

PROMOTE YOUR BUSINESS AT KALAMAZOO SPEEDWAY

EVERY WEEK  **ALL SEASON**



Our fans are your potential customers. Elevate your company's visibility in the marketplace with a professional, economical and smart marketing package at Kalamazoo Speedway. We don't pretend to know your business like you do. We offer the following popular packages and will gladly make package substitutions or build a package to best meet your needs. We look forward to welcoming you to the Kalamazoo Speedway family.

WEEKLY CLASS SPONSOR PACKAGE ----- \$1,400 - \$3,500*

- Title sponsor for one of the weekly classes racing for points during the 2025 season
- Listed in promotional materials and announced trackside
- Sponsor's corporate logo/link added to Speedway website
- Complimentary use of an 8-person skybox for one weekly (\$15.00) race night
- All cars in sponsored class will display a sponsor furnished decal (company name/logo)
- Join Speedway staff in the flag stand and in the pace car for one weekly race night
- Sponsor may set up a kiosk to distribute coupons or promotional items on a select race night
- OPTION:** Add a custom designed/maintained billboard (pricing follows the "I" below)

* FWD A (\$2,000/\$600) ^{SOLD} FWD B (\$1,600/\$600) ^{SOLD} FWD C (\$1400/\$600) ^{SOLD}
Street Stock (\$2,500/\$725) ^{SOLD} Limited Late Models (\$3,000/\$700) ^{SOLD} Late Models (\$3,500/\$550) ^{SOLD}

FLAG SPONSOR ----- \$2,000

Kalamazoo Speedway flies 45 - 3' x 5' flags on top of 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 2025 season
- Sponsor's corporate logo/link added to Speedway website
- Receive 20 - \$15 tickets for use over the 2025 season
- BONUS:** Complimentary use of an 8-person skybox for one standard weekly race night

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

- Title sponsor of the weekly race program given to guests throughout the season.
- Receive 30 - \$15 tickets for use over the 2025 season
- BONUS:** Complimentary use of an 8-person skybox for one standard weekly race night



SIGNS

Signs add advertising for every testing session, practice, race and all leased events.

Scoring Tower Sign (6' x 30')	\$4,500	SOLD
Scoring Tower Billboard (16'x 8')	\$3,000	SOLD
Standard Billboard (20' x 8')	\$2,550	
Entrance Welcome Signs (visible from road)		
8' x 4'	\$1,500	SOLD
4' x 16'	\$2,000	SOLD
Mini-Billboards (backstretch) (20' x 4')	\$2,000	

WEEKLY RACE NIGHT OR SPECIAL EVENT SPONSORSHIP ----- \$3,250 & up

Pricing and perks are dependent on the race event sponsored. All include a skybox for a night. Discounts are offered for sponsoring more than one race in a season.

KALAMAZOO KLASH OR CRA/RABER'S RUMBLE SPONSOR

The Kalamazoo Klash was named one of the top 5 short track events in the nation by Circle Track Magazine and Speedway Illustrated Hot Spots (Places to Be, Races to Watch) in 2019.

Qualifying Sponsor*	\$2,500
Autograph Session Sponsor*	\$2,500

***We'll toss in a perk or two depending on your wishes.**

Event Sponsor	\$7,500
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- Listed in promotional materials and announced trackside
- Sponsor's corporate logo/link added to Speedway website
- Receive 10 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

- We offer discounts for multi-year contracts.
- All signs are custom designed and maintained for the contract period.
- Is there a location you'd like a sign? Just ask!
- Numerous hospitality options are available for your group.

