sponsor), staging custom installations throughout the Hangar Experience with support from regional floral designers.
- **Goldies Museum** (Official Design Sponsor), curating the Hangar Experience

Additional brand partners include:

- **McLaren Toronto, Pfaff Auto Group, Policaro Group** (Porsche), **Performance Mercedes Benz, Performance Group, Lucid Motors**, and **Classic Car Collections** showcasing vehicles at destinations like Ferox, Stratus, Southbrook, Peninsula Lakes Golf Course and Ravine Vineyards
- **UPS Niagara Falls** (Print/Signage Sponsor), **Zippy Golf Carts** (Official Golf Cart Partner), **Auto Business School of Canada** (Education Partner), **Engel & Völkers Niagara** (Real Estate Sponsor), and **Holt Renfrew** (Gift Bag Sponsor)
- **K1 Speed**, our official Go Karting sponsor featured on the Supercar Cruise.
- **Atelier Munro**, made-to-measure menswear company featured at The Hangar.
- **Oro Station**, Canada's future home of performance engineering, featuring an off road experience with professional race car drivers at The Hangar Experience.

Hagerty, Canada's premier insurance program for classic and collector cars, is this year's Supercar Parade sponsor.

Support from **Tourism Niagara-on-the-Lake, Niagara Falls Tourism, Experience Ontario and Niagara Parks Commission** further cements Niagara 5000's role in spotlighting the region as a national hub for high-end tourism and innovation.

"We're so grateful to our sponsors for helping bring this vision of creating a truly world-class event to life," said Alana Hurov, Founder and CEO of Niagara 5000.

Charitable partners **McMaster Children's Hospital** and **Cassie + Friends** will be featured throughout the weekend's programming, including the Kids Festival in support of MacKids, backed by TNG Capital.

"Supporting McMaster Children's Hospital through the Kids Festival is a meaningful way to ensure this extraordinary gathering also delivers real impact," said Angelo Paletta, Founder of TNG Exotics. "Niagara 5000 represents the highest standard of excellence from the vehicles to the values behind them, and I'm proud to help shape an experience that celebrates generosity, innovation, and community at every turn."

With its prestigious sponsor lineup now revealed and ticket demand soaring, Niagara 5000 is poised to become the most exclusive and impactful weekend of the Canadian summer.

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About Niagara 5000

Niagara 5000 is North America's most exclusive supercar and private jet showcase, transforming Ontario's Niagara Region into the ultimate destination for luxury, performance, and innovation. Held annually each August, the three-day celebration features a stunning lineup of elite vehicles, private aviation displays, exhilarating test drives, VIP soirées, wine tours, and unforgettable moments.

Founded in 2023 by entrepreneur Alana Hurov, Niagara 5000 was created to unite collectors, industry leaders, and luxury lifestyle seekers in a world-class experience that merges high-octane thrills with curated hospitality and culture. From family-friendly attractions to bespoke events, Niagara 5000 offers something extraordinary for every kind of guest.

A proud supporter of McMaster Children's Hospital, Niagara 5000 is more than an event, it's a movement that drives impact both on and off the road.

For more information and a full list of sponsors and events, visit niagara5000.com.

For sponsorship inquiries, media accreditation, or to request assets and interviews, contact:

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