

2026 BURGER BASH

delivered by ClusterTruck
benefiting the IU Simon Comprehensive Cancer Center



ABOUT BURGER BASH

The Burger Bash is a free, outdoor fan event that kicks off Indy 500 race week. Created in 2008 by Curt Cavin, the Bash was originally conceived to raise funds for a local charity while celebrating fans' favorite local burgers. It quickly grew into a May tradition, welcoming many drivers each year including several soon-to-be Indy 500 winners! This year, the Burger Bash is back at USAC headquarters, in the shadows of Gate 1 of the Indianapolis Motor Speedway at the corner of 16th St. and Main St.

TITLE PARTNER- \$20,000

- Title logo on signage & online graphics/social media. All mentions include partner listed first
- One executive "Trackside" 107.5 The Fan interview in advance of event promoting partner & Burger Bash
- One executive interview on stage during Burger Bash
- Large display opportunity available at "Burger Bash"
- "Big check" presentation to IU Simon Cancer Center on stage at Burger Bash
- 500k IMP social media campaign in Central IN including title partner branding & promotion
- 16 VIP area tickets with complimentary food & drink with VIP seating & meet & greets with Indy 500 drivers & other guests
- Associate level partnership with IU Simon Cancer Center driver Jackson Lee
 - 4 suite tickets and VIP pit/garage tour with Jackson for Indy 500 practice WED 5/13
 - 4 suite tickets + small logo on Jackson's Lamborghini Super Trofeo at the IMSA Battle on the Bricks at Indianapolis Motor Speedway, Saturday Sept. 19th
- Jackson and/or Kevin Lee available to host/emcee one event in Indianapolis area (pending availability)

ASSOCIATE PARTNER - \$5,000

- Prominent logo on online graphics and social media promotions
- Prominent logo on event signage
- Minimum five mentions on "Trackside" radio show in advance & five at the event
- Display opportunity available at "Burger Bash"
- 8 VIP area tickets with complimentary food & drink with VIP seating & meet & greets with Indy 500 drivers & other guests

SUPPORTING PARTNER - \$1,000

- Logo on event signage
- On stage mention during Burger Bash and one on "Trackside" in advance
- Location available on display table at "Burger Bash"
- 4 VIP area tickets with complimentary food & drink with VIP seating & meet & greets with Indy 500 drivers & other guests

DATE & LOCATION

Thursday May 21, 2026
5:15pm-8pm
USAC Building
Corner of 16th St. and Main in Speedway

KICK OFF RACE WEEKEND

Join Curt Cavin of INDYCAR.com and formerly the Indianapolis Star and Kevin Lee of INDYCAR on FOX for the 2026 Burger Bash. This free fan event offers an evening of fun racing entertainment as we raise awareness and funds for the Indiana University Melvin & Bren Simon Comprehensive Cancer Center. This year's Bash will feature:

- ✓ Guest appearances by the stars of INDYCAR, the Indy 500 and other notables
- ✓ Live broadcast of 107.5 The Fan's "Trackside with Curt Cavin and Kevin Lee"
- ✓ Burgers and drinks available from ClusterTruck
- ✓ Door and raffle prizes + a silent auction to benefit the IU Simon Cancer Center
- ✓ A VIP area with complimentary food and drinks for partners and guests for purchase
- ✓ And much more!

The Burger Bash is held annually and is conducted in conjunction with "Trackside with Curt Cavin and Kevin Lee" and Jackson Lee Racing.

QUESTIONS?
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INDIANA UNIVERSITY

MELVIN AND BREN SIMON
COMPREHENSIVE CANCER CENTER

