



## 2022 Kastner Cup Top Five Reasons to be a Sponsor

Contact: [curt.johnston@comcast.net](mailto:curt.johnston@comcast.net); (707) 249-1667

### Top Five Reasons To Be a 2022 Kastner Cup Sponsor:

1. The Kastner Cup is a well-established and respected racing event, having been run at outstanding race tracks across the county for 19 years. In 2022, the Kastner Cup is being held in conjunction with the Pittsburgh Vintage Grand Prix. Two races are planned during the weekend of the PVGP Historics at Pitt Race; the traditional Kastner Cup race on Saturday, July 16<sup>th</sup>, and the Kastner Cup Reunion race on Sunday, July 17<sup>th</sup>.
2. The Kastner Cup has a huge untapped potential as a marketing platform for reaching vintage British car customers. Most British car owners regularly participate in shows where the cars are displayed in a parking lot. The Kastner Cup event is fundamentally different. Fans experience vintage cars at full speed on race tracks around the county, and can view the cars in the paddock and talk to the drivers. Also the weekend includes a combination Triumph car show, often with on-track parade laps and the opportunity to watch the full GVGP race weekend.
3. The popularity of the race was demonstrated by our Press Releases that generate over 20,000 Facebook views, as members of Triumph clubs all over the county show interest. The Kastner Cup marketing outreach will include additional Press Releases, social media posts, photos and profiles of participating cars and drivers, and an exciting video following the race ([Kastner Cup 2021 Ad on Vimeo](#)) with in-car views from a group of racers assembled into single video in real time as done in 2020 and 2021: ([33 Kastner Cup 2020 - The Return To Mid Ohio - YouTube](#)). Sponsorship opportunities are available on all Friends of Triumph social media posts and videos.
4. Car manufacturers have always known that investing in racing creates good will and expands marketing outreach. The old adage of "Win on Sunday, Sell on Monday" is still applies to vintage racing; not in terms of selling new cars of course, but in the context of selling parts, repairs, and service. Becoming a Kastner Cup sponsor is a cost effective way to capture good will and the market exposure created by the race. Sponsors will be included in all of our marketing efforts both before and after the race week. In addition, major sponsors get the benefit of participating in the race awards ceremony, plus direct marketing to vintage racing fans in attendance.
5. The Kastner Cup is more than a race, it's a rallying cry for supporting the hobby of vintage British sports cars. Promoting the Kastner Cup will generate brand enthusiasm and help expand the pool of new enthusiasts including younger generations that help create a path toward sustainability of our hobby.

The Kastner Cup has tremendous potential to promote the sport of vintage racing, while helping to grow and sustain the market for the preservation and restoration of Triumph sports cars. To fuel this growth, we need to invest in marketing, and enhance the race weekend hospitality experience to accommodate more racers and car show participants. Our association with PVGP this year will provide market visibility beyond our expectations, but we need to develop sponsor relationships to realize the bright future of the Kastner Cup. For more information, please contact Curt Johnston, 2021 Kastner Cup Committee Chairman at [curt.johnston@comast.net](mailto:curt.johnston@comast.net) or call to text (707) 249-1667. Thank you!



## 2022 Kastner Cup at PittRace Sponsorship Opportunities

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Please consider supporting the Kastner Cup at PittRace International July 14-17, 2022 hosted by the PVGP in association with Friends of Triumph. Sponsorship proceeds will be invested into the race weekend.

<p><b>Presenting Sponsor Major Benefits</b></p> <p><b>\$2,500</b></p>	<p><b>Recognition of the Presenting Sponsor will include:</b></p> <ul style="list-style-type: none"> <li>• “Presented By” company name <u>at the top</u> of the Friends of Triumph poster, banners, and flyers</li> <li>• “Presented By” company name and/or logo at beginning for Kastner Cup promo video</li> <li>• Full page ad in Kastner Cup &amp; Car Show program in location of your choice (e.g. back cover)</li> <li>• “Presented By” company name and/or logo in marketing emails and future Press Releases</li> <li>• Naming rights to the Awards Ceremony (e.g., “Company Name” Kastner Cup Awards)</li> <li>• At Award Ceremony, opportunity to welcome guests, and present selected awards</li> <li>• “Presented By” Company name and/or logo displayed in post-race video production</li> <li>• Marketing table(s) at Kastner Cup hospitality area and Triumph Car Show location</li> <li>• Sponsor materials provided to Kastner Cup and Triumph Car Show registrants</li> <li>• Recognition as the Presenting Sponsor on Kastner Cup website and/or Facebook page</li> </ul>
<p><b>Platinum Sponsor Major Benefits</b></p> <p><b>\$1,500</b></p>	<p><b>Recognition of the Presenting Sponsor will include:</b></p> <ul style="list-style-type: none"> <li>• Company name or logo on Kastner Cup Friends of Triumph poster, banners, and flyers</li> <li>• Company name or logo displayed in promo video and in marketing emails and future P.R.</li> <li>• Full page ad in Kastner Cup &amp; Car Show program in available premium location of your choice</li> <li>• Company name or logo on event banner displayed at hospitality area</li> <li>• At Award Ceremony, opportunity to present selected awards</li> <li>• Company name and/or logo displayed in post-race video production</li> <li>• Marketing table(s) at Kastner Cup hospitality area and Triumph Car Show location</li> <li>• Sponsor materials provided to Kastner Cup and Triumph Car Show registrants</li> <li>• Recognition as Platinum Sponsor on Kastner Cup website and/or Facebook page</li> </ul>
<p><b>Gold Sponsor Benefits</b></p> <p><b>\$1,000</b></p>	<ul style="list-style-type: none"> <li>• Company logo on Kastner Cup Friends of Triumph poster, banners, and flyers</li> <li>• Company name or logo displayed in promo video and in marketing emails</li> <li>• Half page ad in Kastner Cup &amp; Car Show program in available premium location of your choice</li> <li>• Company name or logo on event banner displayed at hospitality area</li> <li>• Marketing table(s) at Kastner Cup hospitality area and Triumph Car Show location</li> <li>• Sponsor materials provided to Kastner Cup and Triumph Car Show registrants</li> <li>• Recognition as Gold Sponsor on Kastner Cup website and/or Facebook page</li> </ul>
<p><b>Silver Sponsor</b></p> <p><b>\$500</b></p>	<ul style="list-style-type: none"> <li>• Company logo on Kastner Cup Friends of Triumph poster, banners, and flyers</li> <li>• Company logo in promo video and marketing emails</li> <li>• Half page ad in Kastner Cup &amp; Car Show program in available location of your choice</li> <li>• Company name or logo on event banner displayed at hospitality area</li> <li>• Sponsor materials provided to Kastner Cup and Triumph Car Show registrants</li> <li>• Recognition as Silver Sponsor on Kastner Cup website and/or Facebook page</li> </ul>
<p><b>Bronze Sponsor</b></p> <p><b>\$250</b></p>	<ul style="list-style-type: none"> <li>• Company name on Kastner Cup Friends of Triumph poster, banners, and flyers</li> <li>• Company name in promo video and marketing emails</li> <li>• ¼ page ad in Kastner Cup &amp; Car Show program</li> <li>• Company name or logo on event banner displayed at hospitality area</li> <li>• Recognition as Bronze Sponsor on Kastner Cup website and/or Facebook page</li> </ul>