



The Grand Prix Foundation is a student organization that coordinates and executes one of the largest events at Purdue University - the annual Purdue Grand Prix kart race. Driven by our motto of “Students helping Students,” the primary purpose of this annual event is to raise funds for student scholarships. Known as “The Greatest Spectacle in College Racing,” the Grand Prix draws over 50 team entries annually. Each kart team, consisting of a seven member crew, competes for a spot in the 160 -lap main feature. Over 350 participants are involved in the Grand Prix race, which draws over 3,000 spectators every April. An event of this scope requires a great deal of planning and work led by our staff of 12 Senior Board Directors, an advisor, and a dedicated junior board staff.

Purdue Grand Prix History

The tradition of the Purdue Grand Prix began on May 17, 1958 when a group of students’ dream became reality. Inspired by some late night “bull” sessions, the students envisioned an event that would allow engineering students to showcase their skills, knowledge, and enthusiasm. The first karts were built from scratch and featured lawnmower engines. After racing in campus parking lots for several years, a 5/16th mile track, that had been modeled closely after the World Kart Championship track in Japan, was completed in time for the 1968 race. After racing at this track for 50 years a brand new facility, located at the Northwest Athletic Complex, was unveiled for the 2009 race (see page 2 for more information). Today’s karts have evolved significantly, currently costing around \$5,000 each, they are able to reach top speeds close to 50 mph. The annual Purdue Grand Prix race has become one of Purdue’s most notable traditions anticipated by students, faculty, alumni, and the surrounding community.



Supporting the Grand Prix Foundation

The Grand Prix Foundation desires to build mutually beneficial partnerships with our sponsors by providing them with exposure to students and community members.

“Students Helping Students”

Team Diversity

This annual activity has grown to include over 50 teams that are more diverse than ever before. These teams are made up of student groups ranging from engineering societies, fraternities and sororities, residence hall organizations, and diverse multi-cultural groups such as the Society of Hispanic Professional Engineers, and the Indonesian Student Association.

Recruiting

Purdue’s top-rated campus produces many potential recruits. This event provides the opportunity for companies to observe and interact with the best and brightest students that Purdue has to offer as they design, build, and race in this historic event.

Scholarship Opportunities

The primary goal of the Grand Prix is to raise over \$10,000 in annual student scholarships to help students reach their educational goals. The Foundation is entirely run by students, who not only carry out one of the oldest traditions at Purdue, an annual kart race, but also select approximately 15 annual student scholarship recipients.

Grand Prix Scholarships

The Grand Prix Foundation is continuing to follow a 54 year-old tradition of being an organization that is built upon a motto of "Students Helping Students." The funds raised through the selling of tickets to the Grand Prix Race, and other related fundraisers, is distributed to deserving young men and women here at Purdue University through scholarships. This year the foundation awarded 18 outstanding recipients with a total of \$10,250. After submitting an application, candidates are invited to participate in an interview process with the Senior Board members. Recipients for scholarships are selected based on their academic excellence, university involvement, community activities, and

financial need. These students demonstrate an exemplary form of leadership in their organizations and show strong dedication to academic success. Out of these 24 applicants, 2 student Ambassadors were chosen to represent the Grand Prix Foundation. They stand out as the top leaders among this outstanding group of scholarship winners. These candidates will attend Grand Prix related events and help promote the Grand Prix Foundation's motto of "Students Helping Students."

Congratulations to the 2011 Grand Prix Ambassador Award and Scholarship recipients!

Grand Prix Ambassadors



Simon May
Fort Wayne, IN

Simon May is a junior in the College of Liberal Arts studying Advertising and Sales Marketing. He is an active member of the Purdue Varsity Glee Club as well as a Purdue-Sir, or student leader within the organization. As a Sir, Simon acts as part of the governing body of the Glee Club, providing guidance for new members and a valued opinion to Bill Griffel, the director of the

Glee Club. Next year, Simon looks forward to continuing as a student leader in the Glee Club and graduating with a degree that will afford him opportunities in the public relations and advertising industry. As a Grand Prix ambassador, Simon looks forward to "becoming part of the 54 years of tradition that represent the Purdue Grand Prix's history. As a student organization offering leadership experience and a teambuilding atmosphere that unites students from across the campus, the Grand Prix represents a cornerstone of Purdue tradition."



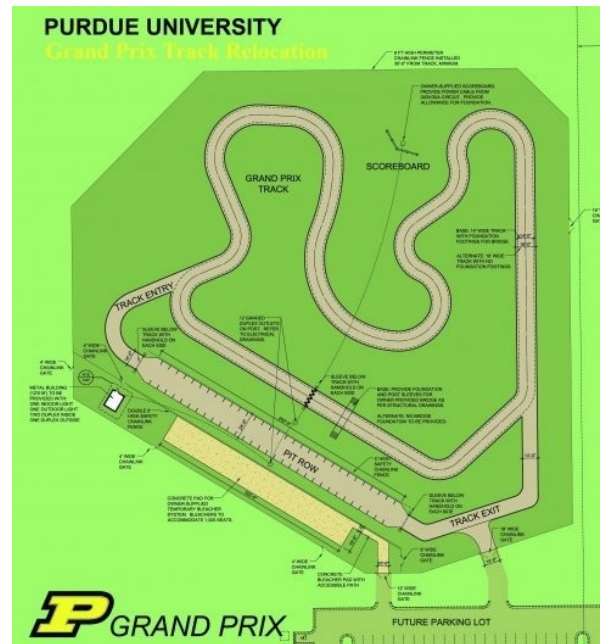
Carolyn Collins
Indianapolis, IN

Carolyn Collins is currently pursuing her Bachelors of Science in Chemical Engineering and a minor in Economics. She is very involved at Purdue in various leadership positions. In 2008-2010, Carolyn was on the board for Society of Women Engineers as director for the Diversity Job Fair and scholarship banquet. She is also a member of Zeta Tau Alpha and is involved in their Big Man On

Campus to raise money for breast cancer awareness. She is passionate about volunteering for organizations such as Habitat for Humanity and as a retreat leader. She has had several internships both for Roche Diagnostics in Indianapolis, Indiana, within quality assurance and Cargill Corn Milling in Cedar Rapids, Iowa, as a project engineer. Carolyn's goals include hiking the Appalachian trail, becoming a six sigma black belt, and getting her professional engineering certification. For enjoyment she likes to snowboard, run, and play sports.

New Grand Prix Track

In 2009 the Purdue Grand Prix Foundation held the Grand Prix race at our new facility. Purdue Athletics has helped the Grand Prix Foundation relocate the track to the new location at the Northwest Athletic Complex. The track was redesigned to make for a new and exciting race. The track has been widened by 4 feet to allow karts to pass easier, as well as the inclusion of two long straight-aways allowing the karts to get to top speed. There is also a technical section that challenges the drivers' ability to maneuver through turns. In previous years, the race has been run in a clockwise fashion. This track actually runs in the opposite direction, which is similar to other motor sports. Other additions include a new scoreboard which is a 5 position pillar design similar to the one located at the Indianapolis Motor Speedway.



The Grand Prix track was one of the first facilities to be moved to the Northwest Athletic Complex. It will soon be joined by the baseball, softball, and soccer stadiums when their construction is completed next spring.

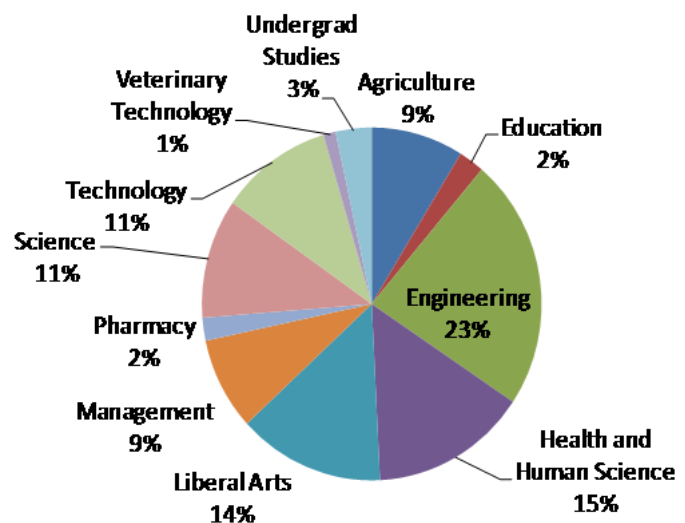
Purdue University-Campus Demographics

“College students are faced with a whole range of life decisions, including a lot of first-time purchase decisions. It’s an important time for marketers to connect with this demographic group, reaching them as they establish life-long buying patterns and loyalties.”

*-Derek White, Executive Vice President
360 Youth, Inc. an Alloy Co.*

According to a research study by 360 Youth, Inc. college students will contribute over \$200 billion annually to the economy. With over 15 million young adults enrolled in higher education, college students represent a powerful market segment. This study concluded that students spend on average \$287 per month on discretionary purchases. The study also found that students have an average of 11 hours per day of unscheduled time; time that could be spent purchasing your products and services.

2011 Purdue University Enrollment



* Based on the enrollment of 30,776 undergraduate students

- Ranked 23th best public University in the nation *U.S. News World Report, 2011.*
- Ranked 61st in world University rankings 2011 *Academic Ranking of World Universities*
- One of the most diverse Universities globally
Students from all 50 states & 130 countries



2012 PURDUE UNIVERSITY GRAND PRIX SCHEDULE OF EVENTS

Saturday, April 14 & Sunday, April 15, 2012

Spring Fest

- Purdue Grand Prix will have a tent at Purdue University's Spring Fest to promote interest in the track and attract fans to come to the 55th annual race.
- Companies have the opportunity to distribute promotional materials or free product.
- Hand-held car races, Grand Prix trivia, Crafts, and Indy 500 Princess appearances will take place for children of all ages.
- On Saturday, April 14th, qualifications will take place at the track. The public is welcome to attend this event.

Friday, April 20, 2012

Grand Prix Day

- Held at the heart of Purdue's campus on Memorial Mall, Grand Prix Day offers our sponsors the opportunity to interact with Purdue's diverse student population.
- Companies have the opportunity to distribute promotional materials, free product, or display mobile marketing units.
- Potentially over 40,000 students, faculty and staff travel through the Memorial Mall during the day, giving our partners and the Grand Prix Foundation optimal visibility.
- Grand Prix Day is additionally promoted and broadcast through local media coverage.

Sponsor Appreciation Reception

- In conclusion to a full day of activities, this reception gives the Grand Prix Foundation and other University officials an opportunity to recognize our sponsors for their involvement.

Saturday, April 21, 2012

55th Annual Purdue Grand Prix Race

Gates open: 9AM

Feature Race: 2:30PM

- The pinnacle of the Grand Prix festivities, over 5,000 fans attend the annual Grand Prix kart race.
- Scholarship recipients recognized at this time prior to the main event.
- During pre-race activities, sponsors have the ability to reconstruct their promotional booths from the previous day to maximize their visibility to students and other race attendees. Mobile Marketing units receive premier locations at the track entrance.

**Note: There will be no available electrical outlets at the track. Vendors must provide their own electricity*

"The Greatest Spectacle in College Racing."

2012 PURDUE UNIVERSITY GRAND PRIX FOUNDATION SPONSOR PARTNERSHIP PLAN

Presenting Sponsor: \$15,000+

General

- Naming rights of the 55th Annual Grand Prix Race: "2012 Grand Prix race presented by..."
- Tag on 40 (10 per week minimum for 4 weeks) radio commercials
- (4) Overnight lodging accommodations at Purdue Union Hotel
 - Evenings of April 20th and 21st, 2012
- Exhibit space at Community Day and Grand Prix Day (accessible to Mobile Marketing units)
- (8) Corporate banners displayed on track fencing at Community Day-must provide
- Large Corporate Name/Logo on back of official race day t-shirts
- Banner ad plus link on Grand Prix Web site (www.purduegrandprix.org)
- Corporate Name/Logo included in media packet

Grand Prix Race Day

- (8) Complimentary tickets to the 55th Annual Grand Prix race
- Premier vendor race day parking (track entrance)
 - Accessible to Mobile Marketing units
- Full Page, full color ad in official race day program
- (15) Public announcements on race day
- Corporate Name/logo painted on infield grass of racetrack
- (8) Corporate banners displayed on track fencing (must provide)
- Corporate logo on start/finish line "Bridge Banner"
- Winner's Circle presentation to winning Grand Prix team
 - Customized plaques provided
- **Will be recognized as a sponsor during a set number of laps during the race the race.**
(Number of laps depends on number of sponsors.)

55th Anniversary Race

- Corporate representation at Grand Prix Sponsor Appreciation Reception
- Corporate sponsor acknowledgement at Grand Prix Victory Banquet
 - Logo featured on program and presentational materials
 - Public recognition as a Grand Prix Presenting Sponsor



2012 PURDUE UNIVERSITY GRAND PRIX FOUNDATION SPONSOR PARTNERSHIP PLAN

Signature Sponsor: \$10,000 +

General

- Tag on 20 (5 per week minimum for 4 weeks) radio commercials
- Exhibit space at Community Day and Grand Prix Day (accessible to Mobile Marketing units)
- Corporate Name/Logo on back of official race day t-shirts
- Banner ad plus link on Grand Prix Web site
- Corporate Name/Logo included in media packet
- (4) Corporate banners displayed on track fencing for Community Day-must provide

Grand Prix Race Day

- (6) Complimentary tickets to the 55th Annual Grand Prix race
- Premier Vendor Race Day parking (track entrance)
 - Accessible to Mobile Marketing units
- Full page black and white or half page full color ad in official race day program
- (10) Public announcements on race day
- Corporate Name/Logo painted on infield grass of racetrack
- (4) Corporate banners displayed on track fencing- must provide
- Corporate logo on start/finish line "Bridge Banner"
- **Will be recognized as a sponsor during a set number of laps during the race the race.**
(Number of laps depends on number of sponsors.)

55th Anniversary Race

- Corporate representation at Grand Prix Sponsor Appreciation Reception
- Corporate sponsor acknowledgement at Grand Prix Victory Banquet
 - Recognition as a Grand Prix Signature Sponsor

Platinum Sponsor: \$6,000 +

General

- Exhibit space at Community Day and Grand Prix Day
- Corporate Name/Logo on back of official race day t-shirts
- Link on Grand Prix Web site
- Corporate Name/Logo included in media packet
- (3) Corporate banners displayed on track fencing for Community Day- must provide

Grand Prix Race Day

- (4) Complimentary tickets to the 55th Annual Grand Prix race
- Exhibit space at Grand Prix Race Day
- Full page black and white ad in official race day program
 - Upgrade to full color for additional \$1,000
- (5) Public announcements on race day
- (3) Corporate banners displayed on track fencing- must provide
- **Will be recognized as a sponsor during a set number of laps during the race the race.**
(Number of laps depends on number of sponsors.)



2012 PURDUE UNIVERSITY GRAND PRIX FOUNDATION SPONSOR PARTNERSHIP PLAN

Gold Sponsor: \$3,000 +

General

- Exhibit space at Community Day and Grand Prix Day
- Link on Grand Prix Web site
- Corporate Name/Logo included in media packet

Grand Prix Race Day

- (2) Complimentary tickets to the 55th Annual Grand Prix race
- Exhibit space at Grand Prix Race Day
- Half page black and white ad in official race day program
 - Upgrade to full page black and white for additional \$500
- (1) Public announcement during pre-race activities
- (2) Corporate banners displayed on track fencing– must provide
- **Will be recognized as a sponsor during a set number of laps during the race the race.**
(Number of laps depends on number of sponsors.)

55th Anniversary Race

- Corporate sponsor acknowledgement at Grand Prix Victory Banquet

Silver Sponsor: \$1,500 +

General

- Exhibit space at Community Day and Grand Prix Day
- Link on Grand Prix Web site
- Corporate Name/Logo included in media packet

Grand Prix Race Day

- (2) Complimentary tickets to the 55th Annual Grand Prix race
- Exhibit space at Grand Prix Race Day
- Quarter page black and white ad in official race day program
 - Upgrade to half page black and white for additional \$250
- (1) Corporate banner displayed on track fencing– must provide
- **Will be recognized as a sponsor during a set number of laps during the race the race.**
(Number of laps depends on number of sponsors.)

55th Anniversary Race

- Corporate sponsor acknowledgement at Grand Prix Victory Banquet



2012 PURDUE UNIVERSITY GRAND PRIX FOUNDATION SPONSOR PARTNERSHIP PLAN

Checkered Flag Sponsor: \$750 +

General

- Exhibit space at Grand Prix Day
- Link on Grand Prix Web site

Grand Prix Race Day

- (2) Complimentary tickets to the 55th Annual Grand Prix race
- Exhibit space at Grand Prix Race Day
- (1) 2" x2" black and white ad in official race day program
- (1) Corporate banner displayed on track fencing– must provide
- **Will be recognized as a sponsor during a set number of laps during the race.**
(Number of laps depends on number of sponsors.)

Lap Sponsor \$500 +

General

- Exhibit space at Grand Prix Day
- Link on Grand Prix Web site

Grand Prix Race Day

- (2) Complimentary tickets to the 55th Annual Grand Prix race
- (1) 2" x2" black and white ad in official race day program
- **Will be recognized as a sponsor during a set number of laps during the race the race.**
(Number of laps depends on number of sponsors.)

Pit Stop Sponsor: \$200 +

General

- Link on Grand Prix Web site
- (1) 2" x2" black and white ad in official race day program

The deadline for sponsors that wish to be featured in the
Grand Prix Souvenir Program is:
March 1st, 2012 by 5 PM

**The members of the Grand Prix Foundation would like to
thank you for your time and support. Without our sponsors
this race would not be possible.**

GRAND PRIX
f o u n d a t i o n