

# NORTHWOOD UNIVERSITY AUTO SHOW GALA

# Liberty & Legacy

Friday, September 18, 2026 | Midland Country Club | 6:00 p.m.

## *Liberty and Legacy: Celebrating 250 Years of the United States of America*

Since 1959, Northwood University has shaped automotive leaders. On September 18, 2026, we're marking America's 250th anniversary with our most significant gala yet.

For 16 years, this sold-out evening has driven over \$2 million in scholarships while bringing together the automotive industry's most influential leaders and visionaries. This is a fundraiser to support scholarships for the next industry leaders - but it's also where deals are made, legacies are forged, and the future of mobility takes shape over dinner.

This year's theme celebrates being in the room where it happens, where every sponsor supports students, and helps secure their place in the industry's next chapter.

**Space is limited. Seating is assigned by sponsorship tier.**

To reserve your place or learn about exclusive sponsorship opportunities, contact Jen Carpenter at [carpenterj@northwood.edu](mailto:carpenterj@northwood.edu) or **989-837-4465**, or visit [northwood.edu/gala](http://northwood.edu/gala).

## *2026 Gala Committee*

Katie Holton '18 & '19 MBA, Co-Chair  
Natalie Roe '98, '17, MBA, Co-Chair

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

Kelly LaFontaine - NU Parent  
Nathan Rachow '95  
Christina Salmon '15 & '16 MBA  
Ethan Schad '22  
Tate Treacy '98

*We the People*  
Article 1

# Sponsorship & Fundraising Levels

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

## Premium Sponsors

Priority Seating is given to Premier Level Sponsors

**FOUNDING FATHER'S - \$25,000**

**CDK Global**

Lead sponsor of event

One sponsorship available at this level

**1776 - \$20,000**

One sponsorship available at this level

Payment in excess of \$1,600 is tax deductible

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

**PRESIDENT - \$15,000**

Two sponsorships available at this level

Payment in excess of \$1,280 is tax deductible

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

## Champion Sponsors

**LEGACY - \$10,000**

Eight sponsorships available at this level

Payment in excess of \$1,280 is tax deductible

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

**DECLARATION - \$7,500**

Eight sponsorships available at this level

Payment in excess of \$1,280 is tax deductible

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

## Contributer Sponsors

**STATESMAN - \$5,000**

Six sponsorships available at this level

Payment in excess of \$960 is tax deductible

- Includes 6 tickets to the gala
- Recognition in program

**LIBERTY LEAGUE - \$2,500**

Ten sponsorships available at this level

Payment in excess of \$640 is tax deductible

- Includes 4 tickets to the gala
- Recognition in program

**PATRIOT - \$1,000**

Payment in excess of \$320 is tax deductible

- Includes 2 tickets to the gala
- Recognition in program

## Individual Tickets

**IN THE ROOM WHERE IT HAPPENS**

**INDIVIDUAL TICKET - \$200**

Payment in excess of \$160 is tax deductible

- \$200 per person

**AFTER HOURS - \$75**

- 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 August 28, 2026 to claim a charitable contribution for the entire value of the Auto Show Gala admission price.

\*Sponsors confirmed by August 28, 2026 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)

