



# SPONSORSHIP

## of the 2017 Race Series

### About the Magnolia Soap Box Derby

The second Saturday of April brings out the competitor in everyone as teams of homemade soap box racers vie to be named the fastest or most creative car in a thrilling race down the steep hill of Magnolia

Street, beside the College Hill Corridor's beautiful Washington Park in one of InTown Macon's friendliest neighborhoods. Coupled with the park's inviting early-spring blossoms and great live music, the derby not only brings out competitors but thousands of spectators and fans who also enjoy a full day in the park with picnics and pets. On-site local vendors and food trucks will be available for those who prefer to picnic without packing. Always family-friendly, the Magnolia Soap Box Derby is full of activities for children, including the Big Wheel Race, bouncy house, and most recently, the addition of the Gravity Racing Challenge, a S.T.E.M.-based initiative inviting high school students from all seven of Macon-Bibb's high schools. It's a springtime afternoon of wholesome, old-fashioned fun while we celebrate feats of speed, science, creativity and community in historic downtown Macon, Georgia. Racers and race fans of all ages are invited to participate in one of Macon-Bibb's best action events - the Magnolia Soap Box Derby on Saturday, April 8, 2017.

Follow us on facebook, twitter, and instagram. For more information about attending the event, building a car, or sponsorship, contact us at [magnoliasoapbox@gmail.com](mailto:magnoliasoapbox@gmail.com)

Register your sponsorship at [magnoliderby.com](http://magnoliderby.com)

#### PIT ROW SPONSOR (\$250)

- 2 t-shirts (if desired)
- Name on all t-shirts
- Fliers in prize bags for participants (provided by sponsor)

#### PACE CAR SPONSOR (\$500)

- 4 t-shirts (if desired)
- Name on all t-shirts
- Logo on all print marketing for event
- Fliers in prize bags for participants (provided by sponsor)
- Placement as official sponsor for all interview spots

#### WINNERS CIRCLE SPONSOR (\$1000)

- 10 t-shirts (if desired)
- Logo on all t-shirts, posters, and print marketing for event
- Fliers in prize bags for participants (provided by sponsor)
- Placement as official sponsor for all interview spots
- Banner at event, if provided
- Permission to display/distribute samples at event
- Recognition & link on websites

#### INFIELD SPONSOR (\$1,500)

- 15 t-shirts
- Logo on all t-shirts, posters, and print marketing for event
- Logo drawn at start line and finish line by local artist on the day of event
- Fliers in prize bags for participants (provided by sponsor)
- Placement as official sponsor for all interview spots
- Banner at event, if provided
- Permission to display/distribute samples at event
- Premium recognition & links on websites
- Social media recognition

#### VICTORY LAP SPONSOR (\$2,500)

- Logo on 75-100 television spots
- All of the above

#### GRAND PRIX SPONSOR (\$5,000)

- Naming rights to one of the three races
- All of the above

**In-kind sponsorship** proposals will be confirmed at value established by MSBD leadership in consultation with sponsor. All sponsors will have access to our **Sponsor Tent**. Tent access will include t-shirt pickup, light refreshments, and a prime viewing area for the race. More details to come.