



PURDUE GRAND PRIX FOUNDATION

2027 SPONSORSHIP PACKET

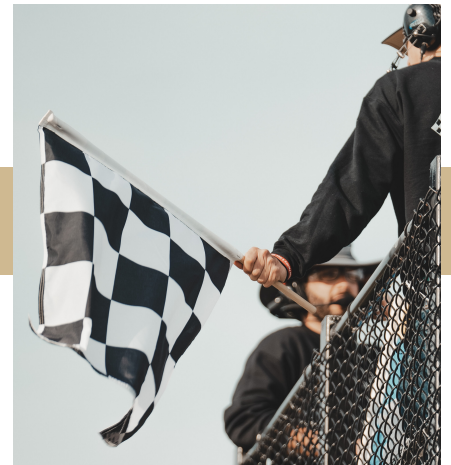


RACE 70

AND ALUMNI RACE

THE GRAND PRIX FOUNDATION

Founded in 1958, the Purdue Grand Prix Foundation is one of Purdue University's longest-running and most successful student-led organizations. Comprised of a Senior and Junior Board, faculty advisors, and a vast alumni network, the Foundation is dedicated to upholding "The Greatest Spectacle in College Racing." Each year, they diligently prepare for the 160-lap student race, a major tradition that draws thousands of spectators. In addition, the third annual Halloween Hundred Race and quinquennial Alumni Race will attract thousands more than in previous years. Beyond the track, the Foundation funds 10-20 annual scholarships for Purdue students and empowers female students through the Grand Prix Queens Program, developing community service ideas and skills. The Foundation continues to strive for collaboration, student development, and community engagement. We welcome you to contribute to our 70th anniversary celebrations, special events, and races this year.



ENGAGE WITH OUR LEGACY

The Purdue Grand Prix Foundation relies on the dedication and support of its sponsors to execute its spectacular events. The Foundation works to connect sponsors with Purdue's extensive network of future professionals. By becoming involved, sponsors can engage with the vibrant Purdue community and experience firsthand "The Greatest Spectacle in College Racing."



3RD ANNUAL

HALLOWEEN HUNDRED

The Halloween Hundred is the fall exhibition race of the Purdue Grand Prix, serving as an opportunity for student teams to compete in a 100-lap event ahead of the official Grand Prix season. The event is a great way for teams to gain on-track experience while drawing hundreds of spectators. As one of the Foundation's signature annual events, the Halloween Hundred celebrates the tradition of Purdue Grand Prix and provides an exciting showcase of student engineering, competition, and sportsmanship. This year, new sponsorship opportunities for the Halloween Hundred are available.



QUINQUENNIAL ALUMNI RACE

The Alumni Races are a long-standing Purdue Grand Prix tradition that gives former competitors the opportunity to return to campus, reconnect with teammates and friends, and once again experience the excitement of racing at the Purdue Grand Prix Track. Held before the main race, the event celebrates the lasting impact of the Grand Prix while creating an entertaining spectacle for spectators. The Alumni Races feature two divisions. The Classic Race showcases karts built before 1986, while the second race features karts that were built since. Whether on the track or in the stands, the Alumni Races celebrate the friendships, traditions, and legacy that continue long after graduation.



CALENDAR OF EVENTS

This year, there will be a **Fall and Spring Sponsorship Showcase**. The sponsorship tiers awarded a booth at the Spring Showcase will be guaranteed a booth at the following year's Fall Showcase. The new Fall Showcase provides the opportunity for sponsors to recruit Purdue students for potential internships and career opportunities. The Spring Showcase takes place the week preceding the race where sponsors can again connect with Purdue students on campus.

The **Arrive and Drive** takes place the same day as the Spring Sponsorship Showcase, where Sponsors will have an allotted time slot to visit the Grand Prix track, hop in a kart, and race! This opportunity gives sponsors the chance to experience the race from the perspective of the drivers.

The **Post Practice Pit Stop** is a dinner that occurs the evening before Race 70. This reception allows sponsors to interact with active Foundation leaders, Grand Prix alumni, scholarship recipients, Queens Program candidates, and other sponsor representatives.

The **70th Annual Purdue Grand Prix** is the main event of the year. Your sponsorship level determines the race day activities available to you. Higher sponsor levels will be able to have a booth at the track, participate in pre-race activities, access the VIP Tent, and more. Sponsors have the opportunity to advertise at Race 70, mingle with students and fans, and promote their respective companies.

The **Victory Banquet** takes place the day after Race 70. The Purdue Grand Prix Foundation and members of the PGPF Alumni Association will hand out awards to teams. Higher sponsor levels will receive an invitation to this event and a public recognition for their dedication to the Foundation. Food and beverages will be provided.

Sponsorship Showcases

NEW! October 15, 2026
& April 23, 2027

Halloween Hundred

October 17, 2026

Arrive and Drive

April 23, 2027

Post Practice Pit Stop

April 23, 2027

Race 70 & Alumni Race

April 24, 2027

*Rain Date: April 25, 2027

Victory Banquet

April 25, 2027



PREMIER SPONSORSHIP

\$15,000+

Race Day

- 6 company banners on track fencing
- Banner displayed in front of VIP tent
- Company booth at Grand Prix track
- 15 advertisements over PA system
- Corporate logo on bridge (above the start/finish line)
- 12 complimentary tickets to Race 69
 - 4 VIP parking passes
 - VIP tent access (food and beverages provided)
 - VIP bleacher seating
- Merchandise Passes (4 free t-shirts and 15% off additional purchases)
- Logo on trophies

Turn Sponsorship

- Company banner added to specified turn barriers of their preference
- Company logo and recognition on track map in Race 70 program
- Announcers will occasionally refer to a new, optional preferred turn name
- All turn sponsorships will operate on a first-come, first-serve basis as there are 5 turns available

Victory Banquet

- Up to 8 invitations to attend banquet (food and beverages provided)
- Opportunity to speak in front of teams, students, the foundation, alumni, and other sponsors

Race Lead-Up

- Logo on back of Race 70 Sponsors Shirt
- Logo in media packet
- Company link on PGPF website and in our social media
- 1 social media post before the race, and 1 additional after the race
- Full-page advertisement in Race 70 program
- If needed, up to 2 hotel rooms the night before the race

Sponsorship Showcases

- Invitation to Spring and following year's Fall Sponsorship Showcases
- Company booth
- Invitation to the Arrive and Drive
- Complimentary lunch
- Up to 8 invitations to the Post Practice Pit Stop
- Opportunity to speak to the Foundation, alumni, and other sponsors at the Post Practice Pit Stop
- New Premier sponsors for Race 70: Invitation to Fall Sponsorship Showcase if sponsorship is confirmed by Oct. 9, 2026



PLATINUM SPONSORSHIP

\$8,000 - \$14,999

Race Day

- 4 company banners displayed on track fencing
- Company booth at Grand Prix track
- 8 advertisements over PA system
- 10 complimentary tickets to the race
 - 4 VIP Parking Passes
 - VIP Tent access (food and beverages provided)
 - VIP bleacher seating

Turn Sponsorship

- Company decal added to specified turn barriers of their preference
- Company logo and recognition on track map in Race 70 program
- Announcers will refer to optional, new preferred turn name of company's choosing
- All turn sponsorships will operate on a first-come, first-serve basis as there are 5 turns available

Sponsorship Showcases

- Invitation to Spring and following year's Fall Sponsorship Showcases
- Company booth
- Invitation to the Arrive and Drive
- Complimentary lunch
- Up to 4 invitations to the Post Practice Pit Stop
- New Platinum sponsors for Race 70: Invitation to Fall Sponsorship Showcase if sponsorship is confirmed by Oct. 9, 2026

Race Lead-Up

- Logo on back of Race 70 Sponsors shirt
- Logo in media packet
- Company link on PGPF website
- 1 social media post after the race
- Full-page advertisement in Race 70 program
- If needed, 1 hotel room the night before the race

Victory Banquet

- Up to 2 invitations to attend banquet (food and beverages provided)
- Public thank you and recognition in front of teams, students, the foundation, alumni, and other sponsors



BRONZE SPONSORSHIP

\$500 - \$1,499

Race Day

- Company logo featured on Bronze sponsor banner
- 2 complimentary tickets to Race 70

Sponsorship Showcases

- Invitation to both Sponsorship Showcases
- Company booth
- Complimentary lunch

Race Lead-Up

- Logo on back of Race 70 Sponsors shirt
- Logo in media packet
- Company link on PGPF website
- Combined Bronze sponsors social media post after the race
- Combined Bronze sponsors advertisement in Race 70 program

SILVER SPONSORSHIP

\$1,500 - \$4,999

Includes all benefits from Bronze tier, PLUS:

Race Day

- 1 company banner displayed on track fencing
- 1 advertisement over PA system
- 4 more complimentary tickets to Race 70 (6 tickets total)
 - VIP Tent access (food and beverages included)
 - VIP bleacher seating

Race Lead-Up

- Quarter-page advertisement in Race 70 program
- Up to 2 invitations to Post Practice Pit Stop
- Combined Silver sponsors social media post after the race

GOLD SPONSORSHIP

\$5000 - \$7999

Includes all benefits from Silver tier, PLUS:

Race Day

- Company booth at Grand Prix track
- 1 more company banner displayed on track fencing (2 banners total)
- 2 more advertisements over PA system (3 advertisements total)
- 2 more complimentary tickets to Race 70 (8 tickets total)

Race Lead-Up

- Invitation to the Arrive and Drive
- Combined Gold sponsors social media post after the race



TABLE OF SPONSORSHIP BENEFITS

Sponsorship Tier	Premier \$15,000	Platinum \$8,000	Gold \$5,000	Silver \$1,500	Bronze \$500
Turn Sponsor	1	1			
Invitations to Victory Banquet	2	2			
Invitation to the Arrive and Drive	1	1	1		
Company Booth on Race Day	1	1	1		
Announcements Over PA System	15	8	3	1	
Sponsorship Showcase(s) Booth	1	1	1	1	1
Banners Displayed on Track Fencing	6	4	2	1	1*
Tickets to Race 70 & Alumni Race	12	10	8	6	2
Ad in Official Program, Page Size	1	1	1/2	1/4	1*
Social Media Posts	2	1	1*	1*	1*

This table is not inclusive of all benefits and additional sponsorship opportunities.

*All items are combined with other sponsors of that tier level



ADDITIONAL SPONSORSHIP OPPORTUNITIES

To increase flexibility with our sponsors, we are offering additional opportunities that may be purchased separately or added on to existing benefits within your sponsorship tier. Prices are available upon request unless otherwise stated.

NEW! Lap Sponsor

- Sponsor one of the 160 laps by naming the lap of your choice
- Custom lap name featured on the Purdue Grand Prix Lap Sponsorship page in the official race program
- Your lap name displayed during the 70th Purdue Grand Prix Race livestream
- All lap sponsorships will operate on a first-come, first-serve basis as lap selections are limited
- \$100/lap

NEW! Sales Trailer Sponsorship

- Sponsor our merchandise and sales trailer during the Halloween Hundred and/or Race 70 & Alumni Race
- Company logo on the side of the trailer visible from the Grand Prix track
- First come, first served, as there is limited availability

NEW! Water Bottle Branding

- Print your company's logo on single-use water bottles for distribution during the Halloween Hundred, Race 70, and Alumni Race

Turn Sponsor

- Sponsor a turn separately from Premier and Platinum sponsorship benefits
- Company logo and recognition on track map in Race 70 program
- Company decal added to specified turn barriers of their preference
- All turn sponsorships will operate on a first-come, first-serve basis as there are 5 turns available

Program Advertisement

- 1 half page ad
- First come, first served, as there is limited program space available



Additional sponsorships may be discussed based on the specific interests of your company and opportunities within our organization. Events are subject to change as a result of federal, state, local, and university regulations. Sponsors must be finalized by March 31, 2027.



CONTACT US!

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A message from the sales directors

We invite you to partner with the Purdue Grand Prix Foundation where your support will directly impact the Purdue community. This is a unique opportunity to elevate your brand's visibility and connect with our vast audience of hard working teams, talented students, and experienced alumni. Thank you for supporting our dream of creating "the Greatest Spectacle in College Racing."



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