

# THE MAIN EVENT

POWERING FUTURES AT THE TRACK

**OCTOBER 6, 2022** ★ **INDIANAPOLIS MOTOR SPEEDWAY** ★ **EVENT BEGINS AT 5:30 PM**

**FULLY CHARGED**, The Main Event is reignited, while maintaining a rich tradition of being the central event that brings the community together to power the Big Brothers Big Sisters mission. Join us as we speed across town to the Indianapolis Motor Speedway.

Surrounded by luxury cars on the heels of the exciting Stephane Ratel Organisation (SRO) competition in Indianapolis – this year's sponsor experience will go into overdrive! Attendees will enjoy celebrity speakers, race-themed entertainment, dinner and drinks, a silent auction, and more as we race to defend the potential of our community's kids.

## BIG BROTHERS BIG SISTERS

creates and supports one-to-one mentoring relationships that ignite the power and promise of youth.



**1,191**

Youth served  
last year



**252**

New matches  
made last year



**64**

Littles  
graduated



of Littles improved  
their educational  
expectations



of Littles report  
having better grades  
because of their Big



Stated that being a  
Little helped them  
improve their social  
competence

### SPONSORSHIP COMMITMENT

Sponsor Name: \_\_\_\_\_

As it should appear in publicity

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to be a Corporate Sponsor! List sponsorship level:  
\_\_\_\_\_

I/We would like to buy \_\_\_\_\_ ticket(s) at **\$350 per ticket**

### PAYMENT INFORMATION

**Check enclosed** - payable to Big Brothers Big Sisters of Central Indiana in the amount of \$ \_\_\_\_\_

**Please send an invoice** - to the address listed for the amount of \$ \_\_\_\_\_

**Mail** the completed form to  
Big Brothers Big Sisters of Central Indiana  
c/o Development  
1433 N. Meridian Street  
Indianapolis, IN 46202

**Email** to  
wsmith@bbbsci.org

**Fax** to  
317.921.2201

Contact Whitney Smith with questions or to secure a sponsorship.  
Call 317.472.3705 or email wsmith@bbbsci.org

# 2022 SPONSORSHIP OPPORTUNITIES



## BRICKYARD PRESENTING SPONSOR x2 ★ \$40,000

- ✓ Benefits of the Grand Prix Sponsorship +
- ✓ Exclusive logo recognition on all event materials, Pylon, and event memorabilia
- ✓ Inclusion in all event media opportunities
- ✓ Sponsor representative to kick off event
- ✓ :30 company-provided commercial to be featured during event
- ✓ Premier seating for 16 guests

## GRAND PRIX ENTERTAINMENT SPONSOR x2 ★ \$25,000

- ✓ Benefits of the Tailgate Sponsorship +
- ✓ Premier logo recognition on all event materials + exclusive logo recognition for event entertainment
- ✓ :15 company-provided commercial to be featured at event
- ✓ Sponsor representative to introduce featured speaker(s)

## VIP TAILGATE SPONSOR ★ \$20,000

- ✓ Benefits of the Pit Crew Sponsorship +
- ✓ Premier logo recognition on all event materials + exclusive logo recognition on VIP Tailgate event signage
- ✓ Sponsor representative to kick off VIP Tailgate event
- ✓ Exclusive access to SRO Competition practice for 16 guests

## TAILGATE SPONSOR ★ \$20,000

- ✓ Benefits of the Pit Crew Sponsorship +
- ✓ Premier logo recognition on all event materials + exclusive logo recognition on Tailgate event signage
- ✓ Sponsor representative to kick off Event Tailgate
- ✓ Exclusive access to SRO Competition practice for 16 guests

## HALL OF FAME SPONSOR ★ \$20,000

- ✓ Benefits of the Pit Crew Sponsorship +
- ✓ Premier logo recognition on all event materials + exclusive logo recognition on Hall of Fame event signage
- ✓ Sponsor Representative to introduce Hall of Fame inductees
- ✓ Exclusive access to SRO Competition practice for 16 guests

## PIT CREW SPONSOR ★ \$10,000

- ✓ Benefits of the Apex Table Sponsorship +
- ✓ Access to VIP Tailgate trackside + premier seating for 16 guests
- ✓ Food, drink, and entertainment for 16 guests
- ✓ Exclusive event photo opportunities

## APEX SPONSOR ★ \$5,000

- ✓ Access to Tailgate in the Plaza and seating for 8 guests
- ✓ Food, drink, and entertainment for 8 guests
- ✓ Logo recognition on event materials including: program, website, social media, and IBJ ads
- ✓ Event Impact Report + BBBS-hosted presentation