



# **CHECKERED FLAG BALL**

**SATURDAY,  
OCTOBER 5, 2024**

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**SPONSORSHIP OPPORTUNITIES**



**CHECKEREDFLAGCHALLENGE.ORG**

Checked Red Flag Challenge Is A 501(C)(3) Nonprofit Organization

# HELP DRIVE PONTIAC FORWARD

The 4th Annual Checkered Flag Ball revs up at MI Concourse on Saturday, October 5, 2024. Presented by Checkered Flag Challenge, the philanthropic arm of MI Concourse, this epic fundraising event will support *MI Mobility* – an initiative in partnership with Pontiac Community Foundation to provide transportation solutions that connect Pontiac residents with essential community services and programs.

Checkered Flag Ball is a highlight of MI Concourse's signature event, American Speed Festival. We invite you to join us for an unforgettable evening as we celebrate the world of elite motorsports and present the 2024 Master of Motorsports Award. Past legendary honorees include Jim Hall, Peter Brock, Johnny O'Connell, and Ford Performance.

## WHEN

Saturday, October 5, 2024

## WHERE

MI Concourse Event Center  
45399 Woodward Avenue  
Pontiac, MI 48341

## INFORMATION

Lydia Gauzer, *Director of Events*  
248.396.3964

Lydia@CheckeredFlagChallenge.org  
CheckeredFlagChallenge.org



In 2021, Checkered Flag Challenge and Pontiac Community Foundation created a joint initiative called *MI Mobility* to address transportation on a systemic level in the City of Pontiac. *MI Mobility*, now in operation for more than a year, is sought after as a critical partner for community organizations, programs, and residents. The goal of *MI Mobility* is to **ensure all residents in the City of Pontiac have equitable access to transportation, especially children, families, and seniors in the community.**

Transportation is one of the most critical issues facing residents in the City of Pontiac, **where over 17% of households have no access to a vehicle.** This issue regularly limits Pontiac residents the ability to travel and meet their most basic needs including: doctor's appointments, accessing healthy foods and grocery stores, professional careers, and even limiting the ability for city youth and seniors to participate in programs, activities, and skills building.

*MI Mobility* currently serves as a hub for transportation resources in the city, as well as operates a fleet of shuttle vehicles, **providing direct support for community members and organizations.** The initiative currently boasts partnerships with local organizations such as: Accent Pontiac, Center for Success, City of Pontiac Senior Centers, Dream Centers of Michigan, Identify Your Dream Foundation, Oakland University, Sheriff PAL, and a host of others. **MI Mobility has provided more than 9,300 rides to Pontiac residents since its inception.** Your support and partnership helps DRIVE PONTIAC FORWARD!







## 2024 SPONSORSHIPS

	<b>CHAMPION</b> \$50,000	<b>AFTERGLOW</b> \$25,000	<b>GOLD</b> \$20,000	<b>SILVER</b> \$12,500	<b>BRONZE</b> \$5,000
<b>Checkered Flag Ball</b>	Two Premier Tables of Ten (10) Guests	One Premier Table of Ten (10) Guests	One Premier Table of Ten (10) Guests	One Premier Table of Ten (10) Guests	Four (4) Premier Tickets
<b>MI Circuit Track Experience</b>	Ten (10) Guests	Eight (8) Guests	Six (6) Guests	Four (4) Guests	Two (2) Guests
<b>American Speed Festival</b>	Ten (10) Club MI VIP Tickets	Eight (8) Club MI VIP Tickets	Six (6) Club MI VIP Tickets	Four (4) Club MI VIP Tickets	Two (2) Club MI VIP Tickets
<b>AfterGlow</b>	Twenty (20) Additional Tickets	Fifteen (15) Additional Tickets	Ten (10) Additional Tickets	Six (6) Additional Tickets	Two (2) Additional Tickets
<b>Logo Exposure</b>	Prominent logo exposure throughout the event, including video screens and program				
<b>Online Exposure</b>	Logo placement on MI Concourse and event websites				
<b>PR &amp; Social Media Exposure</b>	Premier exposure in event promotion and communication, including press releases, printed materials, and social media spotlights				
<b>Logo &amp; Branding Exposure</b>	Logo on step and repeat banner for photos				
	Opportunity to be included in the video segment for the presentation				
	Primary billing as a presenting sponsor				

In Kind Sponsor - Please inquire about additional opportunities

### MI CIRCUIT TRACK EXPERIENCE

SEPTEMBER 2024

As a sponsor, you are invited to an exclusive signature driving experience at MI Concourse. You and your guests will power through the 11 turns and different elevations of the thrilling 1.5-mile MI Circuit. This pre-event will be held in September 2024, with more details to follow.

### AMERICAN SPEED FESTIVAL

OCTOBER 4-6, 2024

ASF combines some of the most renowned brands in automotive performance history. Everything from Vintage Indy cars, historic stock cars, to endurance and modern-day supercars will be on the MI Circuit. This is a rare opportunity to experience race cars in motion from every era.

### INDIVIDUAL TICKETS

#### Premier Ticket

\$1,000

Includes Premier Seating, Acknowledgment in Event Program, Cocktail Reception, Dinner and AfterGlow.

#### General Ticket

\$500

Includes Cocktail Reception, Dinner and AfterGlow.



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## SPONSORSHIP CONFIRMATION

### MAIL TO

Checkered Flag Challenge  
Attn: Lydia Gauzer  
280 Daines Street, Suite 300  
Birmingham, MI 48009  
Phone: 248.326.9982

### EMAIL TO

Lydia Gauzer  
Lydia@  
CheckeredFlagChallenge.org

### PLEASE PRINT

Organization Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Ext \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_

### CONFIRMATION LEVELS

Please see the 2024  
Checkered Flag Ball  
Sponsorship Opportunities  
Menu for more information.

SPONSORSHIP	QUANTITY	PRICE EACH	TOTAL
Champion Sponsor		\$50,000	\$
AfterGlow Sponsor		\$25,000	\$
Gold Sponsor		\$20,000	\$
Silver Sponsor		\$12,500	\$
Bronze Sponsor		\$5,000	\$
I am unable to attend but would like to donate:			\$
<b>Grand Total</b>			<b>\$</b>

### PAYMENT OPTIONS

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

### CREDIT CARD

Name on Card \_\_\_\_\_ CVV \_\_\_\_\_

- Personal Credit Card
- Business Credit Card

Signature \_\_\_\_\_

- Visa  Mastercard
- American Express
- Discover

### CHECK

Enclosed is my check for \$ \_\_\_\_\_  
Please make checks payable to Checkered Flag Challenge.

- Please send me an invoice

### RECOGNITION

Company Name (written and verbal recognition) \_\_\_\_\_

Company URL \_\_\_\_\_

Social Media Handles (Facebook, Instagram, LinkedIn, Twitter) \_\_\_\_\_

All Sponsorship Confirmations  
are due no later than August 1, 2024.

Please attach your company logo on a transparent background (eps. preferred) with sponsorship submission.  
**Please note:** Sponsorship benefits are time-sensitive, and printing deadlines must be met.





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