



#HORSEPOWER500 • MAY 4, 2020 • CHILDREN'S THERAPLAY • 4 - 6 PM

Join the fun as elite IndyCar drivers team up with our all-star kiddos for a race you won't forget!

The need for speed: Sponsorship opportunities go faster than the final lap of the Indy500 so floor it to the next page to check out what opportunities await!



Stefan Wilson (in green) and Graham Rahal (in blue) race to the finish line in last year's #Horsepower500.

Past #Horsepower500 participants include:

- ◆ Conor Daly ◆ Scott Dixon ◆ Jack Harvey ◆ James Hinchcliffe
- ◆ Jay Howard ◆ Kyle Kaiser ◆ Charlie Kimball ◆ Josef Newgarden
- ◆ Spencer Pigot ◆ Graham Rahal ◆ Alexander Rossi ◆ Zach Veach
- ◆ Robbie Wickens ◆ Stefan Wilson

Past media coverage includes:

NBC Sports • USA Today • Fox59
 WTHR Channel 13 • WishTV8
 RTV6 The Indy Channel • CBS 4
 #UpToSpeed • IndyCar.com
 Country 97.1 HANK FM

At right: Josef Newgarden recaps his 2018 #Horsepower500 victory for RTV6.



Why should you be part of The Children's TherAplay #Horsepower500?

We're glad you asked...

All proceeds benefit The Children's TherAplay Foundation, a not-for-profit pediatric clinic providing physical and occupational therapies with *horsepower* for Central Indiana children who have special needs.



"From the bottom of my heart, thank you for providing the opportunity for our kids to move mountains and for giving them a fighting chance."

-Ollie's mother, Kaleigh



With special thanks to





Yes, I want to support children with special needs!

2020 #Horsepower500 Sponsorship Opportunities



Title Sponsor: \$20,000 *Quantity available: 1*

- Prime placement of logo lock-up on banner, event webpage, and ticketing website
- Fifteen event tickets with premium reserved seating and VIP parking
- Logo in Driver Meet & Greet area
- Only sponsor logo on event t-shirts
- Title sponsor announcement on social media
- Commemorative checkered flag autographed by the driver participants
- Display/vendor area in event tent

Activity Tent Sponsor: \$10,000 *Quantity available: 1*

- Prominent placement of logo on banner, event webpage, and ticketing website
- Ten event tickets
- Logo at Activity Tent entrance
- Activity Tent sponsor announcement on social media
- Commemorative checkered flag autographed by driver participants

Team Sponsor: \$5,000 *Quantity available: 12*

- Placement of logo on banner, event webpage, and ticketing website
- Six event tickets
- Team picture (to include sponsored team and 6 ticket holders)
- Team Sponsor announcement on social media

Children's TherAplay Family Ticket Sponsor: \$2,500 *Quantity available: 1*

- Logo on event webpage
- Four event tickets
- Ticket sponsor announcement on social media

Pole Position Sponsor: \$1,000 *Quantity available: 5*

- Signage around race track
- Two event tickets

Fun & Games Sponsor: \$500 *Quantity available: 5*

- Logo on signage at a featured attraction
- Two event tickets

Additional Tickets:
 Ages 13 & above: \$25: _____ Ages 3-12: \$15 _____ (Ages 0-2 admitted free)

Contact information: Company: _____ Contact name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email address: _____

Recognition name: _____ Total amount: \$ _____

A check made payable to *Children's TherAplay* is enclosed Please invoice me at the address above Please charge my credit card:

Card #: _____ Exp: _____ CCV: _____ Signature: _____

Questions? Contact Breinne at blasley@childrentheraplay.org or 317-872-4166. Please return completed form by April 8. Forms can be emailed to blasley@childrentheraplay.org, faxed to (317) 872-3234, or mailed to 9919 Towne Road, Carmel, IN 46032. The Children's TherAplay Foundation is a registered 501(c)(3) not-for-profit organization. Tax ID number: 35-2121568.