



1 City Hall Place  
Coatesville, PA 19320  
610.384.0300 ext. 3128  
[www.coatesvillegrandprix.com](http://www.coatesvillegrandprix.com)

## **2021 Event Program Advertising Specifications & Sponsor Fulfillment**

### **Program Ad Sizes – Program Trim Size 8.5” x 11”**

#### **Full Page Ad**

(8.5” x 11”) Four Color or Black & White

#### **Half Page Ad**

(7.5” x 4.875”) Four Color or Black & White

#### **Bleeds**

There are no additional charges for a full page bleed. Please build page to trim and extend any bleed 1/8” beyond the edge of trim size. Please remember to consider bleeds when creating your PDF file.

### **Artwork Submission**

**PRESS OPTIMIZED PDF.** PDF files must be high resolution (300 dpi or greater) and optimized for press. Please be sure to embed all fonts and have all graphics as CMYK when creating PDF file.

***File Requirements: Hi-Res PDF (under 8 MBs) emailed to Lisa Thomas: [info@coatesvillegrandprix.com](mailto:info@coatesvillegrandprix.com)***

For specific ad or advertorial printing/production questions, please contact:

Event Director, Lisa Thomas. [Info@coatesvillegrandprix.com](mailto:Info@coatesvillegrandprix.com)

#### **Deadlines**

**We would like your fulfillment materials early to add the company logo to our website, order trophies and include announcements on PR and social media. So don't wait for deadline to send!**

**Program Ad Material Deadline: August 15th, 2021**

## **Sponsor Levels and Fulfillment Responsibilities**

**Le Mans Sponsor: \$15,000**

- Co-naming rights for the event and inclusion of logo on all event materials
- Name/Logo on trophies
- 10' banner at Start/Finish line
- Six 2' x 4' banners at major corners along road course
- 10' x 20' tent in vendor area during Grand Prix
- Inclusion in press releases (requires early commitment)
- Name recognition on Event Website and Facebook & IG pages for one year
- Name/Logo recognition on Event Volunteer T-Shirts (over 100 volunteers), and on Staff T-Shirts
- 1-page full color ad on inside front cover of Event Program
- 2-page advertorial story in Event Program. Sponsor responsible for editorial content.
- Company Name announced throughout Grand Prix
- Up to 10 VIP passes to the VIP tent and viewing stand
- 2 VIP passes to the PrixView Party Thursday night

**Sebring Sponsor: \$10,000**

- 10' banner along track at Start/Finish line – 10' x 20' tent in vendor area during Grand Prix
- Inclusion in press releases (requires early commitment)
- Name recognition on Event Website and Facebook & IG pages for one year
- Name/Logo recognition on Event Volunteer T-Shirts (over 100 volunteers), and on Staff T-Shirts
- 1-page full color ad on back cover of Event Program
- 2-page advertorial story in Event Program. Sponsor responsible for editorial content.
- Company Name announced throughout Grand Prix
- Up to 8 VIP passes to the VIP tent and viewing stand
- 2 VIP passes to the PrixView Party Thursday night

**Mile Sponsor: \$5,000**

- 6' banner placed along start of road course
- 10' x 10' tent in vendor area during Grand Prix
- Name recognition on Event Website and Facebook & IG pages for one year
- Name/Logo recognition on Event Volunteer T-Shirts (over 100 volunteers), and on Staff T-Shirts
- 1-page full color ad on inside back cover of Event Program
- Company Name announced throughout Grand Prix
- Up to 6 VIP passes to the VIP tent and viewing stand
- 2 VIP passes to the PrixView Party Thursday night

**Checkered Flag Sponsor: \$2,500**

- 6' banner placed along start of road course
- Name recognition on Event Website and Facebook & IG pages for one year
- Name/Logo recognition on Event Volunteer T-Shirts (over 100 volunteers), and on Staff T-Shirts
- 1-page full color ad in the Event Program
- Company Name announced throughout Grand Prix
- Up to 4 VIP passes to the VIP tent and viewing
- 2 VIP passes to the PrixView Party Thursday night

**Road America Sponsor: \$1,000**

- 4' banner placed along road course
- Name recognition on Event Website and Facebook & IG pages for one year
- Name/Logo recognition on Event Volunteer T-Shirts (over 100 volunteers), and on Staff T-Shirts
- Company Name announced throughout Grand Prix
- 2 VIP passes to the VIP tent and viewing stand

**Apex Sponsor: \$500**

- 4' banner placed along road course
- Name recognition on Event Website and Facebook & IG pages for one year
- 1 VIP passes to the VIP tent and viewing stand