



2025 Sponsorship Application and Contract

Company Name: _____

Company Mailing Address: _____

City: _____ State: _____ Country: _____ Zip Code: _____

Contact (First / Last): _____

Contact (Title): _____

Signature: _____ Date: _____

Phone Number: _____ E-mail Address: _____

Select your Sponsorship (see details on back):

Diamond Sponsor \$15,000 Qty: 2

Co-Sponsor / Reception

Platinum Sponsor \$10,000 Qty: 4

Please select one of the following:

Stationary Sponsor (Storage Clipboards, Notepads & Pens) (Cost \$2500)

Lanyards (Cost \$350)

Lunch 11/11

Lunch 11/12

Breakfast & Breaks

Gold Sponsor \$7,500 Qty: 4

Please select one of the following:

Key Cards

Catchbox

WiFi

Hotel Room Drop (\$4 per room ~480)

Registration*(bundle w/ lanyards for a discount)

Silver Sponsor \$5,000 Qty: 17

6'x18' Exhibitor Tabletops Only \$3,000 Qty: 11

Total Sponsorship/Exhibit Space Investment: \$ _____

Questions? Contact Sara Kemerer – SKemerer@gardnerweb.com or 1-513-527-8800



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ALL SPONSORSHIPS INCLUDE:

- 6'x30" tabletop in the Great Hall
- Company Listing in program
- Complete attendee list 2 weeks post-event
***This list will only include contact information from attendees who have opted in to share their details with sponsors*
- Logo on printed and digital signage
- Logo on conference webpage
- Logo included on the registration brochure, distributed to MMS audience
- Two conference registrations

2 Available at \$15,000

DIAMOND SPONSOR

Co-sponsor/reception which includes:

- Prominent signage throughout the reception space
- Logo on napkins and table tents at the reception
- Logoed giveaway presented to interactive game winners of Pit Crew Challenge and Race Car Simulators

Full page ad in conference program

2 Great Hall panel digital ads

Announce winners of sponsored reception activation

4 Available at \$10,000

PLATINUM SPONSOR

Half-page ad in conference program

Exclusive sponsorship of one of 5 conference items:

- Stationary Kit:** Branded storage clipboard, branded notepads, and pens
- Lanyards:** fully custom, 4-Color lanyard design. Must include event logo
- Lunch 11/11:** Prominent signage during lunch and branded napkins
- Lunch 11/12:** Prominent signage during lunch and branded napkins
- Breakfast & Brunch:** Prominent signage during breakfast and branded napkins

4 Available at \$7,500

GOLD SPONSOR

Exclusive sponsorship of one of 5 conference items:

- Registration:** Includes a banner ad on the registration form, logo on the registration page of the website, and banner ads in all the confirmation emails. ***Bundle this with lanyards to create the ultimate branding opportunity for \$15,000 and save \$2500
- Catchbox Microphone:** Mic up anyone in the room with the Catchbox Cube Microphone. Instead of mic runs, the Catchbox microphone is light enough to be thrown around the auditorium. The wrap would be fully customizable to your brand.
- WiFi:** Customize the password and splash page to your brand
- Keycards:** Receive brand exposure well beyond the boundaries of the NASCAR HOF when you put your company's message directly on a custom-designed hotel key card, distributed to anyone booked within the event group block.
- Hotel Room Drop:** Sponsor will be the only room drop they receive that day (with exception of other event items). Price does not include room service. **SOLD** *Event Management will coordinate logistics with the venue, deliver materials to hotel and ensure deliveries are distributed on schedule.*

17 Available @ \$5,000

SILVER SPONSOR

Includes standard sponsor benefits list above

11 Available at \$3,000

**EXHIBITOR TABLETOPS ONLY

6'x18" tabletop space on the Glory Road in the Great Hall exhibit room

One conference registration

- ***Excludes sponsorship benefits outlined above
- ***Does not include attendee list

TERMS AND CONDITIONS

Acceptance of this application by Gardner Business Media constitutes a contract. Sponsor agrees to pay amount indicated as determined by GBM. Invoices will be mailed upon receipt with payment terms indicated. GBM reserves the right to limit the number of sponsorships and to withdraw or not fulfill sponsorship terms if the sponsorship payment is not received. GBM must receive notice of cancellation of sponsorship in writing. No refunds will be made after receipt of payment. By signing this contract, sponsor agrees to abide by contract terms and conditions as outlined above.