



Children's TherAplay

The Children's TherAplay Foundation, Inc.

#HORSEPOWER500 • MAY 6, 2019 AT CHILDREN'S THERAPLAY • 3 - 5:30 PM

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

The need for speed: Sponsorship opportunities will 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 2019 #HORSEPOWER500?

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!



2019 #Horsepower500 Sponsorship Opportunities

- Title Sponsor: \$20,000** *Quantity available: 1*
- Prime placement of logo on event banner, postcard,* and event webpage
 - Fifteen event tickets with premium reserved seating and VIP parking
 - Signage on Team Meet-Up Pavilion and Racetrack
 - Only sponsor logo on event t-shirts
 - Commemorative checkered flag signed by the 2018 driver participants
 - Display/vendor area in event tent

- Activity Tent Sponsor: \$10,000** *Quantity available: 1*
- Prominent placement of logo on event banner, postcard,* & event webpage
 - Eight event tickets
 - Commemorative checkered flag signed by the 2018 driver participants
 - Opportunity to provide literature or promo product in event bag

- Team Sponsor: \$5,000** *Quantity available: 13*
- Placement of logo on event banner, postcard,* and event webpage
 - Six event tickets
 - Team picture (to include sponsored team and 6 ticket holders)
 - Opportunity to include literature or promo product in event bag
 - Logo on the team t-shirt worn by kiddo and their family

- Children's TherAplay Family Ticket Sponsor: \$2,500** *Quantity available: 1*
- Logo on event webpage
 - Four event tickets
 - Acknowledgement on ticketing website

- Pole Position Sponsor: \$1,000** *Quantity available: 5*
- Exclusive signage on IndyCar drivers' shuttles running to and from VIP parking
 - Two event tickets

- Snow Cone Sponsor: \$500** *Quantity available: 1*
- Logo on signage next to the snow cones (which is a crowd favorite!)
 - Two event tickets

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

**If logo is received by printing deadline: Noon, Friday, March 8, 2019.*

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.