



Pikes Peak International Hill Climb Sponsorship Opportunities



Entropy Racing has entered 3 Electric Vehicle Sports Racers ([EVSR](#)) in the 2015 [Pikes Peak International Hill Climb](#), the Race to the Clouds. We have 3 experienced Championship winning drivers, including 2 time LeMans winner and Pikes Peak winner Rick Knoop, 5 time US Rally Champion Tim O'Neil, and US Rally Champion Wyatt Knox. Entropy Racing and EVSR are poised for a competitive finish in the electric class as well as a strong overall finish. The Sponsorship Opportunity Outlines begin on page 3.

Pikes Peak International Hill Climb consistently garners extensive television and print media coverage, not just on race day but continuing well beyond in the form of persistent internet media. For example, YouTube videos highlighting the event are watched by millions (7.5 million views for the top 15 videos of the 2014 race). The popularity and the public's perception that Pikes Peak represents the ultimate Hill Climb challenge, draws a diverse set of big-name sponsors. The media coverage in 2015 will be even more extensive thanks to the addition of automotive coverage giant GTChannel. EVSR has its own [YouTube channel](#) with extensive in-car footage as well.

Partnering with EVSR at Pikes Peak is a rare opportunity. First and foremost, we are demonstrating cutting edge Green Technology at an international event. EVSR and Entropy Racing will likely be the only team with 3 identical fully electric cars, thus attracting more

interest to our team and our sponsors. Couple that with our formidable driver lineup and you have a winning promotional opportunity that cannot be matched anywhere in the paddock. Tim O'Neil in car #83 is a 5 time US rally champion, 5 time Pikes Peak veteran and the 1991 Overall Hill Record holder at the Mount Washington International Hill Climb. O'Neil currently holds the Mount Washington record for fastest electric car, set in 2014, in our EVSR. Rick Knoop is in car #82, and has won his class at the 24 Hours of LeMans twice as well as a class win in 2012, and a second place in 2014 at Pikes Peak. The pilot of our #84 car is Wyatt Knox -- although relatively young, Wyatt has racked up an impressive list of international competition finishes, as well as winning the 2011 Two Wheel Drive Rally America Championship.

Electric racing cars have become a very significant part of the Pikes Peak International Hill Climb. The following is a quote from the PPIHC website preceding the 2014 race:

Electric autos are becoming the new sensation on the mountain as well. There are no less than eight entries in the division this year, including Robby and Jeri Unser.

The international popularity of the race is underscored again this year by the presence of competitors from Japan, Hungary, New Zealand, Great Britain, France, Italy, Luxembourg, Australia, Mexico, Germany, the Czech Republic, Russia and Canada,

The Pikes Peak International Hill Climb is the second oldest motorsports race in America and a long-standing tradition in Colorado Springs and the Pikes Peak Region. The race is run on a 12.42 mile (and now fully-paved) course with 156 turns that begins at 9,390 feet and finishes at the 14,110 foot summit of America's Mountain.

The race is changing rapidly, and its future now without a ceiling. The paving has attracted a roster of dynamic and speedy autos and motorcycles never seen on the Peak before. Records will fall rapidly and global interest is mounting fast.

The sponsorship opportunities outlined below are an excellent way for your company to partner with Entropy Racing and EVSR. We invite you to enjoy the marketing benefits that come from associating your company and products with an innovative, cutting-edge, and green motorsport team with 30 years' experience. These sponsorships represent modest marketing investments that will return marketing gold.

Entropy Racing and EVSR always provide added value and visibility for our partners and sponsors. We update our [social media](#) regularly and keep our followers informed with timely email updates. EVSR gets maximum exposure at events we are involved in. EVSR has purchased prominent paddock space for the PPIHC and prime display space at [Fan Fest](#) as well. We will have a professional display at Fan Fest and the paddock, with exciting video's running, usually powered by the EVSR's! Examples of our display can be found on the last page. Fan Fest will officially kick off the 93rd Pikes Peak International Hill Climb. Held in Downtown Colorado Springs, it is an outdoor public event spanning 7 blocks with an estimated attendance of 35,000.

The following is a menu of sponsorship packages available. The EVSR marketing team will work closely with you to custom tailor any of these Sponsorship Opportunities to fit your needs:

1. EVSR Exclusive Team Sponsor (Only one sponsorship available): **\$300,000**

Your company's brand displayed to best advantage. Complete, prominent message across all 2015 PPIHC EVSR entries, both transport trailers, and all media mentions. Due to the exclusive nature of this sponsorship there is a small window of opportunity to sign up, so if this interests you, please [contact us](#) at your earliest convenience. \$480,000 Total Value Package includes:

- #2 (x3) Title Sponsor Packages (\$300,000 value)
- #3 Fast Car Sponsor Package (\$50,000 value)
- #4 (x3) Hot Body-wrap sponsorships (\$90,000 value)
- #5 (x2) Transporter sponsorships (\$40,000 value)
- The cars will be named as "EVSR, the fully electric race car sponsored by [corporate name]" (or similar) on all official communications, press releases, and related media communications that are part of the Pikes Peak International Hill Climb.
- This includes prominent listing on the EVSR website with appropriate links to your corporate website or portal.
- Associated links and logos will remain on our website in reference to the 2015 Pikes Peak race long into the future.

2. EVSR Title Sponsor (Three sponsorships available): **\$100,000**

- Your corporate name and logo prominently displayed on your choice of one EVSR PPIHC 2015 Entry (car/driver) and on 1/3 of available space on both trailers.
- Mention as "EVSR, the fully electric race car sponsored by [corporate name]" (or similar) on all official communications, press releases, and related media communications that are part of the 2015 Pikes Peak International Hill Climb.
- This includes prominent listing on the EVSR website with appropriate links back to your corporate website or portal, and those website links will remain, the same as detailed under Exclusive Title Sponsor.

Not available if package # 1 has already been purchased.

3. EVSR Fast Car Sponsor (One sponsorship available): **\$50,000**

As the Fast Car Sponsor of EVSR you will contribute to funding the completion of our third car, #84 code-named "Surge", already under construction.

- As the sponsor of that car you will have naming privileges, so the car will be referred to as "EVSR car #84, the [corporate name] car" (or similar), and includes #4, Hot Body-wrap.
- This name will be featured on all official communications, press releases, and related media communications for the 2015 Pikes Peak race. This name will be also be featured for all races that the car participates in during the 2015 season.

Not available if package # 1 has already been purchased, or this car has been selected for package #2.

4. EVSR Hot Body-Wrap Sponsor (Three sponsorships available): **\$30,000**

Our Hot Body-Wrap sponsorship is a bold image statement for your company.

- Sponsor a full body graphic wrap of any or all of the cars and you or your company can be a headliner on the car and driver of your choice.
- You pick the colors, design, and presentation you wish to project and we show your company at its best.
- Your business will have priority on all premium signage locations on the body of the car.
- Your business will be highlighted on press releases and related media communications.

Not available if package # 1 has already been purchased. Not available for car #84 if package #3 has already been purchased. Sponsorships limited by #2 sponsorships purchased.

5. EVSR Transporter Sponsor (Two sponsorships available): **\$20,000**

As a transporter sponsor your corporate signage will be rendered as giant rolling billboards 28' long and 8' tall on one or both of the trailers that EVSR will use to transport the cars and equipment to Pikes Peak 2015. The trailer will be prominently displayed throughout the week of the event, and then driven back to Pennsylvania.

- Thousands of travelers will see your brand as EVSR crosses the country from Pennsylvania to Colorado and back to Pennsylvania.
- More will see it at Pikes Peak 2015 when the trailer is parked in the preferred paddock area, easily visible to the crowds at the event.
- It will be the backdrop to any media interviews of EVSR drivers done in our paddock.
- It will be prominently featured at Fan Fest in front of an estimated 35,000 attendees.
- Your signage can be kept on the trailer for an additional fee throughout the 2015 season to further promote your involvement with EVSR, and will be seen at tracks all over the USA.

Not available if package # 1 has already been purchased. Sponsorships limited by #2 sponsorships purchased.

6. EVSR Paddock Sponsor (Five sponsorships available): **\$10,000**

EVSR has purchased premium paddock space for all three EVSR cars in a highly visible area.

- As a paddock sponsor you will be able to capitalize on media attention by having your corporate logo and banner as the backdrop for all EVSR paddock activities for the entire week of activities at Pikes Peak 2015.
- Your corporate logo and banner will also be featured at Fan Fest in front of an estimated 35,000 attendees.
- The logo will also be featured in the backdrop to press interviews done at the EVSR Paddock.

7. EVSR Technology and Service Sponsors (Service or Product)

As a technology sponsor you will provide EVSR with tangible technology Service or Products in exchange for promotional consideration. Currently we have technology sponsors Braid Wheels, Best Brakes.com, and Driven Steering Wheels, and we are looking for technology sponsors for:

- Batteries.
- Seats.
- Air cleaners.
- POV cameras.
- Seat belts.
- Driver Suits, Helmets, Gloves, Shoes, Mechanic Work Suits, Uniforms, Gloves, etc.
- Tires.
- Trucks and trailers or anything else related to racing.
- We also welcome support sponsors such as hotels and service industry professionals that can assist with the logistics of this big effort to house and feed our crew and drivers for the week of the event.

For more information on how you can be a part of this opportunity, please contact us at charlie@evsr.net, or call Project Manager Charlie Greenhaus at 570.682.9666.



Tim O'Neil sets the Electric Record at Mt. Washington, NH in 2014. Credit and thanks to Jason Brackett from My Life @ Speed.

Credit and thanks to Jeff Grossbard for the opening picture of Andy Lally and Charlie Greenhaus at Lime Rock Park, Lakeville, CT in 2014.



EVSR Display at the 2015 Washington Auto Show, Washington, D.C.

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