



# *challenge cup series*







# History

Formula Vee (US) or Formula 1200 (Canada), is a racing class based on the pre-1964 Volkswagen Beetle. The engine, transmission, suspension and brakes are stock or modified parts; the chassis is a tube frame design with a fiberglass body. It has changed little from the start, yet has seen some of the world's finest racers in its ranks.



Our Canadian/American based series is passionate about providing a competitive and low cost venue for hardworking, up-and-coming drivers.

The ten race season features Formula Vee and Formula 1200 open-wheeled race cars competing at premier road courses within the United States and Canada.



With the increased exposure and interest in both Canada and the U.S., this series can only get bigger, making this the perfect time for a passionate brand to partner with the Challenge Cup.





# International Program

The 2017 season has seen a incredible increase in car count, averaging over 20 cars per race event, two heavily contested championships, over 90,000 hits on our website in less than six months, and has expanded our international reach. In November of 2016, five drivers from Canada and the US traveled to South Africa to compete in the Formula Vee 50<sup>th</sup> Birthday Celebration. Also in the summer of 2017 three drivers visited Brazil to compete in Formula Vee events at the famed Formula 1 racetrack, Interlagos.

In 2018 we will be working with drivers from around the world and providing cars for them to race in the Challenge Cup Series.

*This new international program will give Formula Vee drivers an opportunity to race at tracks around the world, while still competing in a budget-minded class.*





# Partnership Opportunities



Motorsport is ever becoming more popular on both sides of the border.

The Challenge Cup Series has international reach covering venues throughout the Northeastern United States to Toronto, Canada.



OUR PAST SPONSORSHIP HAS INCLUDED:





# Major Exposure



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The Challenge Cup has quickly become one of the most well-known series in American and Canadian grassroots racing. Our competitors have made appearances on various media outlets and radio stations, sharing the excitement in our international program with race enthusiasts around the world.

The upcoming season presents a major opportunity for sponsors: In 2017 the Challenge Cup was invited to be a support race for the IndyCar Series at Pocono Raceway, partnering with Classic Racing Times for the ABC Supply 500 held on August 20. In 2018 we hope to return on an even bigger scale!

Our marketing abilities, along with our strong social media presence and top-notch website, adds value to brands looking for a fresh and relevant way to partner and promote their product.

# Sponsorship Levels



Opportunity to be a partner with the Challenge Cup Series for the 2018 Race Series: the Challenge Cup will work with your organization to design an opportunity suited to your needs and budget.

- \$5,000 per year – Official Series Primary Sponsorship for 1–3 year commitment
- \$2,500 per year – Official Series Product Sponsorship
- \$1,250 per year– Official Series Associate Sponsorship
- \$700 per Race Weekend Social Gathering covering food and beverages – Official Series Social Sponsorship



# Our Tracks & Drivers

## CHALLENGE CUP DRIVERS' HOMETOWNS (red dot)

### Canada:

Phelpston, ON  
Oakville, ON  
Kilworthy, ON  
Maple, ON  
Ajax, ON  
Campbellcroft, ON  
Lindsay, ON  
Waterdown, ON  
Waterloo, ON  
Scarborough, ON  
Brampton, ON

### United States:

Owensboro, KY  
Egbertsville, NY  
Horseheads, NY  
Schellsburg, PA  
East Stroudsburg, PA  
Westline, PA  
Amherst, NY  
Syracuse, NY  
Spring Grove, PA  
Fairport, NY  
Interlaken, NY  
Brooklyn Park, MD  
Potomac, MD  
Coraopolis, PA  
Medina, OH  
Freeland, PA  
Conyngham, PA  
North Brunswick, NJ  
Montoursville, PA  
Duncannon, PA  
Woodbridge, VA  
Poughkeepsie, NY





# Contact



  
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