



2017 Sponsorship Opportunities

Presenting Sponsor:

Indy 500 Champion - \$10,000+

- Opportunity to lead activity & host a designated Rally stop during event*
- "Presenting Sponsor" Rally stop designation on signage at all Rally stops &
- "Presenting Sponsor" designation in all event press releases & logo or individual name on all print & digital event-related marketing materials/advertising
- Formal recognition at event
- Full page ad in event program
- Five cars** in the Rally and one 10-top reserved table at Checkered Flag Finish Party

Additional Sponsorships:

Brickyard 400 - \$5,000+

- Rally stop sponsor designation and chance to promote your business
- Company logo or individual's name on all print & digital event-related marketing materials/advertising
- Recognition in all event-related press releases
- Half page ad in event program
- Formal recognition at event
- Four cars** in the Rally and one 8-top reserved table at Checkered Flag Finish Party

Daytona 500 - \$2,500+

- Chance to promote your business at a Rally stop
- Company logo or individual's name on all print & digital event-related marketing materials/advertising
- Quarter-page ad in event program
- Four cars** in the Rally and one 8-top reserved table at Checkered Flag Finish Party

Monaco Grand Prix - \$1,500+

- Company or individual name on all print & digital event-related marketing materials/advertising
- Recognition in event program
- Two cars** in the Rally and four guests at Checkered Flag Finish Party

Le Mans - \$500+

- Company or individual name on all print & digital event-related marketing materials/advertising
- Recognition in event program
- One car** in the Rally and two guests at Checkered Flag Finish Party

*Activity pre-designed by BAC staff

**One legal aged driver & one navigator team required per car