



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, or contact Jen Carpenter, Director of Signature Events, at 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 6 tickets to the gala
- Recognition in some promotional materials
- Recognition on event website
- Recognition in program

SILVER SPEAKERS - \$3,000

Payment in excess of \$540 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 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

