




Promote Your Business at Kalamazoo Speedway. Every Week. All Season.

*NASCAR is the #1 spectator sport in America and sponsors benefit from NASCAR fan loyalty
Sports Business Journal [2014]*











TITLE SPONSOR:

WEEKLY RACE PROGRAM FOR THE 2017 SEASON ----- \$2,150

Sponsorship of the weekly race program (5th Turn) given to guests throughout the season guarantees prominent exposure for your company. Your company's ad will appear in each weekly race program. As a title sponsor, your company will be referenced in at least 2 public address announcements per race night. We will make this sponsorship work for you. Have ideas other than those listed? Just let us know.

-  Put a coupon in the program.
-  Set up a kiosk onsite for an evening.
-  Promote special events or promotions in your program ad.

Add a sign and gain additional exposure for every Kalamazoo Speedway sponsored testing session, practice, race and special events plus each leased event (e.g., Rusty Wallace Driving Experience, 5th Gear Race Car Driving Experience, etc.)

 Tower Sign (6' x 30')-----	\$4,500
 Tower Billboard (16' x 8')-----	\$3,000
 Start Zone Signs (2 signs - 70' x 4' & 58' x 4')---	\$2,850
 Standard Billboard (20' x 10')-----	\$2,500
 Backstretch Wall Sign (30' x 4')-----	\$2,000
 Grandstand Entry Signs	
 4' x 4'-----	\$575
 4' x 8'-----	\$675
 8' x 8'-----	\$850
 8' x 16'-----	\$1,350



BLEACHER SPONSORSHIP: \$1,000

-  Two-year package.
-  Includes a sidewalk sign and 12 tickets per year.

We offer discounts for multi-year contracts.

All signs are custom designed and maintained for the contract period.

We have numerous hospitality options available.

