



# Patron Packages Overview

Colorado Karting Tour | 2021

## Supporting CKT: Making an Impact!

The Colorado Karting Tour wishes to thank you for considering the Patron Package options available to racers for the coming season. As a 501c3 Non-Profit organization, CKT is powered by the support, participation, and enthusiasm of community members and regional partners. Largely an organization run by the efforts of volunteers, each contribution furthers our ability to staff, facilitate, and operate outstanding kart racing events across the Rocky Mountain Region.

Patrons of CKT are placed in front of a passionate, targeted, and engaged community that is comprised of families, small business owners, and members of a variety of industries.

Within this document is an outline of patron package opportunities available, and associated benefits included with each. Additionally, CKT is always open to innovative methods of patron partnership.



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## Platinum Patron Packages

### Presenting Partner

Presenting partnership is an exclusive, season-level sponsorship. Included in this package are:

1. Exclusive sponsorship / naming rights to the season
2. Top-billed Platinum Sponsor status on CKT website
3. Co-branded logo placement on all CKT printed and digital media
4. Co-branded logo placement on all CKT apparel
5. Patron's banner displayed at each event
6. Distribution of media at event Registration
7. Co-branded logo placement on all CKT end-of-season awards
8. Reserved booth/pit spot for patron organization at each event
9. 4 Admission tickets to each race event
10. 4 VIP tickets to the end-of-season banquet

As the premier patron option with CKT, this donation level is subject to coordination with CKT directly – contact [colokarting@gmail.com](mailto:colokarting@gmail.com) to initiate a discussion with us!

Starting from \$5,000

### Awards Patron

Awards patron packages are designed for partners of The Colorado Karting Tour that wish to make their support known to members in a permanent manner – by being featured on awards, trophies, or other symbols of recognition and achievement! Included in this package:

1. Platinum Sponsor status on the CKT website
2. Prominent logo placement on all CKT apparel
3. Prominent logo placement on all printed and digital media
4. Top-billed logo placement on all CKT end-of-season awards
5. Patron's banner displayed at each event
6. Distribution of media at event Registration
7. 4 Admission tickets to each race event
8. 4 VIP tickets to the end-of-season banquet

On-site distribution of associated media for patron at each CKT event.

Donation Level: \$2,250

### Banquet Presentation Patron

The banquet presentation patron package is designed for supporting partners that wish to be featured in front of an engaged, excited audience at the year-end championship awards banquet. Features of this package include:

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1. Platinum Sponsor status on the CKT website
2. Prominent logo placement on all CKT apparel
3. Prominent logo placement on all printed and digital media
4. Logo placement on event invitations, table decorations, and included in giveaways where applicable.
5. “Brought to you by ...” naming of the end-of-season Banquet.
6. Patron’s banner displayed at the banquet as a backdrop to the presentation stage
7. Patron Presentation to Banquet attendees and “swag giveaways”
8. 4 VIP tickets to the end-of-season banquet

Donation Level: \$1,750

## Rookie of the Year Patron

Designed with the passionate racing enthusiast in mind, the Rookie of the Year patron package is an excellent option for an organization that wishes to support up-and-coming racers within The Colorado Karting Tour.

Each patron may also elect to have their logo or organization featured on Rookie of the Year jackets at the end of each championship season. Lastly, (4) VIP tickets to the year end awards banquet will be made available to the patron.

1. Platinum Sponsor status on the CKT website
2. Prominent logo placement on all CKT apparel
3. Prominent logo placement on all printed and digital media
4. Exclusive naming rights and logo placement on the CKT Rookie of the Year award.
5. Patron’s logo prominently displayed on the Rookie of the Year jacket.
6. Patron’s banner displayed at the end-of-season banquet
7. 4 VIP tickets to the end-of-season banquet

Donation Level: \$1,000

## Gold Patron Packages

### Corporate / Event Sponsor

Looking to have your organization featured as an interactive experience at a race event? The Corporate event sponsor package is for you! Corporate sponsors are the featured sponsor of the event and have a persistent presence throughout all aspects of the event. Like NASCAR’s “Coca-cola 500”, or the “Rolex 24 hours of Daytona”, we can host YOUR event.

1. Exclusive naming rights to the event
2. Top-billed Gold Sponsor status on CKT website
3. Co-branded logo placement on all CKT printed and digital event media

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4. Top-billed logo placement on all printed and digital event materials
5. Patron's banner prominently displayed at the sponsored event
6. Reserved priority pit spot for patron's use at the event
7. Distribution of patron's media at event Registration
8. Co-branded logo placement on unique event-specific awards
9. 4 Admission tickets to the sponsored race event

Donation Level: \$1,500

## Class Sponsor

The Class Sponsor package is a fantastic option for organizations or individuals that may wish to sponsor a particular category, making a durable impression across the season. Class patrons are presented with the opportunity for inclusion of patron's logo on all partnered media, as well as race-day announcements, schedules, and The Colorado Karting Tour website and online outlets.

Premium Sponsorship:

1. Exclusive sponsorship / naming rights to the class
2. Logo stickers on all class entrant karts.
3. Gold sponsor status on CKT website
4. Benefits of the Standard

Standard Sponsorship:

5. Naming / logo placement on CKT printed and digital media
6. Silver Sponsor status on CKT website
7. 2 Admission tickets to each race event

Donation Levels: Premium - \$500; Standard - \$250

## Pole Position Award

12 classes at 9 race events = 108 pole position awards! 108 opportunities to have your organization associated with winning performances. Included in this package:

1. Exclusive naming rights to the pole position award
2. Organization-branded stickers for each pole award recipient
3. Distribution of media with each pole award as appropriate

Donation - \$500

## Hard Charger Award

Every race day event recognizes the competitor that has improved their position the most. This is awarded to the individual that has made the most passes\* in their pre-final and final races. Included in this package:

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1. Exclusive naming rights to the Hard Charger award
2. Organization-branded awards for each recipient
3. Distribution of media with each Hard Charger award as appropriate

\*- Passes are defined as the percentage difference of the field overtaken during the race, without incurring a penalty, in a field of 4 or more.

Donation - \$500

## Silver

The silver patron package is for those that want to make an impacting contribution, but are not sure where to direct it. For many, the silver patron level is relayed to them as a contribution which will directly impact the ability of CKT to conduct race day operations. From radios, to staffing requirements including travel, consumables, or operational equipment, the silver patron package allows contributors to directly see the impact of their donations.

Donation Level: \$250

## Member Patron

Designed for members of the Colorado Karting Tour, the member patron package allows racers or family members to contribute to the continued success of CKT through modest financial contributions. With this member patronage donors may receive recognition at the year-end awards banquet, as well as right to distribute patron's promotional items at CKT events (usually small business-related items).

Donation Level: Starting at \$50

## How To: Supporting The Colorado Karting Tour

If one of the above patron packages looks like the right fit for you or your organization, please reach out to us via email to initiate the donation process and kick-start recognition of you or your organization via the opportunities laid out in the relevant package. Through your patronage, CKT can continue to support the Colorado kart racing community in a safe, thorough, and strengthened manner. All donations are tax deductible, and will be documented as such by our treasurer team upon submission of patron donation. Email us at: [colokarting@gmail.com](mailto:colokarting@gmail.com). Payment methods accepted include check, card, or PayPal.

- Checks should be made out to “Colorado Junior Karting Club” or “CJKC,” and can be mailed to:



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