



2019 Shelby & Mustang Marque of the Year Sponsorship/Advertising Opportunities



The Pittsburgh Vintage Grand Prix is the country's largest vintage racing event with a 10-day festival comprised of a dozen different events that draw 250,000 visitors. In addition to helping those less fortunate, your sponsorship has many unique marketing and public relations advantages.

- The Race Weekend at Schenley Park attracts 200,000 spectators for the International Car Show and vintage races through the streets of Schenley Park. Our unique venue provides opportunities to promote, sell and entertain employees, and customers. The golf course is an ideal venue to erect tents or displays.
- 12 distinct Race Week events present a wide variety of sponsorship options including naming rights, event tickets and logo placement. Custom packages can be created.
- Raise awareness of your organization through our wide array of promotional amenities: billboards, web presence, merchandise, on-site promotion, PA announcements, banners, signage and race program advertising.
- Since 1983, the PVGP, a 501 (c) (3) charity, has raised over \$5 million to provide residential care, treatment and support for individuals with autism and intellectual and developmental disabilities in the Pittsburgh region.



For the first time on the East coast, the Shelby American Automobile Club and Team Shelby are combining forces to stage their national convention together and they are doing it at the 2019 Pittsburgh Vintage Grand Prix! We have several exciting sponsorship packages that put you in front of the convention attendees and 250,000 spectators during the 37th annual PVGP.

PVGP Historics at Pitt Race

On Thursday, July 11 thru Saturday, July 13, the SAAC-44 National Convention and Team Shelby will be held during the PVGP Historics at Pittsburgh International Race Complex in Beaver County. This will be the 16th year that the PVGP will race at the 400-acre motorsports facility featuring a 2.8-mile road course with 19 corners and multiple elevation changes, a .83-mile Wilson Karting Track, and a 6-acre paved skid pad for autocross and drifting.

Hundreds of Shelby's and thousands of enthusiasts will converge at the track for high performance track days, a road rally, a Poker Run, and car shows. There will be action on the track and events on both Thursday and Friday for registered participants. On Saturday there will be a popular ballot car show, a concours and a swap meet. There is also a vintage Shelby race that afternoon. All sponsors are welcome to stay on Sunday when the PVGP holds their Hofbrauhaus Races all day. 10,000 spectators are expected over the 4-day event.

Race Week

The celebration continues as Shelby and Mustangs are featured throughout the PVGP Race Week, appearing at car shows and parties around Pittsburgh.

Shelby & Mustang Display at Schenley Park

The celebration of Carroll Shelby culminates in Schenley Park for a 2,500 vehicle car show and vintage races through the streets on the July 20 and 21 race weekend. Shelby and Mustang owners will park in a special show and have the option of a parade lap on the track Sunday.

There will be a special display of significant and historical Shelbys and Mustangs at Schenley Park, including racing GT40s and Cobras. We will also have special guests making appearances. Check back in the spring for more details. Please email the [PVGP](#) for details.

The Marque of the Year display at Schenley Park includes all years of Mustangs, Shelbys, GT40's, Ford Shelby F150 trucks, Sunbeam Tiger's and Ford powered Shelby licensed continuation and replica cars.

Shelby Vendor Sponsorship - PVGP Historics at Pitt Race Complex - July 11-14



The PVGP Historics at Pitt Race Complex is the kick-off racing weekend to the 37th annual Pittsburgh Vintage Grand Prix on July 11-14. 10,000 spectators are expected over the 4-day event in conjunction with the SAAC and Team Shelby conventions. In addition to the Shelby convention the PVGP has 6 races groups that compete each day including a big-bore ground pounder group that includes vintage GT40's and Cobras.



- 20' x 20' area for you to display your cars and erect your own tent or display for all 4 days. You can set-up on Wednesday after 6:00 PM or on Thursday morning. If you need a tent, the PVGP can supply a 20 x 20 tent with tables and chairs for \$350.
- 4 PA announcements each day broadcast throughout the facility. You supply a written 10 second script and we read it live.
- Ability to display two of your own banners on the fencing within the facility.
- Free entry for 2 staff members throughout the 4-day event.
- Quarter page color ad in 7,500 Commemorative PVGP Race Programs.
- Your linked color logo would appear on the Shelby Marque of the Year page, the PVGP sponsor page and rotating at the bottom of all 200 pages on the PVGP site.
- 4 PVGP posters and Race Programs

Cost: \$1,500

Shelby Vendor Sponsorship - Schenley Park - July 20-21



- Display area within the Shelby and Mustang Marque of the Year fairway on the July 20-21 race weekend at Schenley Park. You can erect your own tent no larger than 15' x 15'. If you need a tent, the PVGP can supply a 15' x 15' tent with 2 banquet tables and 4 chairs for \$475.
- Quarter page color ad in 7,500 Commemorative PVGP Race Programs.
- Placement of 2 sponsor-supplied banners at Schenley Park. Maximum size is 3' x 8'. Sponsor is responsible for producing, hanging and removing banners
- Your company name included in 4 daily PA announcements at Schenley Park.
- 6 VIP Parking passes. Each good for one day of parking on Flagstaff Hill
- 4 PVGP posters, race programs and pins.
- Ability to drive your Shelby or Mustang in a Parade lap of the track at 11:00 AM Sunday.
- Your linked color logo would appear on the Shelby Marque of the Year page, the PVGP sponsor page.

Cost: \$2,500

Jet Center Sponsorship - Thursday, July 18



The PVGP Passport to Elegance Jet Center Party is one of the "Can't Miss" Pittsburgh parties and plans are underway for an even bigger and better event in 2019. This soiree will again be held in the Lynx Jet Center at the Allegheny County Airport and combines everything the discerning party-goer is looking for. 600 guests are expected. There will be a focus on Shelby, Mustang and there are plans to have a P-51 Mustang plane on display.

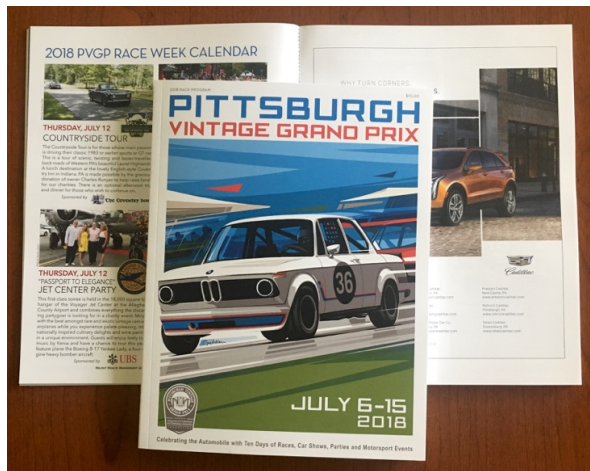
Travel back in time to mingle with the best amongst rare and exotic vintage cars and airplanes, dine on international culinary delights and top shelf open bar cocktails. Have a chance win fabulous prizes.

- Prominent display for one of your vehicles during event.
- 2 tickets to the event. (tickets are \$375 each)
- Quarter page color ad in 7,500 PVGP Race Programs
- Your logo on the Jet Center web page and on banners in the hangar during the event.
- Your linked color logo would appear on the Shelby Marque of the Year webpage, the PVGP sponsor page and rotating at the bottom of all 200 pages on the PVGP site.

Cost: \$2,000



2019 Pittsburgh Vintage Grand Prix Race Program Advertising Form



Placing an ad in our Race Program is a great way to reach our spectators and racers and show your support for our charities. This magazine-formatted perfect-bound program is over 100 pages of full color excitement and features a course map, event schedule, driver bios, race history, fabulous photographs, and unique stories.

7,500 full-color programs are printed and are available throughout all 10 days of our Race Week. As an advertiser, your ad will receive extensive exposure throughout the region as well as nationally through the vintage race community.

You can also place banners on the snow fence along the race course. Advertiser must supply the banners and maximum size is 3' high x 6' wide. Cost is \$150 each for the weekend at Schenley Park.

Ad Rates and Mechanical Requirements - Dimensions are for island ads only — no bleeds

Full Page Ad - 7 3/8" wide x 9 1/2" high

- Four Color \$1,750
- Black & White \$1,400

Half Page Ad - 7 3/8" wide x 4 3/4" high

- Four Color \$1,000
- Black & White \$750

Quarter Page Ad - 3 1/2" wide x 4 3/4" high

- Four Color \$600
- Black & White \$400

Business Card Ad - 3 1/2" wide x 2" high

- Four Color \$400
- Black & White \$250

Advertising Inquires: Dan DelBianco Phone (412) 559-3500

Advertising Material Deadline: May 1, 2019

File Requirements: High Res PDF (under 10 mgs please) emailed to delbianco@pvgp.org

Artwork, layout, scanning, typesetting or revisions performed by printer will be billed at \$50 per hour.

Send your payment and this form to Pittsburgh Vintage Grand Prix, 1000 Gamma Drive, Suite 106 Pittsburgh, PA 15238

Your Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____