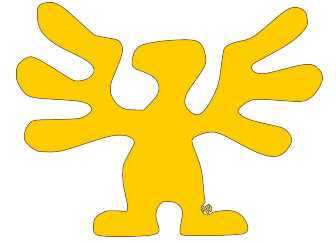
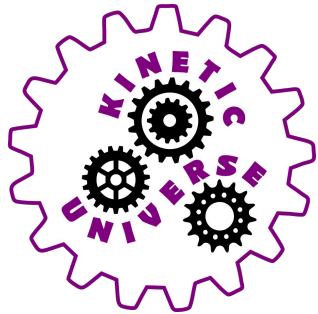


Kinetic Grand Championship Sponsor Packages + Benefits



Memorial Day
weekend
May 27-29 2023



Produced by
Kinetic Universe
in association with
Justin Hobart Brown

About the Kinetic Grand Championship + Kinetic Universe

The Kinetic Grand Championship is a three-day, event, produced by Kinetic Universe, that stretches 40+ miles, from the Arcata Plaza to Main Street in Ferndale, over land, in sand and through mud. Dozens of teams race their human powered machines, which incorporate pageantry, art, and engineering, For the Glory and for the hope of earning the title of Grand Champion!

Your sponsorship of the Kinetic Grand Championship not only makes the 2023 event happen, it also preserves the Kinetic Grand Championship for the future. The Kinetic Grand Championship is one of Humboldt County's largest and most beloved traditions, bringing thousands of spectators, volunteers and racers to Arcata Plaza's starting line every Memorial Day weekend. About half of the racers come from out of town, supporting our local hotels, restaurants and businesses. When you support Kinetic Universe, you support Humboldt County.

Sponsoring this event exposes your business to thousands of spectators, volunteers and racers. We offer promotion via our newsletter (300+ subscribers), social media (2,800+ subscribers on Facebook, 1,300 followers on Instagram) and on our website. We also recognize our sponsors and partners in our Spectator Guide.

Kinetic Universe is a 501c3 nonprofit organization run entirely by volunteers. Our mission is "Adults having fun so children desire to grow older. We strive to promote Fun, Art, Engineering, Sustainability, and the Sport of Human-Powered All-Terrain Sculpture Racing around the world."

Kinetic racing has been a part of Humboldt County since 1969, when artists Hobart Brown and Jack Mays challenged each other to race their creations down Ferndale's Main Street. Over time, the Race grew from a two block event in Ferndale to the phenomenon we know today. The Kinetic Grand Championship has even inspired other communities across the world to establish their own kinetic races. In addition to the Kinetic Grand Championship, Kinetic Universe produces an annual event, "The Kinetic Classic," a one-day kinetic race just for kids, where we cheer on the next generation of kinetic racers.



Be a Part of the Kinetic Madness

Sponsor Packages

We offer packages to fit any budget and we will work with you to ensure you are happy with the way your business is being promoted. All packages are customizable.

To purchase a sponsorship package, or, if you have questions, contact Jennifer at jenniferthelander@kineticuniverse.org

Presenting Sponsor \$10,000 *(one available)*

- Inclusion in press releases + marketing (“Kinetic Grand Championship Presented by ...”)
- Company banner hanging at Start + Finish line + Halvorsen Park
- Prominent logo placement on event shirt
- Prominent logo on KU landing page x 1 year
- Back cover ad in Spectator Guide** (full page)
- Logo on event posters
- 3 unique social media posts
- Ads in newsletter w/link to your website x one year

**May change due to printing deadlines. If changed, we will offer comparable benefits.*

***Spectator Guide is a full color insert in the North Coast Journal with 20,000 copies available at over 460 locations in Humboldt County and online.*

Gold Sponsor \$5,000

- Your banner at Start + Finish line + Halvorsen Park
- Mid-tier logo placement on event shirt
- Logo on event page, w/link to your website
- Ad in Spectator Guide** (1/2 page)
- 2 unique social media posts
- Ads in newsletter w/link to website x 6 months

Silver Sponsor \$2,500

- Your banner at Start + Finish line + Halvorsen Park
- Mid-tier logo placement on event shirt
- Logo on event page, w/link to your website
- Ad in Spectator Guide** (1/4 page)
- 1 unique social media post
- Ads in newsletter w/link to website x 3 months

Bronze Sponsor \$1,000

- Lower-tier logo placement on event shirt
- Logo on event page, with link to your website
- Company name listed in Spectator Guide**
- Two shared social media posts
- Ads in newsletter w/link to website x 2 months

Duct Tape Sponsor \$500

- Company name listed on KGC sweatshirt + tshirt
- Logo on event page, with link to your website
- Name listed in Spectator Guide**