

CLIMB To THE CLOUDS



2026 Sponsorship Guide

A portion of the proceeds will benefit Gold Star Families.



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A Spectacular Event Since 1904

The Climb to the Clouds has embodied automotive adventure and performance for over a century. Predating Pikes Peak and the Indy 500, this historic event captivates racers and enthusiasts alike. From a daring ascent to Mt. Washington's peak to a tradition attracting top-tier drivers, the Climb to the Clouds boasts a rich history in progressing automotive technology and triumph against the elements.

Aligning your brand with the Climb to the Clouds offers a unique opportunity. The storied history resonates with consumers seeking excitement and adventure. Whether through sponsorship, collaborative events, or immersive campaigns, the Climb to the Clouds provides a platform to engage with audiences, fostering lasting brand recognition and loyalty.



Photo Courtesy of
Bill Gordon, Loudon, NH

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Event Details

Dates:

Registration & Tech Inspection: August 6th
Pre-event festivities & practice: August 7-8th
Race day: August 9, 2026

Location:

All operations, vendor displays, and the start area will be located at the base of the Mt. Washington Auto Road, just south of Gorham, NH.

Competitors:

The 80-car field will be comprised of ten classes including Vintage, Production, Electric, Rally, Open, & Unlimited.

Format:

Entrants will each receive two full course runs on race day, with the fastest time counting. Practice takes place Friday & Saturday prior to race day.

Spectators:

Spectator locations along the Auto Road will be available with additional spectator locations at the base area. Other attractions will include historic car displays, vendors, food & drink and an autograph session. About 7,500 to 10,000+ spectators are expected to attend the event over three days.

Media:

A comprehensive communications plan to gain regional, national & international exposure for event sponsors and competitors has been prepared. Media credentials for valid journalists will be available through the Mt. Washington Auto Road.



Scan to watch our Highlights Video!

Record Holders - Set in 2021

Car Photos Courtesy of
Derek Palmer Creative



Travis Pastrana - 5:28:67
2020 Subaru WRX STI



Margaret Sharron - 7:27:87
2004 Subaru WRX STI

Want to challenge these times?

The 2026 Climb to the Clouds will be the first race where the Auto Road is 100% paved! With these conditions, we are expecting new male and female records. If you or your team is interested in a record run, we are willing to discuss pricing that ensures a road with no interference from other competitors.



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Adaptable Advertising

No two companies' advertising needs are the same, so our sponsorship packages are custom tailored to your needs. We can build a custom set of deliverables that help you reach your customers most effectively.

Title Sponsor

\$100,000

Dominate the Event: Enjoy exclusive VIP access, prime placement on signage, invites to the elite Climb to the Clouds Reception, and the title sponsor designation in all event materials.

Maximize Brand Exposure: Reach thousands of attendees through live announcements, video ads, prominent vendor tent placement, a full-page advertisement, and logo on coveted volunteer swag bags.

Engage Your Audience: Host corporate displays, distribute promotional materials, and entertain guests with VIP experiences like guided tours and exclusive parking.

Brand Exclusivity: This package offers brand exclusivity for your sector.

Leverage Media Opportunities: Gain full media rights, including photos, videos, and social media promotion.

Build Lasting Relationships: Receive complementary tickets to network with VIPs, volunteers, and attendees while supporting a premier sporting event.

Live Streaming: Moment by moment action through our HAM Operators' live streaming.

Two Event Entries: This sponsorship covers the cost of two entries.

On-Car Advertisement: Each entrant is required to display the event sticker on both sides of their vehicle for sponsor exposure. Your logo will be featured on this event sticker.

Platinum Sponsor

\$50,000

Brand Exposure: Prime vendor tent placement, full-page advertisement, and logo on coveted volunteer swag bags.

VIP Experience: Exclusive access to the Cragway Turn VIP area and invites to the elite Climb to the Clouds Reception.

Connect With Our Community: Complementary tickets, volunteer BBQ invitations, and prominent brand exposure through video ads.

Elevate Your Visibility: Your name and logo everywhere – from the event program to promotional materials.

Course Advertisement: This package offers fifty printed logos along the hill.

On-Car Advertisement: Each entrant is required to display the event sticker on both sides of their vehicle for sponsor exposure. Your logo will be featured on this event sticker.

Gold Sponsor

\$20,000

Sponsor a Specific Feature: Festival Tent, Grandstands, Northern/Southern Pits, Stage—choose one of these to put your name on. Put yourself on the map, literally.

Amplify Your Message: Reach thousands with a half-page advertisement, four daily announcements, and your logo on coveted volunteer swag bags.

Prime Placement: Your brand takes center stage with a dedicated feature sponsorship and a prominent vendor tent.

Engage With Your Target Market: Enjoy complementary tickets and connect with attendees at the exclusive volunteer BBQ.

Course Advertisement: This package offers twenty printed logos along the hill.

Silver Sponsor

\$10,000

Increase Your Visibility: Promote your brand with a partial page advertisement within the event program, prominent vendor tent, and your company included in our live announcements.

Course Advertisement: This package offers ten printed logos along the hill.

Connect Directly With Your Audience: Distribute promotional items through our coveted volunteer swag bags.

Enjoy Event Perks: Network with volunteers at the Saturday night BBQ and enjoy complementary tickets to the event itself.

Bronze Sponsor

\$5,000

Increase Your Visibility: Promote your brand with a partial page advertisement within the event program, prominent vendor tent, and your company included in our live announcements.

Course Advertisement: This package offers five printed logos along the hill.

Connect Directly With Your Audience: Distribute promotional items through our coveted volunteer swag bags.

Enjoy Event Perks: Network with volunteers at the Saturday night BBQ and enjoy complementary tickets to the event itself.

* Title-Silver sponsorship levels include an optional entry. Drivers are subject to selection committee approval.

* The Bronze sponsorship level includes a 50% off entry. Drivers are subject to selection committee approval.



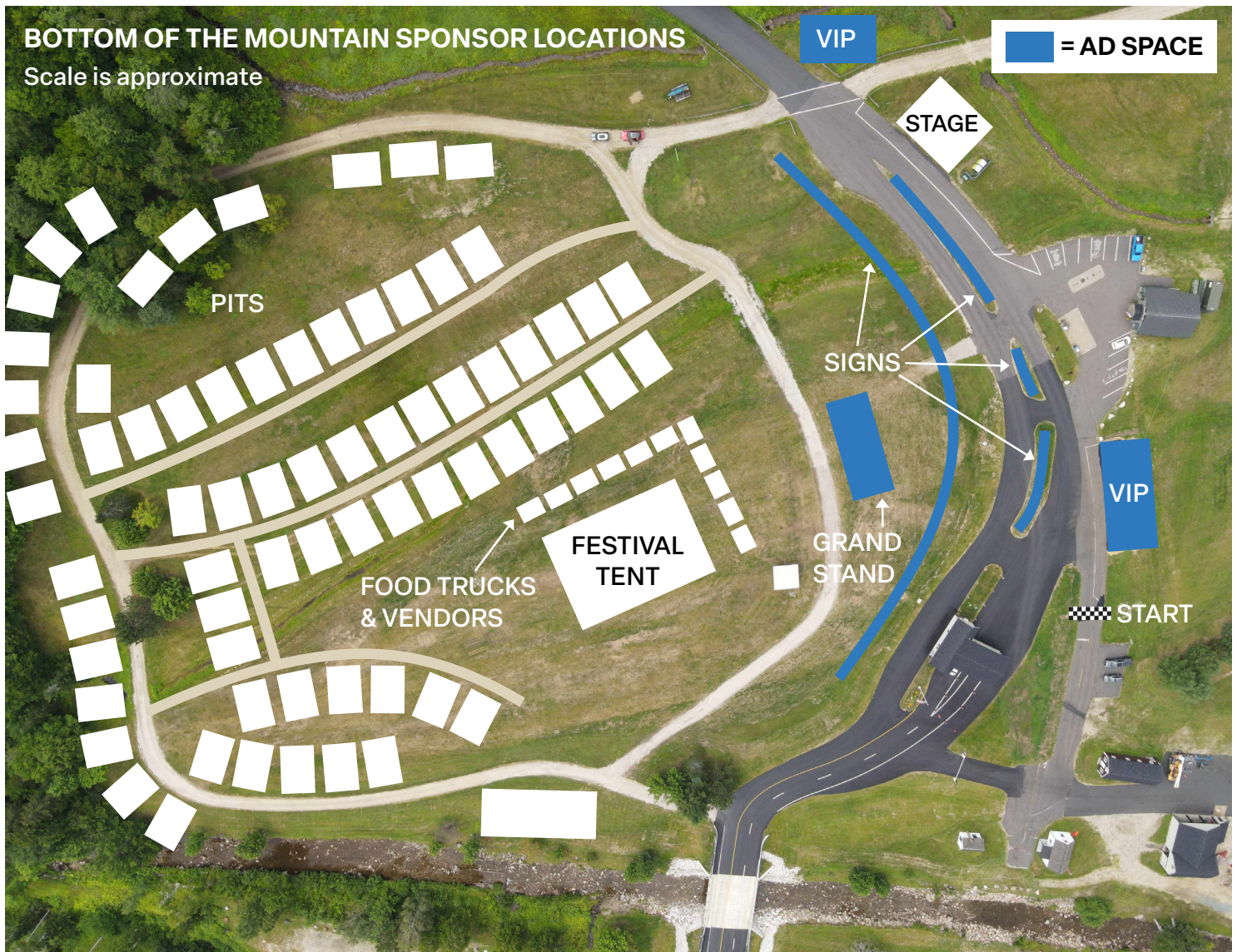
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Sponsor a Specific Location!

While our sponsorship packages have set locations, you are not limited to what each tier includes! If you would like to sponsor a specific location at the Climb to the Clouds, we are willing to offer more locations. The two maps below show areas you can sponsor - even if you'd like to name a turn on the course after your company!

Other Areas Offered:

- Banner at the start line and fencing along it
- Grand Stand
- Name the stage
- Individual signs along the inside of the start line
- Fencing along the other side of the road
- Spectator section along the right side of Turn 1
- Signs at Cragway Turn
- Pillars at Cow Pasture
- Finish Banner
- Tech Stickers
- Spectator area with a banner overhead and space to park a trailer for marketing
- Festival Tent roped off area



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