



featuring
Sébastien Bourdais & Patrick Long

MARCH 11, 2020

SPONSORSHIP KIT

To Benefit



Presented By

Firestone

ANDERSEN
RACEPARK



To Sponsor, visit www.kart4kids.org/sponsor



Dear Sponsor / Donor:

We invite you to join the 9th Annual Kart 4 Kids Pro-Am Kart Race, to help raise much-needed money for Johns Hopkins All Children's Hospital in St. Petersburg, FL by becoming a sponsor. Through the contributions of our past sponsors, donors, volunteers and professional racing drivers, we've raised over \$596,000 during the past six years, helping All Children's save kid's lives. Our fundraising goal for 2020 is to exceed the \$185,000 raised in 2019, and we ask your support in helping achieve our new goal of more than \$200,000.

Over the years, we've built a fun racing format that consists of pairing participant drivers with one or two pro's. Past drivers have competed in various racing series, such as the NTT IndyCar Series, the IMSA Weathertech Sports Car Championship, Pirelli World Challenge among others. Our exciting event includes not only the modified enduro kart race but also spectator activities with live and silent auctions, as well as ample time meet and talk with the professional racing drivers.

We have outlined a number of sponsorship packages in this document, and appreciate your consideration and timely response. We hope you'll join us to help Johns Hopkins All Children's Hospital save kids lives in our region of Florida by becoming a sponsor.

See you in St. Petersburg,
Bob Dikman
Sponsorship Chairman
dikman@dikman.com
813 421-0056



SPONSORSHIP LEVELS

PREMIER

\$35,000

- One race team of 5
- Top event billing
- Advance event promotion (invitations, newsletter)
- 12 VIP passes*
- Full page ad on back cover of program
- Logo in the following:** program, top billing on event t-shirt, front of drivers shirt, VIP area banners, hat, lanyard, front of ID hard card, Grand Prix program and on fence at race
- Recognition in social media (logo included in K4K profile cover graphics. Individual post with provided content (may include video, photo, graphic, offer, etc.)
- Team photo with select pro drivers
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 20 Grand Prix tickets (Friday General Admission)

PRESENTING

\$20,000

- One race team of 5
- Top event billing
- Advance event promotion (invitations, newsletter)
- 8 VIP passes*
- Full page ad inside front cover of program
- Logo in the following:** program, second billing on event t-shirt, front of drivers shirt, VIP area banners, lanyard, front of ID hard card, Grand Prix program and on fence at race
- Recognition in social media (logo included in K4K profile cover graphics. Individual post with provided content (may include video, photo, graphic, offer, etc.)
- Team photo with select pro drivers
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 20 Grand Prix tickets (Friday General Admission)

SUPPORTING

\$15,000

- One race team of 5
- Advance event promotion (invitations, newsletter)
- 6 VIP passes*
- Full page ad inside back cover of program
- Logo in the following:** program, event t-shirt, VIP area banners, lanyard, on back of ID hard card, Grand Prix program and on fence at race
- Recognition in social media (Individual post with provided content (may include video, photo, graphic, offer, etc.)
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 14 Grand Prix tickets (Friday General Admission)

SUPPORTING

\$10,000

- One race team of 5
- Advance event promotion (invitations, newsletter)
- 6 VIP passes*
- Full page ad in program
- Logo in the following:** program, event t-shirt, VIP area banners, on back of ID hard card, Grand Prix program and on fence at race
- Recognition in social media (Individual post with provided content (may include video, photo, graphic, offer, etc.)
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 12 Grand Prix tickets (Friday General Admission)

TEAM

\$6,500

- One race team of 5
- 5 VIP passes*
- Half page ad in program
- Logo in the following:** program, event t-shirt, VIP area banners, name on back of ID hard card and on fence at race
- Recognition in social media (Individual post with provided content (may include video, photo, graphic, offer, etc.)
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 10 Grand Prix tickets (Friday General Admission)

KART

\$2,500

- Two (2) VIP passes*
- Logo in the following:** program and event t-shirt
- Recognition in social media (mentioned in list with other sponsors)
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 6 Grand Prix tickets (Friday General Admission)

PIT

\$1,000

- Two (2) VIP passes*
- Logo in the following:** program and event t-shirt
- Recognition in social media (mentioned in list with other sponsors)
- Photo print of drivers with donation check
- Priority wait list for individual driver spots (additional \$1,000 due to driver)
- Opportunity to include promotional material/giveaway in goodie bag delivered to all pro and amateur drivers
- 4 Grand Prix tickets (Friday General Admission)

**VIP Lounge: Pro & Amateur Driver and VIP Passes include access to the VIP Lounge with food and beverages provided.*

KART4KIDS PRO-AM 2020 SPONSORSHIP

	PREMIER	PRESENTING	SUPPORTING	VIP	TEAM	KART	PIT
	\$35,000	\$20,000	\$15,000	\$10,000	\$6,500	\$2,500	\$1,000
TOP EVENT BILLING	X	X					
ADVANCE EVENT PROMOTION (invitations, newsletters)	X	X	X	X			
PASSES TO VIP AREA	12	8	6	6	5	2	2
AD IN PROGRAM	Back Cover FP	Inside Cover FP	Back inside Cover	FULL PAGE	HALF PAGE		
LOGO IN PROGRAM	X	X	X	X	X	X	X
LOGO ON EVENT T-SHIRT	TOP BILLING	SECOND BILLING	X	X	X	X	X
LOGO ON DRIVERS SHIRT	FRONT	FRONT					
LOGO ON VIP AREA BANNERS	X	X	X	X	X		
LOGO ON HAT	X						
LOGO ON LANYARD	X	X	X				
LOGO ON ID HARD CARD	FRONT	FRONT	BACK	BACK	NAME ON BACK		
LOGO IN AD IN GRAND PRIX PROGRAM	X	X	X	X			
LOGO ON FENCE AT RACE	X	X	X	X	X		
RECOGNITION IN SOCIAL MEDIA	Logo included in K4K profile cover graphics. Individual post with provided content (may include video, photo, graphic, offer, etc.	Logo included in K4K profile cover graphics. Individual post with provided content (may include video, photo, graphic, offer, etc.	Individual post with provided content (may include video, photo, graphic, offer, etc.	Individual post with provided content (may include video, photo, graphic, offer, etc.)	Individual post with provided content (may include video, photo, graphic, offer, etc.	Mentioned in list with other sponsors	Mentioned in list with other sponsors
RACE TEAM OF 5	X	X	X	X	X		
TEAM PHOTO WITH SELECT PRO DRIVERS	X	X	X	X			
PHOTO PRINT OF DRIVERS WITH DONATION CHECK	X	X	X	X	X	X	X
PRIORITY WAIT LIST FOR INDIVIDUAL DRIVER SPOTS (additional \$1000 due to drive)	X	X	X	X	X	X	X
OPPORTUNITY TO INCLUDE PROMOTIONAL MATERIAL/GIVEAWAY IN GOODIE BAG DELIVERED TO ALL PRO AND AMATEUR DRIVERS	X	X	X	X	X	X	X
GRAND PRIX TICKETS (Friday General Admission)	20	20	14	12	10	6	4

WHEN:

Wednesday afternoon March 11, 2020
 Professional driver registration times TBA
 Official team practice to follow
 Race with awards and beverages upon conclusion

VENUE:

Turn One of the FIRESTONE GRAND PRIX OF ST. PETERSBURG at Albert Whitted Airport

CONTACTS:

Sponsorship Chairman: Bob Dikman - dikman@dikman.com
 Participant Registration: Denise Remus - Porsche81@yahoo.com
 Co-Chairman: David Bassett - dhb944t@yahoo.com
 Co-Chairman: Page Obenshain - page6532@gmail.com
 Treasurer: Charles Neilson - charles.neilson@verizon.net

Past sponsors have included more than 50 companies ranging from local family businesses in the Tampa Bay area to major Fortune 500 companies.

Past professional racing drivers have included Sebastien Bourdais and Patrick Long accompanied by:

- Seven past Indy 500 champions
- Multiple IndyCar season champions
- Past 24 hours of Le Mans, Rolex 24 Hours of Daytona and Mobile1 12 Hours of Sebring winners
- IMSA Class and Overall winners among others:

Lawson Achenbach, Marco Andretti, Sebastien Bourdais, Colin Braun, Helio Castroneves, Parker Chase, Gabby Chaves, Scott Dixon, RC Enerson, James French, Jan Heylen, Trent Hindman, Shea Holbrook, Ryan Hunter-Reay, Ed Jones, Tony Kanaan, Tommy Kendall, Jordan King, Anders Krohn, Andy Lally, Katherine Legge, Shane Lewis, Patrick Lindsey, Patrick Long, Ethan Low, Kyle Masson, Glenn McGee, Daniel Morad, Spencer Pigot, Martin Plowman, Spencer Pumpelly, Takuma Sato, Bryan Sellers, Norbert Siedler, Elliot Skeer, Jordan Taylor, Ricky Taylor, Tristan Vautier, Zach Veach, Dion Von Moltke, & Mark Wilkins, as well as FIA Ranked and IMSA Race winning amateurs Jon Bennett, Carlos de Quesada, Michael de Quesada and Jim Norman.

We have asked our professional drivers to be active on their social media leading up to, during and after the event, to extend awareness and funnel donations, and ask that our sponsors do the same. @kart4kidsproam on Twitter and Instagram and Kart4Kids Pro-Am Kart Race on Facebook.

MAKING A Difference

- 450,000+** patient visits annually
- 1,200 NICU** admissions annually
- 60%** of beds are dedicated to highly **COMPLEX CASES**
- 1,200+** **LIFELINE** critical care transports
- 182** pediatric **HEART TRANSPLANTS** to date
- 150+** **CLINICAL STUDIES** for cancer & blood disorders
- 1 VISION** shaping the future of pediatric medicine

- Never turn a child away due to inability to pay
- Home to one of the largest pediatric cancer and bone marrow transplant programs in the country
- Highest patient acuity rate of all children's hospitals in the country (Care for the sickest of the sick children)
- Sixty percent of the 259 beds are dedicated to intensive care children

