



## **PITTSBURGH VINTAGE GRAND PRIX ASSOCIATION**

*Our Country's Largest Vintage Race Event...And The Only One Run On City Streets!*

### **2024 Bronze Sponsorship Offering**



The Pittsburgh Vintage Grand Prix is the country's largest vintage racing event, and the only one run on city streets. We will celebrate our 42nd year in 2024 with our 10-day Motorsport festival comprising a dozen events that draw over 200,000 visitors from July 26 thru August 4. Your sponsorship helps support our charity partners at Autism-Pittsburgh and Merakey Allegheny Valley School.

- The Race Weekend at Schenley Park hosts an International Car Show and vintage races through the city park streets. Our unique golf course venue provides opportunities to promote, sell and entertain employees and customers and is ideal for erecting tents or product displays.
- Ten different events present various sponsorship options, including naming rights, event tickets, and brand placement.
- Raise your organization's awareness through our wide array of promotional amenities, including billboards, social media, web presence, PA announcements, banners, and race program advertising.
- Since 1983, the PVGP, a 501 c3 charity, has raised \$6.7 million to provide residential treatment and support for individuals with autism and intellectual disabilities. It is the largest autism fundraiser in the state.



## Pittsburgh Vintage Grand Prix Race Weekend at Schenley Park August 3-4, 2024



The Pittsburgh Vintage Grand Prix Motorsport Festival is one of our nation's largest vintage events and the only one run on city streets. Ranked in the top 10 of all car shows, the PVGP is firmly established as one of the world's premier automotive festivals and a destination for national brands, car club gatherings and an ideal venue for sponsor activation. We put you in front of 100,000 spectators during Race Weekend at Schenley Park where we blend a 3,000-vehicle car show in a park like setting where spectators watch vintage races through the streets and visit the car displays and vendor tents.

## **2024 PVGP Bronze Vendor Tent Offering**

### **PVGP to Provide the Following On-Site Amenities:**

- Location for your tent and display materials within the PVGP International Car Show at Schenley Park during our August 3-4 Race Weekend. This is for vendors only and not available for sponsor entertainment. You can erect a tent or a display no larger than 15' x 15' (225 square feet). You can park 2 vehicles next to the tent and display a table and materials in front of it. Set-up starts at 1:00 pm on Friday, August 2.
- 10 Wristbands for your staff to enter all weekend at Schenley Park.
- Placement of 4 sponsor-supplied banners at Schenley Park. The maximum size is 3' x 8'. The sponsor is responsible for producing, hanging and removing banners.
- 2 VIP Parking passes for your guests or staff. Each is good for one day of parking on Flagstaff Hill and shuttle buses will transport your guests to the golf course.
- 2 daily PA announcements that include your name along with other Bronze Sponsors.
- 4 PVGP posters, 4 race programs and 2 lapel pins.

### **PVGP to Provide the Following Advertising and Promotions:**

- Quarter-page color ad in 7,500 PVGP Race Programs that are given to sponsors and sold to spectators.
- Your logo posted on the sponsor page and rotating on the bottom of all pages. The PVGP.ORG site gets 1.3 million visitors per year.
- PVGP to promote your sponsorship through our social media channels with over 25,000 followers on Facebook, Instagram and X.

### **Vendor to Provide:**

- Donation of \$3,500 to the Pittsburgh Vintage Grand Prix Association.
- The PVGP can supply a 15' x 15 high-peak tent with 3 banquet tables and 4 chairs for an additional \$750 and it will be set up by 4:00 PM on Friday, August 2.
- Your quarter-page Race Program ad (3 1/2" W x 4 3/4") can be upgraded to a half page ad (7 3/8" W x 4 3/4" H) for an additional \$250 or a full page (7 3/8" W x 9 1/2" H) for an additional \$500.