



Anticipated Sponsor Rights and Benefits

Recognition & Promotion

- Team retained the services of Indianapolis marketing company EverEffect to assist with all marketing
- Branding featured on race car during official events including:
 - Track days
 - Practice weekend on October 19-20
 - Race day on October 23
- Recognized as a team sponsor during video documentary featuring the team
- Recognized as a team sponsor on the team's website (www.blackandgoldautonomusracing.com)
- Sponsorship highlighted and tagged in team's social media posts when sponsor branding is featured. If desired by sponsor, copy to be created and approved by sponsor prior to posting. Social platforms include:
 - Facebook
 - LinkedIn
 - Instagram
 - YouTube
- Verbal recognition noted at all team events including
 - Livery unveiling TBD
 - Track day sponsor event on October 19
 - Race day sponsor event on October 21
- Ability to utilize any content captured by Black & Gold Autonomous Racing (BGAR), minus anything that might be perceived as a sponsorship of West Point itself, a public institution that is not allowed to solicit sponsors.

Hospitality, Access & Networking

- Track and race-day events and access for up to ten guests
 - BGAR to coordinate credentials and hospitality at sponsor's cost

- Panel and individual discussions and presentations with our team and with RKM Racing
 - Panel to be held virtually at a time / date agreed to by all parties
- Virtual events to be selected from topics including technology, leadership, data science, human performance, engineering, and other topics
 - Event to be held virtually at a time / date agreed to by all parties
 - BGAR to host virtual events on their Zoom account or similar
- Race car placement at sponsor HQ at sponsor's cost
 - Dates to be mutually agreed upon; timing determined by sponsorship tier
- Race car displayed with sponsor branding at Purdue University or West Point

Client Service

- Dedicated BGAR account manager to oversee partnership fulfillment including but not limited to:
 - Event invitation coordination and communication
 - Hospitality orders
 - Social media copy and graphic creation