WELCOME TO COMPETITION.
WELCOME TO ALTITUDE.
WELCOME TO TRADITION.
WELCOME TO
THE BROADMOOR PIKES PEAK INTERNATIONAL HILL CLIMB, brought to you by GRAN TURISMO.

LOCATION Colorado, USA
START LINE ELEVATION 9,390 ft / 2,862 m
FINISH LINE ELEVATION 14,115 ft / 4,302m
VERTICAL CLimb 4,725 ft / 1,440 m
SURFACE Pavement
LENGTH 12.42 miles / 19,988 km
TURNS 156
First staged in 1916 by local businessman Spencer Penrose, the Pikes Peak International Hill Climb is the second oldest race in America. The invitation-only event is held annually on Pikes Peak - America’s Mountain near Colorado Springs, Colorado. Each year it draws elite competitors, welcomes enthusiastic fans, and makes headlines around the world.
**RACE WEEK**

**MONDAY**

**JUNE 20**

**TECHNICAL INSPECTION • 9:00am-4:00pm**
First opportunity for media and fans to view the race vehicles and meet the drivers, both veterans and rookies.

**ESTIMATED ANNUAL ATTENDANCE: 1,200**

**TUES. - FRI.**

**JUNE 21 THRU 24**

**PRACTICE SESSIONS • Early Morning**
Practice sessions begin at first light and end at 8:30am. Competitors are assigned a different section to practice each day. Qualifying takes place on the lower section of the course.

**ATTENDANCE IS LIMITED**

**FRIDAY**

**JUNE 24**

**FAN FEST • 5:00pm-9:00pm**
The biggest party of the year, a 10-block street party held in downtown Colorado Springs and the perfect opportunity for sponsors and competitors to interact with tens of thousands of race fans.

**ESTIMATED ANNUAL ATTENDANCE: 32,000+**

**SUNDAY**

**JUNE 26**

**RACE DAY • All Day**
Millions of people across the globe follow the action as competitors attempt to reach the summit of Pikes Peak—America’s Mountain under some of the toughest racing conditions imaginable.

**ESTIMATED ANNUAL ATTENDANCE: 8,000**

**MONDAY**

**JUNE 27**

**AWARDS CEREMONY • Morning**
This ceremony honors the winners and gives competitors, teams, and their sponsors one last opportunity to celebrate victory.

**ATTENDANCE IS LIMITED**
MEDIA COVERAGE

PPIHC TRADITIONAL MEDIA / REACH / VALUE
BASED ON A 4-YEAR AVERAGE, 2018-2021

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>PPIHC MENTIONED IN ARTICLES</td>
<td>4,147 PER YEAR</td>
</tr>
<tr>
<td>POTENTIAL REACH</td>
<td>5.9 BILLION PER YEAR</td>
</tr>
<tr>
<td>AD VALUE EQUIVALENT</td>
<td>$55 MILLION PER YEAR</td>
</tr>
</tbody>
</table>

(Same publication space, if purchased)

SOURCE: Meltwater Media Monitoring and Social Listening

RACE DAY LIVE STREAM

- **2,000+** COMMENTS
- **132,000+** VIDEO VIEWS
- **5.6 MILLION** SOCIAL REACH ACROSS ALL MOBILE 1 AND PARTNER SOCIAL MEDIA CHANNELS
- **2.7 MILLION** VIDEO PLAYS ON MOBIL 1 SOCIAL CHANNELS

RACE WEEK WEBSITE VIEWS

- **49,177** UNIQUE USER VISITS DURING RACE WEEK
- **332,484** WEB PAGES VIEWED DURING RACE WEEK
- **138+** COUNTRIES VISITED THE SITE
- **78.2%** NEW USERS
SOCIAL MEDIA

GROWTH IN THE MONTH OF JUNE

12,400 NEW FOLLOWERS

223,450 TOTAL FOLLOWERS ACROSS ALL PLATFORMS

TOTAL REACH IN JUNE

217,000 NEW EYES ON INSTAGRAM POSTS

2,098,413 TOTAL REACH

+500% AVERAGE REACH IN JUNE VERSUS MAY
**SPONSORSHIP OPPORTUNITIES**

- Fan Fest Display
- Product Contingencies
- Official Vehicles
- Race Tickets
- Start Line Branding
- Awards Ceremony
- Event Banners
SPONSORSHIP OPPORTUNITIES

◊ SOUVENIR PROGRAM AD
◊ CAMPING AREAS
◊ SOCIAL MEDIA
◊ RACE DAY DISPLAY SPACE
◊ FLAGMAN APPAREL
◊ LIVE STREAM OPPORTUNITIES
◊ HELICOPTER AND GROUND FOOTAGE
◊ PLUS MANY MORE CUSTOM OPPORTUNITIES
1916
RE A LENTZ · ROMANO SPECIAL · 20:55.60

1922
NOEL BULLOCK’S FORD SPECIAL · NOEL BULLOCK-KING OF THE MOUNTAIN · 19:50.90

1955-1986
B OBBY UNSER · 8 COURSE RECORDS · 5 CONSECUTIVE

1979
JOHN WELLS-DESIGNED & BUILT - WELLS COYOTE · DICK DODGE JR.-KING OF THE MOUNTAIN · 11:54.18

2018
ROMAIN DUMAS · VW I.D. R PIKES PEAK · 07:57.148

1992-2020
CLINT VAHS HOLTZ · 24 DIVISION WINS
THEN

1985
MICHÈLE MOUTON · AUDI SPORT QUATTRO
ONLY WOMAN TO SET A COURSE RECORD · 11:25.39

NOW

2015
RHYS MILLEN · DRIVE eO PP03 · FIRST ELECTRIC VEHICLE WITH FASTEST OVERALL TIME · 09:07.222

1985

2011
NOBUHIRO “MONSTER” TAJIMA · JAPAN · SUZUKI SX5
FIRST TO BREAK 10 MINUTES · 09:51.278

2011

2018
TRAVIS PASTRANA · USA · PORSCHE CAYMAN GT4 CLUBSPORT · CELEBRITY, X-GAMES CHAMPION · 10:33.897

2018

100th
RUNNING
PIKES PEAK
INTERNATIONAL HILL CLIMB
JUNE 26, 2022
NOBUHIRO “MONSTER” TAJIMA
Japan’s Champion

Nicknamed “Monster” for his superb wild driving style and towering stature, Tajima’s career was defined by pushing the limits. Tajima won the Unlimited division six consecutive years, ultimately becoming the first to break the elusive ten-minute barrier in 2011 with his clocking of 9:51.278. Tajima again turned in a sub 10-minute time in 2013 in an electric vehicle, making him the first competitor to accomplish the feat utilizing the power of an alternative fuel source.

SÉBASTIEN LOEB
Smashes Course Record

In 2013, Pikes Peak saw one of the most surprising results ever when French driver and Pikes Peak rookie Sébastien Loeb and Peugeot smashed the existing course record by more than a minute on the newly paved course. Loeb put up an impressive 8:13.878 in his first ever attempt at this historic event.

MICHÈLE MOUTON
First Woman to Capture an Overall Course Record

By the mid-1980s, rally cars on Pikes Peak were attracting a huge following, perhaps none more so than French driver Michèle Mouton, driving an Audi Sport Quattro. With her WRC co-driver Fabrizia Pons sitting alongside, Mouton won the division. Her second attempt on Pikes Peak the following year, also in an Audi Quattro, as a solo driver would shatter the perception of female competitors on Pikes Peak and establish an overall course record—11:25.39—besting every competitor on the mountain.

BOBBY UNSER
Most Consecutive Course Records

The second generation of racers from the famed Unser family made their mark on Pikes Peak, perhaps none more spectacularly than Bobby Unser. From 1958 through 1962, he set a new course record every year. No other competitor has come close to this amazing feat.
We are dedicated to showcasing the legacy of this great race while adapting to the ever-changing motor sports industry. Challenges have been present since the inaugural run in 1916—everything from World Wars, wildfires, and now a global pandemic—but the Pikes Peak International Hill Climb has remained prevalent in the minds of sponsors, competitors, and fans around the world.

**1917-1919**
After the inaugural year of racing on Pikes Peak, World War I interrupted the Race to the Clouds, but couldn’t extinguish it. Local interest provided a catalyst for restarting the event on Labor Day, 1920.

**1930**
As the Great Depression crippled the nation’s economy, only six competitors entered, but the race did go on.

**1935**
Ownership and management of the highway was in transition from Mr. Penrose to the US Forest Service and no formal race was held. However, a Chevrolet truck durability test was conducted and W.P. Bentrup was listed as the winner.

**1942-1945**
When the United States entered World War II, the country rallied behind the effort, including rationing gasoline and rubber. No racing was conducted on Pikes Peak from 1942 through 1945.

**1980s-1990s**
Fueled by the influx of international competitors and the popularity of the rally cars, the event was drawing more fans than ever. With growth came growing pains, and funding the event became a challenge. Creative solutions were found, new sponsors courted, and the race endured.

**1999-2012**
The multi-year paving project left some sections of the original dirt surface joining stretches of asphalt, and discouraged many competitors from entering. However, once completed, race teams adapted and new competitors flocked to Pikes Peak with different types of tires, suspension set-ups, and race vehicles.

**2020**
Motor sports events around the world searched for ways to alter their operational plans to comply with government-mandated social distancing, contact tracing, the use of personal protective equipment, and ramped up hygiene and sanitation measures. Many postponed. Some canceled their events completely. Others chose to run their races without spectators. The Pikes Peak International Hill Climb was one of those events—continuing the tradition of auto racing on America’s Mountain.

*Every challenge can be overcome.*
In 2018, Romain Dumas stood atop the podium for the fourth time, not only as King of the Mountain, but as the fastest driver in the history of the race – a scorching 7:57.148 from Start Line to Summit.

In mid-2017, Volkswagen literally fast-tracked their latest racing project: an 8-month concept-to-competition timeline for their all-electric I.D. R Pikes Peak racecar.

With Dumas behind the wheel and Volkswagen’s precisely engineered machine, the result was groundbreaking, proving the viability of electric mobility. The I.D. R went on to break course records around the world.

As a historic proving ground for automotive technology, the Pikes Peak International Hill Climb is unmatched in the challenges it presents to manufacturers and race teams. A win on Pikes Peak is the ultimate statement of success.

What better proving ground than a mountaintop course, 12.42 grueling miles, where every component of the race car must perform at high speed, in high altitude, and often in the midst of extreme weather.

One day. One run.
One King of the Mountain.
START YOUR ENGINES

CONTACT US TODAY TO DISCOVER UNIQUE SPONSORSHIP OPPORTUNITIES

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◊ EXPLORE A PARTNERSHIP
◊ ELEVATE YOUR BRAND
◊ EXPERIENCE THE LEGACY