

PINNACLE racing

Corporate Partner



Activating a working partnership

The Corporate Partner program is adapted to the sponsor's specific requirements, but would include at a minimum primary naming rights to team-hosted events, clubhouse signage, prominent placement on team vehicle graphics, apparel, banners, website and communications materials. Pinnacle board members will spend the time to develop a plan that integrates with the Corporate Partner's existing or planned marketing efforts. There are several initiatives that may invite sponsor participation:



Building Program

Pinnacle Racing erected a new clubhouse at the popular Pine Knob Ski Resort in Clarkston. The building is located at the base of the ski-racing course and is visible from most of the resort. Part of this program includes building signage, graphics, flag and window-film packages, as well as supporting banners and signage throughout the Pine Knob & Mt. Holly Ski Resorts. The Building Program would also include prominent logo placement on gates, apparel, website and other club communication materials.



Vehicle Program

A racing team depends on the attendance of every racer at every event. Given that races occur all over the Mid-West region, Pinnacle is making a dedicated effort to provide transportation for its racers when parents aren't available. The team can provide the Corporate Sponsor with a comprehensive program to optimize visibility both on the road, at Pine Knob & Mt Holly, and at sponsor-designated events.



Racing Program

Pinnacle Racing will be hosting two USSA regional events during the 2010-2011 season. Event naming rights, race equipment graphics, race bibs, logo ID for all racers attending the event, race communication materials and all related advertising would feature the Corporate Partner as the named title sponsor. Pre-event promotion can be integrated with the sponsor's requirements.

Working with Pinnacle

Should a potential Corporate Partner have other specific requirements, the team would be happy to provide a proposal. The Corporate Partner program is a highly rewarding 3-year commitment. A long-term relationship between Pinnacle Racing and our sponsors is necessary, given the activation costs incurred in the first year for signage, graphics, window films, patches, embroidery and the like.

Pinnacle Racing is dedicated to making this partnership work to the benefit of both the team and the sponsor. The brand image of ski racing exudes excitement, personal excellence and drive. Corporate Partners are encouraged to incorporate the imagery of ski-racing, and specifically Pinnacle Racing, into their marketing and communications materials.



What a sponsor can expect as a Pinnacle Corporate Partner



Idea starters – some of the possibilities

- Corporate title sponsor at all Pinnacle-hosted ski events
- Corporate logo displayed at all sponsored events (primary location)
- Corporate ID and link on web site home page and preferred landing pages
- Primary logo placement on Pinnacle electronic communications & print materials – e.g. announcements, start lists, results, team newsletters
- Pinnacle POS stands containing Corporate Partner marketing literature, coupons, merchandise placed at retailers around the region
- Permanent signage and window films on team clubhouse
- Preferred logo placement on team apparel, hats, t-shirts, jackets.
- Primary logo placement on team vehicle(s)
- Logo displayed on some gate panels
- Logo placement on race bibs
- Logo banner in finish areas & team clubhouse for sponsored events
- 10 - single day ski passes PK or MH
- Corporate named scholarship

To request additional information or sponsorship packages, please contact:

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