



# BOOTLEG & BURNOUTS

## NORTHWOOD UNIVERSITY AUTO SHOW GALA

**Friday, September 19, 2025 | Midland Country Club | 6:00 p.m.**

### BOOTLEGGERS, BURNOUTS, AND A DARING DOSE OF NORTHWOOD SPIRIT

Since 1959, Northwood University has been crafting automotive legends, and in 2025, we're taking this joyride back to the roaring '20s. Get ready to slip behind the velvet curtain for **Bootleg & Burnouts**, a speakeasy-style soirée where the jazz is hot, the cars are cooler, and the cause is as bold as a bootlegger's getaway.

For 15 years, the Northwood University Auto Show Gala has been more than a ritzy evening out, it's been a high-octane tradition driving over \$1.7 million in scholarship support through the Town & Campus and Alumni Legacy funds. This event fuels futures and celebrates the spirited alumni, generous partners, and ambitious students who keep Northwood rolling strong.

This year, we're cranking up the charm with a prohibition-era twist, including vintage vibes, classic cocktails, a dinner worth toasting, a live auction, and the sensational Christina Kateri Band bringing down the house with timeless tunes. It's a night where the past meets horsepower, and every dollar raised helps students take the fast lane toward success.

We invite you to step into the spotlight as a sponsor and help us make this the most memorable gala yet.

Play a key role by being a sponsor. To RSVP, sponsor, or get more information visit [northwood.edu/gala](https://northwood.edu/gala), or contact Jen Carpenter, Director of Signature Events, at [carpenterj@northwood.edu](mailto:carpenterj@northwood.edu) or 989-837-4465.

LET'S RAISE A GLASS (ON THE SLY, OF COURSE) TO ROARING ENGINES, REMARKABLE STUDENTS, AND A NIGHT YOU WON'T FORGET. WE'LL SEE YOU AT THE SPEAKEASY.

### 2025 GALA COMMITTEE

Christina Salmon '15 & '16 MBA, Chair

Paul Bearden '97  
Chris Cass '96  
Adam Fitzpatrick '03  
Rick Guirlinger '11 MBA  
Katie Holton '18 & '19 MBA  
Jason Jager - Friend of NU

Kelly LaFontaine - NU Parent  
Nathan Rachow '95  
Natalie Roe '98, '17  
Ethan Schad '22  
Tate Treacy '98





# SPONSORSHIP AND FUNDRAISING LEVELS

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Table placement and benefits increase in prominence and prestige at higher sponsorship levels.

## **PRESIDENT'S PRIVATE SOCIETY - \$25,000**

### **CDK Global**

Lead sponsor of event

Only one sponsor available at this level

## **CHAIRMAN'S RESERVE - \$20,000**

Payment in excess of \$1,350 is tax deductible

- Includes an exclusive table of 10
- Recognition on event website
- Recognition in promotional materials
- Recognition in program and event signage

## **THE INNER CIRCLE - \$15,000**

Payment in excess of \$1,080 is tax deductible

- Includes 8 tickets to the gala
- Recognition on event website
- Recognition in promotional materials
- Recognition in program and event signage

## **DIAMOND DISTILLERY - \$10,000**

Payment in excess of \$1,080 is tax deductible

- Includes 8 tickets to the gala
- Recognition on event website
- Recognition in promotional materials
- Recognition in program and event signage

## **PLATINUM PROPRIETOR - \$7,500**

Payment in excess of \$1,080 is tax deductible

- Includes 8 tickets to the gala
- Recognition in promotional materials
- Recognition on event website
- Recognition in program

## **GOLD SYNDICATE - \$5,000**

Payment in excess of \$1,080 is tax deductible

- Includes 8 tickets to the gala
- Recognition in some promotional materials
- Recognition on event website
- Recognition in program

## **SILVER SPEAKEASY - \$3,000**

Payment in excess of \$810 is tax deductible

- Includes 6 tickets to the gala
- Recognition in program

## **BRONZE BOOTLEGGERS - \$1,500**

Payment in excess of \$540 is tax deductible

- Includes 4 tickets to the gala
- Recognition in program

## **GARAGE GUILD - \$750**

Payment in excess of \$270 is tax deductible

- Includes 2 tickets to the gala
- Recognition in program

## **INDIVIDUAL GALA TICKETS - \$200**

Payment in excess of \$135 is tax deductible

- \$200 per person

## **THE ROAD CREW - \$75**

- \$75 per person (9 p.m. late night ticket - drinks, dessert, and dancing)

\*If you are unable to attend the event, Northwood University's policy requires written notification be received no later than September 2, 2025 to claim a charitable contribution for the entire value of the Auto Show Gala admission price.

\*Sponsors confirmed by September 2, 2025 will receive recognition in printed materials. Many companies offer a matching gift program. Please check with your HR department and take advantage of this opportunity to help even more deserving students.

## **PAYMENT OPTIONS**

Tickets and sponsorships are available online at [northwood.edu/gala](http://northwood.edu/gala) or send a check (made payable to Northwood University) to the following address:



## **NORTHWOOD UNIVERSITY**

NU Business Office/Auto Show Gala  
4000 Whiting Dr.  
Midland, MI 48640

## **FOR MORE INFORMATION CONTACT:**

**Jen Carpenter**

Director of Signature Events

**989.837.4465 or [carpenterj@northwood.edu](mailto:carpenterj@northwood.edu)**

