



## 2018 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