PURDUE GRAND PRIX FOUNDATION

NEWSLETTER

Fall Newsletter

3rd Annual Halloween Hundred

The Purdue Grand Prix Foundation is thrilled to announce the third running of the Halloween Hundred! This event features 30 student teams participating in a 100-lap race. Join us at the Grand Prix track to enjoy the fall weather, watch an exciting race, and grab some food and merchandise.

Saturday, October 17th, 2026

1:40 PM - Spectator Gates Open

2:30 PM - Heat 1 Starts

3:15 PM - Heat 2 Starts

4:20 PM - Race Starts

Tickets available at the door or presale using the link below

https://am.ticketmaster.com/purdue/buy/2026%20Halloween%20Hundred







Alumni Tailgate

Date: October 16th

Time: 5 pm - 8 pm

Location: Ross Ade Stadium, R Lot



Come hang out at the Purdue Grand Prix Alumni Tailgate. There will be food, people, and fun. All you have to do is show up to the R Lot in Ross Ade Stadium and look for the Purdue Grand Prix Alumni Flag shown on the right.

If you plan to attend, please send an email to alumnirelations@purduegrandprix.org with how many people will be attending in your group.









Alumni Spotlight

My name is Wil Rohrbach (Ag Econ '26) and I was the President of the Purdue Grand Prix Foundation for Race 68. I just graduated last May with my degree in Agricultural Economics: Sales & Marketing. This August I started my career at Hormel Foods Corporation in the Pittsburgh office, as a foodservice sales representative. Prior to starting work, I took the summer to travel to Japan and the Philippines, which was an amazing experience. I still try to be involved with Grand Prix events, but now as an Alumni. I am working with the Purdue Grand Prix Alumni Organization (PGPAO) to host Grand Prix watch parties at all of the Alumni Clubs throughout the country!

Some of my favorite memories of being in the Purdue Grand Prix Foundation would have to be the late nights in the office cramming to get things done with the board. Those were definitely the greatest bonding moments that we had for better or for worse. I also loved being at the track and problem solving with the senior and junior boards. We definitely had a work-hard play-hard mentality, which was definitely a balance that we needed to have!







PURDUE GRAND PRIX FOUNDATION

2027 Sponsorship Packet



RACE 70

AND ALUMNI RACE

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

$5,000 - $7,999

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



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!

sales@purduegrandprix.org

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Co-Director of Sales



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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."

Trunk or Treat Car Meet

The Purdue Grand Prix Foundation will be partnering with Pete's Car Community to host a Trunk or Treat Car Show. The event will consist of treats, coffee, crafts, and awards. The event will be held **Sunday, October 18th**. Location and time have to be determined.

Email any questions to **specialevents@purduegrandprix.org**

https://www.linkedin.com/company/purdue-grand-prix-foundation/posts/?feedView=all

PURDUE GRAND PRIX FOUNDATION

Jaden Polizzi - Director of Alumni Relations

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