

2012 Carnegie Mellon Buggy Races Sponsorship



Buggy is a unique race that has been held on and behind the Carnegie Mellon University campus during the spring carnival (April 20 & 21st, 2012) since 1920. It is part uphill relay race (in which the "baton" is a vehicle with driver inside, pushed by runners), and part downhill gravity racing with exciting sharp turns and speeds up to 40mph. The event attracts a mixture of current students, local and out-of-town CMU alumni families, and local community members and their families.

Your sponsorship can help defray costs incurred by the student-run committee who put on the race and improve the experience for the 4000+ spectators who attend the races. Sponsorships are displayed along with the jumbotron and printed raceday guides they help to fund.

JUMBOTRONS

cmuTV provides live coverage of the buggy races, and two jumbotrons (12' x 9' screens) are placed at opposite ends of the course to allow spectators to view parts of the race that would otherwise be out of sight. As soon as a buggy disappears around a bend, all eyes are glued on the screens! The Jumbotrons have advertising space available to the left and right of the viewing area - see reverse side for a space and price sheet .



RACEDAY GUIDE

Because the buggy races span 2 days and there can be up to 20 of the high tech soap box derby cars competing, 2,000-3,000 copies of a double-sided 8.5x11 guide are distributed with pictures of every buggy competing and a full schedule for the 2 days of races. This serves as a cheat sheet for spectators, which many consult repeatedly throughout the races - see reverse side for a space and price sheet.

Placements and Rates

Jumbotron Side Panels

There will be 2 jumbotrons with advertising space, with 2 panels on each jumbotron. The number of available placements in each size is contingent on the other placements sponsored. Multiple full panel placements may be available at a discounted rate.

Placement	Number Available	Sponsorship Level (per placement)
Full Panel (19.5" x 105")	4 (up to 2 per screen)	\$2500
Half Panel (19.5" x 52.5")	8 (up to 4 per screen)	\$1300
Quarter Panel (19.5" x 26")	8 (max of 4 per screen)	\$675

Printed Buggy Guide

The Buggy Guide is 2-sided (color on front, b&w on the back) that measures 8.5x11. At least 2,000 copies will be distributed.

Placement	Number Available	Sponsorship Level
2" x 3.5" - color	1	\$500
2" x 3.5" - b&w	1	\$250

Bonus Placements

All sponsor logos will be included on the cmubuggy.org website (45,000 page views in 2 days in 2010 and 2011), and other digital publications during the races.

Timeline

- April 6 Sponsorship commitments and placement art due
April 11 Proofs to sponsors
April 20 - 21 Races

Contact Us

Additional sponsorship opportunities may be available. Please contact us to discuss sponsorship of the listed placements or other ideas your company may have. All inquiries can be sent to sponsor@cmubuggy.org or by calling 412-334-2330.