



GRAND PRIX OF SCOTTSDALE

SPONSORSHIP OPPORTUNITIES

GRAND PRIX OF SCOTTSDALE

ROAR INTO THE 20S

The 2nd annual Grand Prix of Scottsdale benefiting Southwest Human Development will roar through the streets of downtown Scottsdale November 4-6, 2016. This unique, stylish event celebrates Arizona-made vintage mini racers and the luxe euphoria of Roaring 1920s-era racing and craftsmanship.

For 35 years, Southwest Human Development has created a solid foundation for Arizona's children and their families. The agency serves 135,000 children and their families annually, gives away 180,000+ children's books through early literacy programs and changes the lives of young children through more than 40 programs.

Our investments in early childhood are paving the way for Arizona's future.



GRAND PRIX OF SCOTTSDALE

SCHEDULE OF EVENTS



Friday, November 4
Gatsby Under the Stars Gala

Saturday, November 5
Gatsby Lawn Party • Grand Prini Kids' Race
Grand Prix Kids' Zone

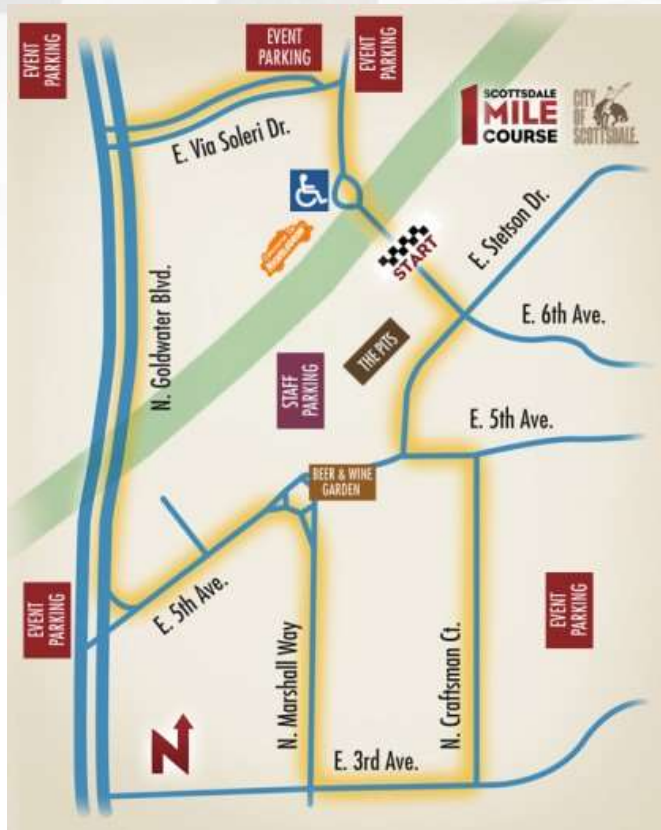
Sunday November 6
Grand Prix Race • Gatsby Lawn Party
Grand Prix Kids' Zone

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GRAND PRIX OF SCOTTSDALE

THE RACE



The Grand Prix of Scottsdale measures just under a mile and will showcase and celebrate the streets of downtown Scottsdale, weaving through the many famous shops, restaurants, art galleries and small businesses.

Forty race teams will buzz by at speeds approaching 40 mph in this timed event. The race is free and open to the public drawing tens of thousands of people into Old Town Scottsdale. Ticketed events allow for indulgence in the finer things of life.

GATSBY UNDER THE STARS GALA

FRIDAY, NOVEMBER 4



The Grand Prix kick-off event
with a 1920s theme.

This party will feature black tie or
era-appropriate dress, music, dancing,
drinking and more.

Tickets start at \$100, which includes
all the festivities, drinks and more!

Private cabana spaces available.

7 p.m. - 11 p.m.

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GATSBY LAWN PARTY

SATURDAY, NOVEMBER 5 & SUNDAY, NOVEMBER 6



This two-day event will shadow additional Grand Prix activities.

Guests will have the chance to sample numerous beers, wines and food while enjoying the weather, live music and people watching.

One-day tickets start at \$40 (for General Admission) and \$65 for VIP
12 p.m. - VIP Admission
1 p.m. - 6 p.m. General Admission

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GRAND PRIX **KIDS'** ZONE

SATURDAY, NOVEMBER 5 & SUNDAY, NOVEMBER 6



A whimsical space just for kids!

Parents can bring their kids and enjoy activities, an “Alice in Wonderland”-themed tea party, and fun.

Saturdays’ Grand Prix Kids’ Zone will feature the **Grand Prini**, a scaled-down race just for the youngsters!

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SPONSORSHIPS



SUMMARY OF OPPORTUNITIES

BE A PART OF IT ALL

The Great Gatsby \$50,000

With the power to turn dreams into reality, you are our host and honoree for the night. You are our Gatsby, man or woman, you steal the show. (Give or get, combinable with other sponsorship levels.

Roaring 20s, Title Sponsorship \$25,000

“Your name here” included on weekend long signage and promo. Maximum visibility and engagement for your brand with VIP access for your team, clients, vendors...and more!

Bootleggers, Stage Sponsorship \$15,000

Weekend-long visibility and promotion on the stage, wristbands and throughout the event. Weekend-long VIP access for your team.

Jazz Age \$10,000

Weekend-long signage, VIP access...and more!

Gold Sponsor \$5,000

Silver Sponsor \$2,500

Gatsby Sports \$5,000

All \$5,000+ sponsorships qualify one (1) individual to join this exclusive group. Separate “Sports” package available for individuals.



GATSBY SPORTS

JOIN THIS ELITE CLUB BY RAISING \$5,000 OR MORE



You will be outfitted in a one-of-a-kind jacket with a custom 2016 Grand Prix lapel pin to show you off to the room.

Join this new tradition as a founding member and receive exclusive opportunities to engage in the Grand Prix Scottsdale throughout the year.

Become a Gatsby Sport by sponsoring at a \$5,000+ level or purchasing the Gatsby Sport Package.

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INDIVIDUALS

BUSINESSES SPONSOR - PEOPLE PARTY

Gatsby Sports Package \$5,000

- One (1) driving spot on an elite Grand Prix team
- Private cabana at Gatsby Under the Stars Gala
- Induction as a founding member of the Gatsby Sports

Drive in the Grand Prix \$2,500

- One (1) driving spot on an elite team
- Two (2) VIP admissions to Gatsby Under the Stars Gala, Gatsby Lawn Party, Pit Row, Dine and Drive Breakfast, Awards Celebration...plus more!

Private Cabana for Gatsby Under the Stars Gala \$1,500

- VIP admission and private space for six (6)
- Bottle service and premium food access



THE GREAT GATSBY

THERE CAN ONLY BE ONE

“Who said money can’t buy happiness?”

Fabulously wealthy, host of lavish parties, optimistic, romantic and one of a kind. You are our host and honoree for the night. You are our Gatsby, man or woman, you steal the show. You will be the first of many and an idealization of class, charity and goodwill for your fellow man.

Sponsorship is a \$50,000 “give or get” commitment with a minimum give of \$25,000.

From the moment you accept this mantle, you will have the power to transform dreams into reality. You will be given every opportunity to come behind the scenes and engage with the Grand Prix of Scottsdale on any level you choose. As Gatsby you will be a race team owner with the opportunity to oversee your custom car being built while recruiting and training your race team.

When race weekend comes, you will be our man of the hour. Don your new tuxedo for the Friday night, 1920s-themed black tie Gatsby Under the Stars gala. Hop into your UberBLACK executive car - bypass the lines and party in your private VIP booth with bottle service. When the party is at its highest - everyone will stop and turn to you - the man who made it possible. This is your chance to present a toast to the crowd. Sixteen of your closest friends will be with you along the way!



THE GREAT GATSBY

THERE CAN ONLY BE ONE

At the end of it all, you will see your name memorialized on the streets of Scottsdale next to the winner of the 2016 Grand Prix of Scottsdale. Will you also be the one who wins the race?

- Immortalization on the Grand Prix plaque
- One (1) VIP booth for eight (8) people at the Gatsby Under the Stars Gala
- Sixteen (16) VIP passes to the Gatsby Under the Stars Gala, Gatsby Lawn Party and Pit Row
- Feature in press, publications, social media and other media opportunities
- One (1) race team (See Grand Prix Race Packages, \$10,000+ value)
- Four (4) race track banners
- Wave the start/checkered/yellow flag for race
- One (1) tuxedo or gown and one (1) night stay at a select Scottsdale hotel
- UberBLACK transportation to and from the Gatsby Under the Stars gala and opportunity to present a toast at the party



ROARING 20s

\$25,000 TITLE SPONSORSHIP

Title Sponsor for Gatsby Under the Stars Gala and Gatsby Lawn Party - \$25,000

- Name as Title Sponsor for the Gatsby Under the Stars Gala and Gatsby Lawn Party
- Prominent placement on event badge
- One (1) VIP booth for eight (8) people during the Gatsby Under the Stars gala
- Sixteen (16) admission tickets for the Gatsby Under the Stars gala
- Sixteen (16) VIP badges for the Gatsby Lawn Party
- Prominent logo on step-and-repeat banner and event badge
- Company featured on website, social media and event invitation
- One (1) full-page ad in race weekend publication
- Four (4) race track banners
- One (1) 10' x 20' tent space at Gatsby Lawn Party
- On-mic mentions all weekend long
- One "Gatsby Sport" membership



BOOTLEGGERS

\$15,000 STAGE SPONSORSHIP

Stage Sponsor for Gatsby Under the Stars Gala and Gatsby Lawn Party \$15,000

- Name as Presenting Sponsor on all communications for the Gatsby Under the Stars Gala and Gatsby Lawn Party
- One (1) VIP booth for eight (8) people during the Gatsby Under the Stars Gala
- Eight (8) VIP badges for the Gatsby Lawn Party
- Logo on step-and-repeat banner and badge lanyards
- Four (4) race track banners
- One (1) full-page ad in race weekend publication
- One (1) 10' x 20' event space during Gatsby Lawn Party
- On-mic mentions all weekend long
- One (1) "Gatsby Sport" member



JAZZ AGE

\$10,000 F SCOTT FITZGERALD SPONSORSHIP

**F Scott Fitzgerald Sponsor for Gatsby Under the Stars Gala and Gatsby Lawn Party
\$10,000**

- One (1) VIP booth for eight (8) people during the Gatsby Under the Stars Gala
- Eight (8) VIP badges for Gatsby Lawn Party
- Logo on step-and-repeat banner
- Four (4) race track banners
- One (1) full-page ad in Grand Prix day-of publication
- One (1) 10' x 20' event space for activation during Gatsby Lawn Party
- On-mic mentions all weekend long
- One (1) "Gatsby Sport" member



GATSBY UNDER THE STARS GALA

PICK ONE

\$5,000 GOLD SPONSOR

- One (1) VIP booth for eight (8) people
- Eight (8) VIP admission tickets
- Logo on step-and-repeat banner
- Company featured on website, social media and event invitation
- Logo inclusion in race weekend publication
- Four (4) race track banners
- One (1) “Gatsby Sport” member

\$2,500 SILVER SPONSOR

- One (1) VIP booth for eight (8) people
- VIP admission for eight (8) people to event
- Company featured on website, social media and event invitation
- Logo inclusion in race weekend publication
- Two (2) race track banners

GATSBY LAWN PARTY

PICK ONE

\$5,000 GOLD SPONSOR

- VIP admission for sixteen (16) to event
- Logo on step-and-repeat banner
- Company featured on website, social media and event invitation
- Logo inclusion in race weekend publication
- Four (4) race track banners
- One (1) 10' x 20' tent space for activation and product giveaway
- One (1) "Gatsby Sport" member

\$2,500 SILVER SPONSOR

- Admission for sixteen (16) people to event
- Company featured on website, social media and event invitation
- Logo inclusion in race weekend publication
- Two (2) race track banners
- One (1) 10' x 10' tent space for activation and product giveaway

GRAND PRIX OF SCOTTSDALE

NOVEMBER 4-6, 2016

David Reno

Corporate Relations Manager

(602) 224-1758 office

(602) 769-3958 cell

DReno@swhd.org

Jake Adams

Chief Development Officer

(602) 224-1743 office

(602) 616-3079 cell

JAdams@swhd.org



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