

Say it with Signs. Every Week. All Season.

NASCAR is the #1 spectator sport in America and sponsors benefit from NASCAR fan loyalty.

Grandstand Sidewalk Signs (8' x 2')

- Custom designed and maintained for the 2016 racing season
- Includes an 8 person skybox for one available event in 2016
- Includes 25 \$12.00 grandstand tickets for use during the season



Front Wall Sign (8' x 3')

- Custom designed and maintained for the 2016 racing season
- Includes an 8 person skybox for one available event in 2016
- Includes 35 \$12.00 grandstand tickets for use during the season



Welcome Sign (16' x 4')

- Custom designed and maintained for the 2016 racing season
- Includes an 8 person skybox for two available events in 2016
- Includes 40 \$12.00 grandstand tickets for use during the season



Backstretch Wall Sign (30' x 4')

- Custom designed and maintained for the 2016 racing season
- Includes an 8 person skybox for two available events in 2016
- Includes 50 \$12.00 grandstand tickets for use during the season



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Backstretch Billboard (20' x 10' or 10' by 20')

- Custom designed and maintained for the 2016 racing season
- Includes an 8 person skybox for two available events in 2016
- Includes 75 \$12.00 grandstand tickets for use during the season



Scoring Tower Sign (6' x 30')

- Custom designed and maintained for the 2016 racing season
- Visible from all skyboxes and grandstand seats
- Includes an 8 person skybox for two available events in 2016
- Includes 100 \$12.00 grandstand tickets for use during the season

Scoring Tower Billboard (16' x 8')

- Custom designed and maintained for the 2016 racing season
- Visible from all skyboxes and grandstand seats
- Includes a 16 person skybox for two available events in 2016
- Includes 75 \$12.00 grandstand tickets for use during the season



Scoring Tower (6' x 30') & Billboard (16' x 8') Package

- Custom designed and maintained for the 2015 racing season
- Visible from all skyboxes and grandstand seats
- Includes a 16 person skybox for two available events in 2016
- Includes 100 \$12.00 grandstand tickets for use during the season

Use tickets for corporate or promotional purposes.

Customize any package with a company outing on one of the party decks, group ticket sales and/or skybox rentals.

Other customized track signage/locations will be considered upon request.



Say it with Sponsoring an Event

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Green Flag Package

- ✦ **Named sponsor for one Full House (six classes) race night**
- ✦ Listed in promotional materials and announced a minimum of 6 times on race night
- ✦ Corporate logo and website link placed on Kalamazoo Speedway website for the 2016 season
- ✦ Receive 50 tickets for this event. Receive 25 \$12 grandstand tickets for use over the 2016 season
- ✦ Complimentary use of an 8-person VIP skybox on race night
- ✦ Join Kalamazoo Speedway staff in the flag stand as an honorary starter & in the pace car
- ✦ Sponsor may distribute flyers, coupons, promotional items and/or display sponsor provided banners on race night

White Flag Package

- ✦ **Official Class Sponsor for one of the 6 available classes for the 2016 season**
- ✦ Listed in promotional materials and announced a minimum of 3 times on race night
- ✦ Corporate logo and website link placed on Kalamazoo Speedway website for the 2016 season
- ✦ Receive 50 \$12 grandstand tickets for use over the 2016 season
- ✦ All cars in your sponsored class will boldly display your name/logo on a furnished decal
- ✦ Complimentary use of an 8-person VIP skybox for three Full House race nights
- ✦ Complimentary use of an available 8-person VIP skybox for a second Full House race night
- ✦ Join Kalamazoo Speedway staff in the flag stand as an honorary starter & in the pace car
- ✦ Sponsor may distribute flyers, coupons or promotional items on race night
- ✦ Receive a front wall sign which will be furnished & maintained for the entire 2016 season

Checkered Flag Package

- ✦ **Platinum Sponsor for one Full House Event for the 2016 Season**
- ✦ Listed in promotional materials and announced a minimum of 6 times on race night
- ✦ Corporate logo and website link placed on Kalamazoo Speedway website for the 2016 season
- ✦ Receive 100 tickets for this event with seating on the Party Deck for your ticket holders only
- ✦ Complimentary use of a 16-person VIP deluxe skybox for one Full House race night
- ✦ Receive 50 - \$12 grandstand tickets for use over the entire 2016 season
- ✦ Join Kalamazoo Speedway staff in the flag stand as an honorary starter & in the pace car
- ✦ Sponsor may distribute flyers, coupons, promotional items and/or display sponsor provided banners on race night
- ✦ Receive a front wall sign which will be furnished & maintained for the entire 2016 season



Say it with Sponsoring an Event

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Deluxe Checkered Flag Package

- Named sponsor for one Specialty Race, Specialty Event or Fireworks show
- Listed in promotional materials and announced a minimum of 6 times during sponsored event
- Corporate logo and website link listed on Kalamazoo Speedway website for the 2016 season
- Receive 100 tickets for reserved seating on the party deck (optional food/drink packages separate) for sponsored event
- Complimentary use of an available 16-person VIP skybox for a second Full House race night
- Join Kalamazoo Speedway staff in the flag stand as an honorary starter & in the pace car
- Sponsor may distribute flyers, coupons, promotional items and/or display sponsor provided banners for sponsored event
- Receive custom designed and maintained 30' x 4' backstretch sign for the 2016 season

Deluxe Double Checkered Flag Package

- Named sponsor for one Specialty Race, Specialty Event or Fireworks show
- Listed in promotional materials and announced a minimum of 6 times during sponsored event
- Corporate logo and website link listed on Kalamazoo Speedway website for the 2016 season
- Receive 100 tickets for reserved seating on the party deck (optional food/drink packages separate) for sponsored event
- Complimentary use of an 8-person VIP skybox for the 2016 season
- Join Kalamazoo Speedway staff in the flag stand as an honorary starter & in the pace car
- Sponsor may distribute flyers, coupons, promotional items and/or display sponsor provided banners for sponsored event
- Provide custom designed and maintained Corporate 20'x 10' Billboard Signage for 2016

Use tickets or skyboxes for corporate or promotional purposes.

Marketing packages may be customized to meet specific company advertising objectives.

Other customized track signage/locations will be considered upon request.



Why Advertise or Sponsor at Kalamazoo Speedway?

NASCAR is the #1 spectator sport in America (*Forbes* 02/27/2012)

NASCAR is the #1 sport in fan brand loyalty

- 75% are more likely to support a company by purchasing its product/service if the company is an official NASCAR sponsor
- 73% are more likely to recommend a product/service to friends or family if the product/service is an official NASCAR sponsor
- 50% say that during tough economic times, they will continue to support NASCAR sponsors more than other brands because of the commitment they show to the sport (*Ipsos, 2009 NASCAR Brand Tracker*)

Turnkey Sports & Entertainment (November 2014) and published in *Sports Business Journal*



NASCAR has broad fan demographics

- 63% male/37% female
- 25% of NASCAR fans are 18-34
- 50% of NASCAR fans earn \$50,000 or more
- 33% of NASCAR fans have children under the age of 18
- 20% of NASCAR fans are multicultural

Nielsen Scarborough 2014



What industry insiders say about the Kalamazoo Speedway

Bob Boles calls the Kalamazoo Speedway “one of the best managed, maintained, and operated tracks” seen while touring tracks across the country. “This is one of the most successful tracks we have visited to date and the grandstands, as well as the pits were full. When a promoter runs a clean show, complete with solid tech, a video review process for on-track situations and affordable rules, it all works. The safety crew is all firefighters along with paramedics. The safety truck is top notch and along the lines of what I’ve seen in NASCAR Sprint Cup and IndyCar racing.”

Circle Track (2012)



“Driver Turned Promoter: Once a racer, always a racer! On the Kalamazoo Klash trophy, one finds Gary Howe’s name. Now he’s the hands-on owner and promoter of the Michigan oval. He confesses that the transition from driver and car owner to promoter was tough and he had to undo errors he made, but he’s grown to be one of the industry’s best.”

Racing Promotion Monthly (44-08 [2014])



Kalamazoo Speedway

the only NASCAR sanctioned short track in Michigan

- Southwest Michigan's **FRIDAY NIGHT** Entertainment Hot Spot – 10 minutes from Kalamazoo; 40 minutes south of Grand Rapids
- Paved 3/8 mile high-banked oval
- Seats 6,500 with 43 skyboxes (each holding 8-16 guests)
- Racing April through October
- Designated family seating with no alcohol or smoking (capacity of over 1,000)
- Paved handicapped parking, modern restrooms and 30 acres of general parking
- NASCAR sanctioned weekly racing presented by the Whelen All-American Series
- Special races feature the CRA Super Series, Winged Super Sprints, USAC Midgets, Modifieds and Enduro Series
- Special events include the Kalamazoo Klash, the Legendary Night of Destruction, Call of the Wild, Super Shoe Nationals and fireworks
- Five concession stands, two party decks (capacity of 240 and 100), plus the Hospitality Village (capacity of 500)
- Proud supporter of many local non-profit organizations, schools and churches

