THE Morgan Adams FOUNDATION
Funding Kids' Cancer Research

Race Against Kids' Cancer
RMVR
To Benefit The Morgan Adams Foundation

RMVR
ROCKY MOUNTAIN VINTAGE RACING

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PLEASE JOIN US FOR THE RACE AGAINST KIDS' CANCER!

Race Against Kids' Cancer is an exhilarating weekend of vintage car racing that benefits The Morgan Adams Foundation, an organization raising money and awareness for kids and teens with cancer. The race weekend includes 2 days of vintage racing, opportunities for spectators to purchase track ride-alongs, and/or learn alongside Pro Racers in the classroom or on the track.

The Rocky Mountain Vintage Racing Club of more than 500 members partnered with The Morgan Adams Foundation 14 years ago to make this race weekend possible. To date, the club has funded over $2 million dollars for pediatric cancer research and The Morgan Adams Foundation has donated over $10 million dollars to funding research and treatmentoptions.

The Race Against Kids' Cancer event will take place August 3–4, 2024 at High Plains Raceway in Byers CO.

To learn more about the event, please visit www.raceagainstkidscancer.org

Event Details

- Largest vintage motorsports race in the Rocky Mountain Region
- Over 150 cars on the grid each year for the past 5 years
- Racers tow in from an average of 9 states beyond Colorado every year
- Among the largest annual race at High Plains Raceway every year since inception
- Spectators and other car clubs rally out to watch the races
- Over 85% of registered drivers actively support the charity element of the event by fundraising or contributing to the philanthropic work of the weekend

Why Partner With Us

- Showcase your brand in front of active and passionate motor sports and automotive enthusiasts
- Build a long-term partnership that will help establish and support customer loyalty and aid in reinforcing familiarity buying patterns
- Create authentic community engagement opportunities
- Strengthen your brand by partnering with us to take a stand against childhood cancer

Race Against Kids' Cancer Sponsorship Opportunities

We invite your organization to consider sponsoring The Race Against Kids' Cancer!

PRESENTING SPONSOR $25,000

- Individual signage along starting grid, at Driver's Registration, and the opportunity to place branded race flags at The Morgan Adams Foundation tent
- One 50-word corporate profile featured at the top of the sponsors page of the website
- Race Weekend Recognition announcements in Paddock Area
- Business Logo included on Race Entrance Signage as Presenting Sponsor
- Logo and link on RAKC website with premier placement
- Logo branded as Presenting Sponsor on event promotional materials and communications (eblasts)
- 10x10 Vendor Tent/Table Space in Paddock Area
- Race Registrant Promo Opportunities
- Name on VeeVergnugen Beer Stein

CHECKERED FLAG SPONSOR AT $10,000

- One 25-word corporate profile featured on the sponsors page of the website
- Individual signage along starting grid and at Driver Registration
- Race Weekend Recognition announcements in Paddock Area
- Business Logo included on Race Entrance Signage
- Logo and link on RAKC website with preferred placement
- Logo included on event promotional materials and communications (eblasts)
- 10x10 Vendor Tent/Table Space in Paddock Area

GREEN FLAG SPONSOR AT $5,000

- Individual signage along starting grid
- Race Weekend Recognition announcements in Paddock Area
- Business Logo included on Race Entrance Signage
- Logo and link on RAKC website
- Logo included on event promotional materials and communications (eblasts)
- 10x10 Vendor Tent/Table Space in Paddock Area

PACE CAR SPONSOR $2,500

- Business Logo on hood of Pace Car, when applicable
- Race Weekend Recognition announcements in Paddock Area
- Business Logo included on Race Entrance Signage
- Logo and link on RAKC website
- Logo included on event promotional materials and communications (eblasts)
- 10x10 Vendor Tent/Table Space in Paddock Area

PIT STOP SPONSOR $1,500

- Race Weekend Recognition announcements in Paddock Area
- Business Logo included on Race Entrance Signage
- Logo and link on RAKC website
- Logo included on event promotional materials and communications (eblasts)
- 10x10 Vendor Tent/Table Space in Paddock Area

Other Sponsorship Information

- Sponsor benefits may be customized to meet your unique needs and goals.
- Additional benefit possibilities include provisions of product/service to Morgan Adams Foundation ambassadors in cancer treatment or recovery and exploring brand ambassador possibilities for your company.
- We can also provide you with tailored information so you can leverage story sharing platforms to educate audiences and detail the impact you make possible.
- For in-kind contributions, please feel free to call us to inquire about sponsorship levels.

All Race Against Kids' Cancer Sponsorships will be included in the **Motorized Madness Remote Control Media Day Challenge** that takes place at Children's Hospital Colorado in early July. This remote-control car event is a fun-filled event where everyone is racing for smiles. Car Racers are part of a four-person team (Front Range media icon, a local race car driver, one of our amazing community sponsors, and a pediatric cancer patient.)

MOTORIZED MADNESS
MEDIA CHALLENGE

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SPONSORSHIP COMMITMENT FORM

Race Against Kids' Cancer Event Sponsorship
Sign-up Deadline is July 12, 2024!

This form must be completed to receive proper recognition.	
Contact First & Last Name:	
Company Name:	
Address:	
Email:	Phone:
Payment: ☐ Check ☐ Visa ☐ Mastercard ☐ AMEX	

YES! I will show my support for the Race Against Kids' Cancer Event by purchasing a:	
☐ Presenting Sponsor $25,000 ☐ Checkered Flag Sponsor $10,000 ☐ Green Flag Sponsor $5,000	☐ Pace Car Sponsor $2,500 ☐ Pit Stop Sponsor $1,500
☐ Our company will also provide additional support in form of auction items or prizes for driver fundraising incentives. Description of Item(s):	

In order to have your logo on the race day event SWAG, it must be sent to Justine@morganadamsfoundation.org no later than June 28, 2024.

Race Against Kids Cancer is part of The Morgan Adams Foundation, an organization dedicated to pursuing and funding more effective treatment options for kids and teens battling cancer.

This form is a receipt for your donation. Please retain for your records.
TAX ID# 20.0165051 Charitable Solicitation # 20053007563