



PITTSBURGH VINTAGE GRAND PRIX ASSOCIATION

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

2024 MINI Track Rides Sponsorship



The Pittsburgh Vintage Grand Prix remains the country's largest vintage racing event, and the only one raced wheel to wheel on actual city streets. In 2023 we celebrate our 41st year with a 10-day Motorsport festival comprised of a dozen different events that draw more than 250,000 visitors.

- The Race Weekend at Schenley Park includes an International Car Show and vintage races through the city park streets. Our unique golf course venue provides opportunities to promote, sell and entertain and is ideal for erecting tents or product displays.
- 12 different events present various sponsorship options, including naming rights, event tickets, and logo placement.
- Raise your organization's awareness through our wide array of promotional amenities, including billboards, social media, LiveStream, 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.



2024 MINI Track Rides Sponsorship

MINI is the Marque of the Year so there's no better time to get onboard! Now in its 11th year, the MINI Track Rides program is a huge success and one of our most exciting sponsor opportunities. Three new race-equipped MINI Coopers are custom wrapped and showcased on the track and at the Grand Prix Race Week events. Best of all, as a sponsor, you can put your guests into these cars to experience a hot lap on the actual racetrack. Vince Longo Jr. and his certified racers take riders around the track for an experience and view you can only get from inside a car.

There is a Track Rides hospitality tent in Schenley Park where guests can eat and drink all day while they wait for their rides. The tent is located at the top of the Serpentine turn and offers one of the best vantage points to watch the weekend's races.

Decaled cars can be made available for sponsors to display at their locations before and during Race Week. The PVGP can issue certificates ahead of the event so that they can be given away as promotions or prizes for customers.



**Support a great cause and experience the
Pittsburgh Vintage Grand Prix from a MINI right on the track!**

Silver Sponsorship - \$9,500



Pittsburgh Vintage Grand Prix to provide the following amenities:

Featured display of your logo on 3 MINI Track Cars at PVGP Race Week venues. PVGP handles design and production of decals. Exposure on track at Schenley Park on August 3-4 and at Pitt Race July 27-28. **\$3,500 value**

- Waterfront Car Cruise on Monday, July 29
- Downtown Parade and Car Display on Wednesday, July 31
- Tune-Up Party at SouthSide Works on Wednesday, July 31
- Garden Party at Phipps- Thursday, August 1
- Driver Reception at Frick Art Museum- Friday, August 2

Schenley Park - August 3-4 Race Weekend

- 18 Rides (9 each day). 3 seats in 3 MINIs for 1 session each day. **\$1,800 value**
- 25 single day passes into Track Rides tent. This is a private, catered tent at the top of the serpentine - the staging area for the Track Rides. **\$1,250 value**
- 12 wristbands for entry into Schenley Park. **\$120 value**
- 18 single day VIP Parking passes on Flagstaff Hill. **\$450 value**

Historics at Pitt Race - July 27-28 weekend

- 18 Rides (9 each day). 3 seats in 3 MINIs for 1 session each day. **\$1,800 value**
- 25 single day passes into air-conditioned MINI Track Rides VIP Room at Pittsburgh International Race Complex. This is a private room in the timing tower with a view of the track. Complimentary food beer and soft drinks are provided. **value \$1,250**
- 20 Single day passes for Historics at Pitt-Race on July 27 or 28. **\$500 value**

Advertising and Promotional Amenities

- Large logo included in a full -page Track Ride Race Program ad. **\$500 value**
- Your own half page color Race Program ad. **\$1,000 value**
- Placement of 2 sponsor-supplied banners each race weekend **\$500 value**
- Your logo on the back of 1,400 volunteer t-shirts. **\$1,000 value**
- 8 PVGP posters, race programs and pins. **\$200 value**
- Your linked logo on PVGP website as a sponsor and on MINI Track Ride page and rotating at the bottom of all pages on site. **\$1,500 value**
- 4 tickets to the Passport to the Garden Party at Phipps on Thursday, August 1. Additional tickets can be purchased for \$200 each. **\$1,580 value**

Total value of PVGP Amenities: \$16,530

Bronze Sponsorship - \$5,000



Pittsburgh Vintage Grand Prix to provide the following amenities:

Prominent display of your logo on 3 MINI Track Cars at PVGP Race Week venues. PVGP handles design and production of decals. Exposure on track at Schenley Park on August 3-4 and at Pitt Race July 27-28. **\$3,000 value**

- Waterfront Car Cruise on Monday, July 29
- Downtown Parade and Car Display on Wednesday, July 31
- Tune-Up Party at SouthSide Works on Wednesday, July 31
- Garden Party at Phipps- Thursday, August 1
- Driver Reception at Frick Art Museum- Friday, August 2

Schenley Park - August 3-4 Race Weekend

- 12 Rides (6 each day). 3 seats in 3 MINIs for 1 session each day. **\$1,200 value**
- 15 single day passes into Track Rides tent. This is a private, catered tent at the top of the serpentine - the staging area for the Track Rides. **\$750 value**
- 12 wristbands for entry into Schenley Park. **\$120 value**
- 12 single day VIP Parking passes on Flagstaff Hill. **\$300 value**

Historics at Pitt Race - July 27-28 weekend

- 12 Rides (6 each day). 3 seats in 2 MINIs for 1 session each day. **\$1,200 value**
- 15 single day passes into air-conditioned MINI Track Rides VIP room at Pitt Race. This is a private room in the timing tower with a view of the track. Complimentary food beer and soft drinks are provided. **\$750 value**
- 15 Single day passes for Historics at Pitt-Race on July 15 or 16. **\$375 value**

Advertising and Promotional Amenities

- Large logo included in a full -page Track Ride Race Program ad. **\$500 value**
- Your own quarter page color Race Program ad. **\$600 value**
- Placement of 2 sponsor-supplied banners each race weekend. **\$500 value**
- 4 PVGP posters, race programs and pins. **\$100 value**
- Your linked logo on PVGP website as a sponsor and on MINI Track Ride page and rotating at the bottom of all pages on site. **\$1,500 value**
- 2 tickets to the Passport to the Garden Party at Phipps on Thursday, August 1. Additional tickets can be purchased for \$200 each. **\$790 value**

Total value of PVGP Amenities: \$11,685

Checkered Sponsorship - \$2,500

Pittsburgh Vintage Grand Prix to provide the following amenities:



Prominent display of your logo on 3 MINI Track Cars at PVGP Race Week venues. PVGP handles design and production of decals. Exposure on track at Schenley Park on August 3-4 and at Pitt Race July 27-28. **\$1,500 value**

- Waterfront Car Cruise on Monday, July 29
- Downtown Parade and Car Display on Wednesday, July 31
- Tune-Up Party at SouthSide Works on Wednesday, July 31
- Garden Party at Phipps- Thursday, August 1
- Driver Reception at Frick Art Museum- Friday, August 2

Schenley Park - August 3-4 Race Weekend

- 6 Rides (3 each day). 3 seats in 3 MINIs for 1 session each day. **\$600 value**
- 8 single day passes into Track Rides tent. This is a private, catered tent at the top of the serpentine - the staging area for the Track Rides. **\$400 value**
- 6 wristbands for entry into Schenley Park. **\$120 value**
- 6 single day VIP Parking passes on Flagstaff Hill. **\$150 value**

Historics at Pitt Race - July 27-28 weekend

- 6 Rides (3 each day). 3 seats in 1 MINI for 1 session each day. **-\$600 value**
- 8 single day passes into air-conditioned MINI Track Rides VIP room at Pittsburgh International Race Complex. This is a private room in the timing tower with a view of the track. Complimentary food beer and soft drinks are provided. **- value \$400**
- 8 Single day passes for Historics at Pitt-Race on July 27 or 28. **\$200 value**

Advertising and Promotional Amenities

- Logo included in a full -page Track Ride Race Program ad. **\$500 value**
- Placement of 2 sponsor-supplied banners each race weekend **\$500 value**
- 2 PVGP posters, race programs and pins. **\$50 value**
- Your linked logo as a sponsor and on MINI Track Ride page and rotating at the bottom of all pages on site. **\$1,500 value**
- Discounted tickets to the PVGP Garden Party at Phipps on Thursday, August 1. Regular price is \$295 each - they will be offered at \$200 each.

Total value of PVGP Amenities: \$6,080