

Purdue Grand Prix Foundation

RACE 68

Sponsorship Packet



2024-2025



Meet the Foundation

The Purdue Grand Prix Foundation, founded in 1958, is one of the longest-running student organizations at Purdue University. Still student-led, the Foundation has matured into a successful, innovative operation. The Race 68 Grand Prix Foundation consists of President Wil Rohrbach, the Senior Board, the Junior Board, Faculty Advisors, and a vast alumni network, all dedicated to strengthening the “Greatest Spectacle College Racing.”

What We Do

Every year, the Foundation conducts one of the most iconic traditions at Purdue University, the Grand Prix. Months of preparation lead to the thrilling 160-lap race held at the Purdue Grand Prix Track in front of thousands of live and remote spectators. Proceeds from this event go back to Purdue students through 10-20 annual scholarships, fulfilling the Foundation’s motto: “Students helping students.” Furthermore, the Foundation conducts the Grand Prix Queens Program, which helps empower female students, develop their professional skills, and give back to the community through service projects. In recent years, the Purdue Grand Prix Foundation has started merging with the evGP Program, pushing the boundaries of electric vehicle efficiency. Through every facet, the Foundation strives to pursue collaboration, provide development, and promote community.

Reasons to Get Involved

The Purdue Grand Prix Foundation would not be able to put on such a spectacular event without the dedication and support of our generous sponsors. Our goal is to connect our sponsors, partners, and mentors with the Foundation’s network of future engineering, agriculture, and STEM professionals. We’re here to help you engage with the Purdue community and experience “The Greatest Spectacle in College Racing!”

Directors of Sales



Abbi Guse

Anchorage, Alaska

Animal Science,
Pre-Vet

(907) 854-2266



Lauren Driver

Nashville, Tennessee

Public Relations and
Strategic Communication

(615) 828-2307



Event Information

Sponsorship Showcase April 25, 2025

The Sponsorship Showcase takes place in the week preceding the race. All official sponsors are invited to set up a booth on Purdue's campus, where they can interact with students in a variety of majors, such as engineering, agriculture, and business. This is a great way to market career opportunities to an impressive student body.

Arrive and Drive April 25, 2025

During the Sponsorship Showcase, sponsors will have an allotted time slot to visit the Grand Prix track, hop in a kart, and take it for a spin! This unique opportunity gives sponsors the chance to experience Grand Prix from the perspective of the drivers.

Post Practice Pitstop April 25, 2025

The Post Practice Pitstop is a dinner that occurs the evening before Race 68. This reception allows sponsors to interact with active Foundation leaders, Grand Prix alumni, scholarship recipients, Queens Program candidates, and other sponsors. The Post Practice Pitstop is a fantastic opportunity to connect with some of the most important players involved with the Grand Prix.

Race 68 April 26, 2025

The 68th Annual Purdue Grand Prix is the main event of the weekend. Your sponsorship level determines the race day activities available to you. Higher end sponsors will be able to have a booth at the track, participate in pre-race activities, access the VIP Tent, and more. Sponsors have the opportunity to advertise at the Race 68, mingle with students and fans, and promote their respective enterprises.

*In the event of bad weather, the rain date for Race 68 is April 27, 2025.

Victory Banquet April 27, 2025

The Victory Banquet takes place the day after Race 68. The Purdue Grand Prix Foundation and members of the PGPF Alumni Association will hand out awards to drivers and teams. Higher end sponsors will receive an invitation to this event and a public recognition for their dedication to the Foundation. Dinner will be provided.



Premier Sponsorship

\$15,000+

Race Lead-Up

- Logo on back of Race 68 shirt
- Logo in media packet
- Company link on PGPF website and in our social media bio
- One social media post before the race, another after the race
- Full-page advertisement in Race 68 program
- If needed, up to two hotel rooms the night before the race
- Enjoy a free dinner with the sales directors if sponsorship is confirmed by December 30, 2024

Sponsorship Showcase

- Company booth
- Invitation to the Arrive and Drive
- Complimentary lunch
- Up to eight invitations to the Post Practice Pitstop
- Opportunity to speak to the Foundation, alumni, and other sponsors at the Post Practice Pitstop

Premier Sponsorship

Race Day

- Six corporate banners displayed on track fencing
- One banner displayed in front of VIP Tent
- Company booth at the track
- Fifteen advertisements over PA system
- Corporate logo on the bridge above the start and finish line
- Two company flags
- Twelve complimentary tickets to Race 68
 - Four VIP Parking Passes
 - VIP Tent access (food and beverages provided)
 - VIP bleacher seating
- Logo on trophies
- Merchandise passes (four free t-shirts and 15% off any other purchases)

Victory Banquet

- Up to eight invitations to attend banquet (food and beverages provided)
- Opportunity to speak in front of teams, students, the Purdue Grand Prix Foundation, alumni, and other sponsors

Platinum Sponsorship

\$10,000 — \$14,999

Race Lead-Up

- Logo on back of Race 68 shirt
- Logo in media packet
- Company link on PGPF website
- One social media post after the race
- Full-page advertisement in Race 68 program
- If needed, one hotel room the night before the race
- Enjoy a free dinner with the sales directors if sponsorship is confirmed by December 30, 2024

Sponsorship Showcase

- Company booth
- Invitation to the Arrive and Drive
- Complimentary lunch
- Up to four invitations to the Post Practice Pitstop



Platinum Sponsorship

Race Day

- Four corporate banners displayed on track fencing
- Company booth at the track
- Eight advertisements over PA system
- Ten complimentary tickets to the Race 68
 - Four VIP Parking Passes
 - VIP Tent access (food and beverages provided)
 - VIP bleacher seating

Victory Banquet

- Two invitations to attend banquet (food and beverages provided)
- Public thank you and recognition in front of teams, students, the Purdue Grand Prix Foundation, alumni, and other sponsors



Gold Sponsorship

\$5,000 — \$9,999

Race Lead-Up

- Logo on back of Race 68 shirt
- Logo in media packet
- Company link on PGPF website
- Gold sponsors social media post after the race
- Half-page advertisement in Race 68 program

Sponsorship Showcase

- Company booth
- Invitation to Arrive and Drive
- Complimentary lunch
- Two invitations to the Post Practice Pitstop

Race Day

- Two corporate banners displayed on track fencing
- Company booth at the track
- Three advertisements over PA system
- Eight complimentary tickets to Race 68
 - One VIP Parking Pass
 - VIP Tent access (food beverages included)
 - VIP bleacher seating

Silver Sponsorship

\$1,000 — \$4,999

Race Lead-Up

- Logo on back of Race 68 shirt
- Logo in media packet
- Company link on PGPF website
- Silver sponsors social media post after the race
- Quarter-page advertisement in Race 68 program

Sponsorship Showcase

- Company booth
- Invitation to Arrive and Drive
- Complimentary lunch
- Two invitations to the Post Practice Pitstop

Race Day

- One corporate banner displayed on track fencing
- One advertisement over PA system
- Six complimentary tickets to Race 68
 - VIP Tent access (food beverages included)
 - VIP bleacher seating

Bronze Sponsorship

\$500 — \$999

Race Lead-Up

- Company name on back of Race 68 shirt
- Logo in media packet
- Company link on PGPF website
- Bronze sponsors social media post after the race
- Bronze sponsors advertisement in Race 68 program

Sponsorship Showcase

- Company booth
- Complimentary lunch



Race Day

- Logo featured on Bronze sponsor banner
- Two complimentary tickets to Race 68



Thank You !



Contact Us!

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Additional sponsorships may be discussed based on the specific interests of your company and opportunities within our organization. Events are subject to change as a result of federal, state, local, and university regulations. Sponsors must be finalized by March 15, 2025.