

*“Power Racing Series  
is real, wonderful,  
and totally insane.”*  
—Gawker



**POWER  
RACING  
SERIES**

**2015**

Sponsorship Opportunities





# ABOUT

The **Power Racing Series** is a \$500 electric kart championship built around modding Fisher-Price Power Wheels from \$200 toys to 20mph racing machines.

We're a STEM-focused educational initiative that pairs collegiate-level engineers and electrical hobbyists with (and against) high school students and their educators.

We are active endorsers of open-source engineering solutions and racial and gender inclusivity to support the future's demands for a stronger engineering workforce.



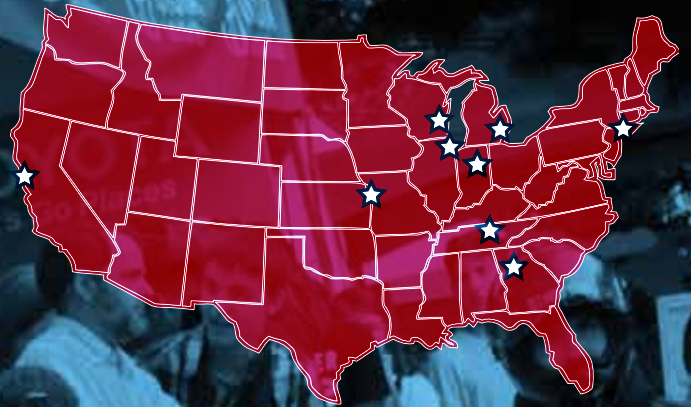
# BY THE NUMBERS

**21**

Races Since 2009

**9**

Cities



**135,000+**

Attendees at  
Maker Faire San  
Mateo 2014

**100+**  
teams


**1000**  
participants

**40%**  
teams  
with students

**35%**  
female  
participants

**49%**  
female  
driver victories





***“The reason Power Racing appeals to me as much as it does is how varied the level of technology in the entrants is—you have personal garage builds, schools, and basically professional shop spaces playing at the same level, and the professionals don’t always win. I’m a huge fanatic about learning by taking initiative and having fun.”***

**—Charles Guan, MIT Instructor, S.B. Mechanical Engineering**

# WHY WE RACE

For the Power Racing Series (PRS), perfection is less important than persistence. Teams face many challenges over the course of a race weekend that require students to create solutions on the fly.

These environments give real-world problem solving skills that you won’t find in textbooks. The skills learned in our league are developed by hands-on instructors and educators who are passionate about expanding the accessibility to basic electrical and mechanical engineering. PRS uses both collaboration and cooperation to foster a fun yet intense learning environment.

# BRAND ASSOCIATION

As a sponsor of PRS, your company has the opportunity to not only connect with makers from across the country, but also support the future of collaborative engineering education. Below are a few examples of previous sponsors and past media exposure:



## PAST SPONSORS:



## PRESS:

30+ mentions, including:







The Power Racing Series “Full Series Sponsorship” package boasts an affordable nation-wide experience that caters to your branding and maximizes your week-end exposure at Maker Faire. As our top promotional partner, Series Sponsorship grants access to a vastly growing yet closely guarded market of makers and DIYers.

- Full brand association and promotion throughout the entire PRS season (May-October).
- On-site demonstrations of products; incorporation of products in series with custom booth and promotion alongside the event
- Custom built pace car used during every race weekend
- Full size 4'x8' banners around track layout and in crowd-heavy areas
- Brand integration “Power Racing Series Sponsored by...”
- Website banner placement, video credits, and full social media representation
- Primary representation in all media releases and promotional materials





# \$15,000 NEW YORK or SAN MATEO

Our two largest Faires, New York and San Mateo, are available as their own unique package for regional businesses. With each Faire boasting 100,000+ attendees, this option gives your brand a powerful region-specific punch that offers some of the same benefits as a full sponsor at a lower price point and shorter duration:

- Brand association and promotion for the weeks leading up to and during each venue, including live credit and custom audience engagement options
- On-site demonstrations of products; incorporation of products in series with shared on-site booth
- Custom sticker promotion branding on all participant vehicles
- Full size 4'x8' banners around track layout and in crowd-heavy areas
- Brand integration "Power Racing Series at \_\_\_\_\_ Raceway"
- Website banner placement, video credits, and full social media representation
- Secondary representation in all media releases and promotional materials





# \$7,000 KANSAS CITY or DETROIT

Our two longest running Faires, Kansas City and Detroit, are available for brands desiring a deeply embedded maker experience. With each race entering their 5th and 6th years, these regional traditions boast 25,000-50,000 attendees and offer a wide variety of makerspace collaborative options that give your brand a uniqueness that only the Midwest can offer:

- Brand association and promotion for the weeks leading up to and during each venue with credit option and customizable associations available
- On-site demonstrations of products; incorporation of products in series with shared on-site booth
- Custom sticker promotion branding on all participant vehicles
- 2 Full size 4'x8' banners around track layout and in crowd-heavy areas
- Brand integration "Power Racing Series at \_\_\_\_\_ Raceway"
- Website banner placement, video credits, and full social media representation
- Secondary representation in all media releases and promotional materials





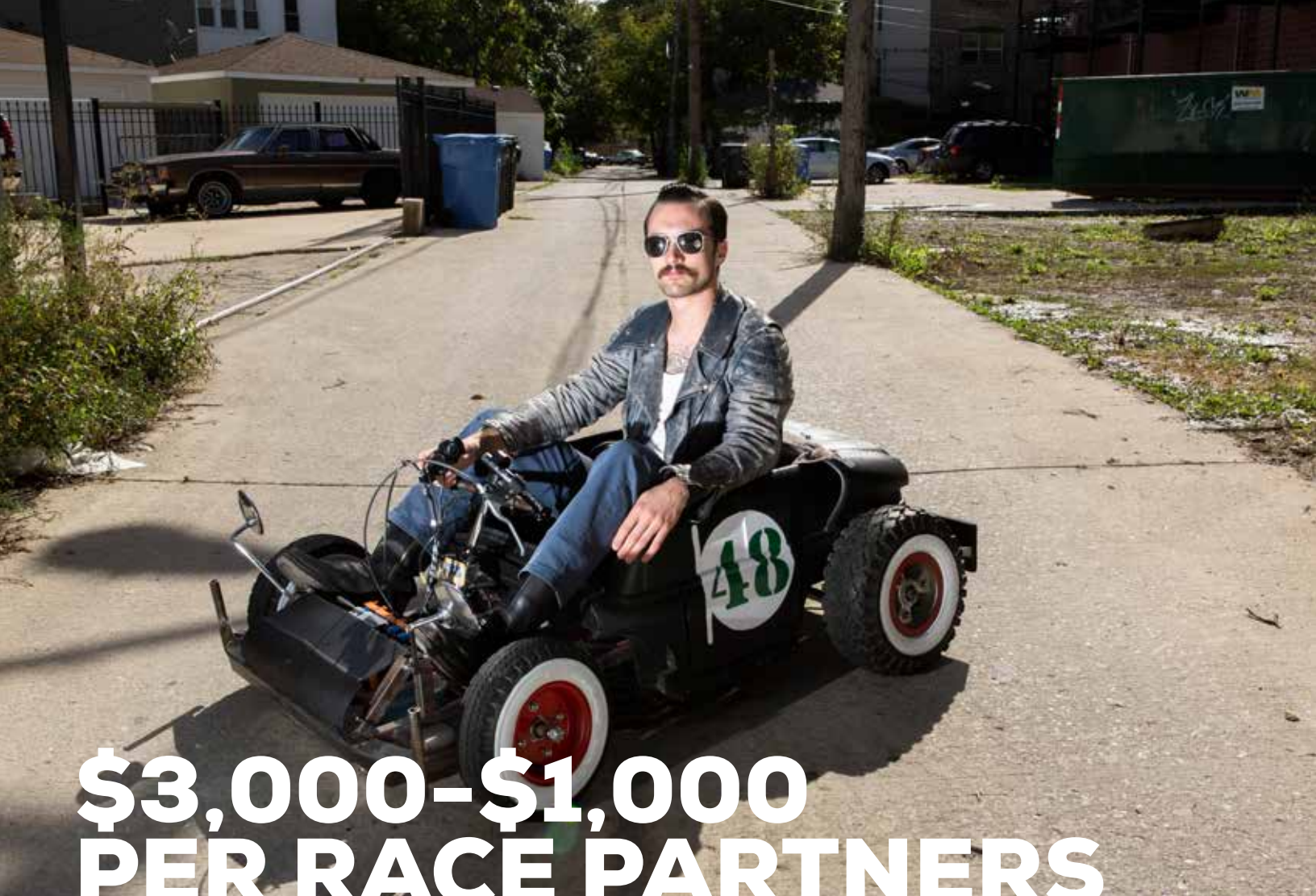
# \$5,000

## ATLANTA, NASHVILLE, or FT. WAYNE

Our newest Faires offer an opportunity to become partners on the ground floor of a rapidly growing venue. Atlanta, Nashville, and Fort Wayne have all shown regional success with attendees around 7,000-20,000 and an exponentially growing number of newly-founded teams to participate in the league. These new events also offer profound flexibility in your branding experience while gaining ground floor access to the future of the league:

- In-race advertising and promotional blocks during and before the start of each race
- On-site demonstrations of products; incorporation of products in series with shared on-site booth
- 2 Full size 4x8 banner around track layout and in crowd-heavy areas
- Brand integration "Power Racing Series at \_\_\_\_\_ Raceway"
- Website banner placement, video credits, and full social media representation
- Secondary representation in all media releases and promotional materials





# \$3,000-\$1,000 PER RACE PARTNERS

Our per-race partnerships offer a valuable entry to the maker community at large. Available for any of our race events on a per weekend basis, this tier gives you a brief but concentrated recognition with crowds from 10,000-135,000 participants.

- On-site demonstrations of products; incorporation of products in series with shared onsite table
- Your logo on a 2'x1' full-size Power Racing banners strategically placed around track layout and in crowd-heavy areas
- Brand integration with print promotional materials
- Website banner placement, video credits, and social media representation
- Live verbal promotions during race: "This weekend's Race brought to you with support from \_\_\_\_\_"





# \$25,000 EDUCATIONAL PARTNERSHIP

The Power Racing Series is currently developing a STEM-based curriculum built around a customized sub \$1000 Ready-To-Run chassis. With your brand support you will be a partner in the final development stages of a spec high school league that offers competition-based learning opportunities to at-risk High Schools across the nation. Your brand will be catapulted to the forefront of the Maker Movement as an active participant in the transformation of educational initiatives in America.

- Partner with distribution chains to align your brand with our new chassis
- Chassis named after your brand
- Full rights to use HS series in any promotional material
- Brand integration with future venues featuring the newly launched chassis
- Website banner placement, video credits, and full social media representation
- Primary representation in all media releases and promotional materials



# WORK WITH US!

Be a part of the Maker Movement!

## **JIM BURKE**

CO-FOUNDER

773-512-4573

[JIM@POWERRACINGSERIES.ORG](mailto:JIM@POWERRACINGSERIES.ORG)

## **PATRICK CALLAHAN**

CO-FOUNDER

847-325-6674

[PATRICK@POWERRACINGSERIES.ORG](mailto:PATRICK@POWERRACINGSERIES.ORG)

## **MADELYNN MARTINIÈRE**

MARKETING

312-231-1093

[MADELYNN@POWERRACINGSERIES.ORG](mailto:MADELYNN@POWERRACINGSERIES.ORG)

