



**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.



### 2019 #HORSEPOWER500

Presented by



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 at Team Meet-Up area 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

- ☐ **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@childrenstheraplay.org](mailto:blasley@childrenstheraplay.org) or 317-872-4166. Please return completed form by April 8. Forms can be emailed to [blasley@childrenstheraplay.org](mailto:blasley@childrenstheraplay.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.