

# **PROMOTE YOUR BUSINESS AT KALAMAZOO SPEEDWAY**

## **EVERY WEEK ALL SEASON**

Elevate your company's visibility in the marketplace with a professional, economical and smart marketing package at Kalamazoo Speedway. We offer the following packages as well as numerous others.

We don't pretend to know your business like you do; if there is other exposure you would prefer, we are happy to make substitutions or build a package to best meet your needs.

Our fans are your potential customers. We look forward to welcoming you to the Kalamazoo Speedway family.

### **CLASS SPONSOR PACKAGE ----- \$1,250 - \$3,250\***

- 🏁 Title sponsor for one of the five classes racing for weekly points during the 2019 season
- 🏁 Sponsor listed in promotional materials and announced trackside
- 🏁 Sponsor's corporate logo/link added to Speedway website
- 🏁 Receive 50 - \$12 tickets for use over the 2019 season
- 🏁 BONUS: Complimentary use of an 8-person skybox for two weekly point race nights
- 🏁 All cars in sponsored class will display a sponsor furnished decal (company name/logo)
- 🏁 Join Speedway staff in the flag stand, scoring tower and/or in the pace car for two race nights
- 🏁 Sponsor may set up a kiosk to distribute coupons or promotional items on select race nights
- 🏁 OPTION: Add a custom designed/maintained backstretch wall sign (pricing follows the "/" below)

\* Zoo Stocks (\$1,250/\$900)      Outlaw FWD (\$1,750/\$800)      Street Stocks (\$2,250/\$700)  
Late Model Sportsman (\$2,750/\$600)      Outlaw Super Late Models (\$3,250/\$500)

### **WEEKLY RACE NIGHT SPONSOR ----- \$3,250** **SPECIALTY RACE NIGHT SPONSOR ----- \$5,000**

- 🏁 Title sponsor for one of the weekly race night or specialty race in 2019
- 🏁 Listed in promotional materials and announced trackside
- 🏁 Sponsor's corporate logo/link added to Speedway website
- 🏁 Receive 50 - \$12 tickets for use on the sponsored night or over the 2019 season
- 🏁 BONUS: Complimentary use of a 16-person skybox for the sponsored night
- 🏁 All cars racing on the sponsored night will display a sponsor furnished decal (company name/logo)
- 🏁 Join Speedway staff in the flag stand, scoring tower and/or in the pace car on the sponsored night
- 🏁 Sponsor may set up a kiosk to distribute coupons or promotional items on select race nights
- 🏁 BONUS: Custom designed/maintained backstretch wall sign or billboard for the 2019 season

### **BLEACHER SPONSORSHIP (2 year package) ----- \$1,000**

- 🏁 Includes a sidewalk sign and 10 - \$12 tickets per year.

### **WEEKLY RACE PROGRAM SPONSOR ----- \$2,000**

Title sponsor of the weekly race program (5<sup>th</sup> Turn) given to guests throughout the season.



## FLAG SPONSOR ----- \$2,400

Kalamazoo Speedway flies 45 – full size flags a top its skyboxes, railings, scoring tower and main entry sign. Pricing includes the sponsorship only. Flags, which will bear the sponsor’s name/logo, may be provided to the Speedway (final size/design to be approved by the Speedway) or ordered by the Speedway (final proof to be approved by the sponsor prior to production) and billed.

- 🚩 Recognition offered during each Kalamazoo Speedway sponsored event during the 2019 season
- 🚩 Sponsor’s corporate logo/link added to Speedway website
- 🚩 Receive 50 - \$12 tickets for use over the 2019 season
- 🚩 **BONUS:** Complimentary use of an 8-person VIP skybox for two weekly points race nights

## SIGNS

Signs add exposure for every testing session, practice and event plus any leased event (e.g., Bandit Big Rigs, Rusty Wallace Driving Experience, etc.) Want another location? Just ask!

🚩 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
🚩 Entrance Welcome Signs (visible from road)	
🚩 8’ x 4’ -----	\$1,500
🚩 4’ x 16’ -----	\$2,000
🚩 Backstretch Wall Sign (30’ x 4’)-----	\$2,000
🚩 Grandstand or Pit Road Signs	
🚩 4’ x 4’ -----	\$575
🚩 4’ x 8’ -----	\$675
🚩 8’ x 8’ -----	\$850
🚩 8’ x 16’ -----	\$1,350



## KALAMAZOO KLASH XXVII SPONSOR

Broadcast annually by Speed51, the Kalamazoo Klash was named one of the top 5 short track events in the nation by Circle Track Magazine. This classic event packs the stands year in and year out. Our fans are your potential guests.

- 🚩 Kalamazoo Klash XXVII Qualifying Sponsor----- \$2,000
- 🚩 Kalamazoo Klash XXVII Fast Time Sponsor ----- \$2,000
- 🚩 Kalamazoo Klash XXVII Autograph Session Sponsor ----- \$2,000
- 🚩 Kalamazoo Klash XXVII Event Sponsor ----- \$7,500
- 🚩 Listed in promotional materials and announced trackside
- 🚩 Sponsor’s corporate logo/link added to Speedway website
- 🚩 Receive 20 pit passes (admits to pits and grandstands)
- 🚩 **BONUS:** Complimentary use of an 8-person (catered) skybox for the event
- 🚩 Receive a standard billboard for the season
- 🚩 Join Speedway staff in the flag stand and in the pace car for the event
- 🚩 Sponsor may set up a kiosk to distribute coupons or promotional items during event
- 🚩 All cars racing in Klash XXVII will display a sponsor furnished decal (company name/logo)

We offer discounts for multi-year contracts.

Numerous hospitality options are available for your group.

