



*Office: 959 Eden Road
Mason, MI 48854
Office: (517) 244-1042*

Promotional and Marketing Programs

Stock car racing is America's fastest growing sport. No where is this more evident in local short track racing than at Spartan Speedway. Take advantage of the many and various ways your company can use the fun and excitement of a night of Spartan Speedway action to entertain your customers, business associates and employees and promote business traffic.

Race Night Sponsorship

A powerful marketing opportunity, the "Race Night Sponsorship" gives your company complete and total exposure at Spartan Speedway. Sponsorship includes the event title, general admission tickets and other perks that create the total advertising package. Trophies that you will present to the feature race winners, starting (green flag) the feature races and catering is also available.

Race Night Sponsorship \$500

Sponsorship Includes:

** General admission tickets:*

Spartan Speedway will provide you with as many general admission tickets as you may need and you can hand them out freely because you will only pay for the tickets that are redeemed.

Cost of total tickets redeemed

1 - 100 = \$6.00 per ticket

101 - 200 = \$5.00 per ticket

201 or more = \$4.00 per ticket

- * 20 x 20 Hospitality tent with picnic tables*
- * Announcements throughout the race (short script needed)*
- * Use of speedway property for display*
- * Representative from your party may start the feature races from flag stand*
- * Pace car rides (time permitting)*
- * T-shirt shoot (must provide t-shirts)*

Other Options Available with Race Night Sponsorship (Additional Costs)

- * Trophies (presented to winners by your company representative)*
- * Food coupons*

Rainout Policy

- * A predetermined rain out date will be established and printed on tickets*

Trackside Billboards and Signage

You can reach a captive audience of the most sponsor loyal fans in the world with trackside billboards. Optional sizes, with or without season tickets. Billboard signs can also include program space.

8 X 8 Billboard ~ \$900 with Ticket Package

Includes:

- * One nightly script of advertisement each race night*
- * One time cost to produce sign is additional*

Ticket Package Includes

** 2 General Admission Season Passes (\$450.00 Value)*

Or

** 1 Pit Season Pass (\$450.00 Value)*

Without Ticket Package Deduct \$200

Program Ads

Our "Lucky Number" programs are packed with current standings, race recaps, pictures and more, a very cost effective way to tap into the legions of short track race fans. Season grandstand or season pit passes can be included in the full and one half page ad packages.

- * Full Page \$600 - Includes 2 General Admission Season Tickets (\$500 without tickets)
- * ½ Page \$500 - Includes 2 General Admission Season Tickets (\$400 without tickets)
- * ¼ Page \$175
- * Business Card Size \$100

Division Sponsorship

Create a year long presence in the mid Michigan racing community by sponsoring a racing division for the season. Your name will appear in all weekly promotional and press releases concerning that division along with complimentary tickets. A division sponsorship gives you the opportunity to network with competitors, team owners and fans for the entire season. Division sponsorships are typically customized. Prices may vary depending on package. Please call (517) 244-1042 for quick and precise package options and pricing.

"Divisions"

Late Models

Modifieds

Wingless Sprints

Pony Stocks

Pure Stocks

Specials:

Figure 8 Bus Sponsorships ~ \$750

Includes:

** General admission tickets:*

Spartan Speedway will provide you with as many general admission tickets as you may need and you can hand them out freely because you will only pay for the tickets that are redeemed.

Cost of total tickets redeemed:

*1 - 100 = \$6.00 per ticket
101 - 200 = \$5.00 per ticket
201 or more = \$4.00 per ticket*

**An opportunity to decorate your bus*

**Trophies for the best looking & winning bus*

We can also host a large variety of events with discount group tickets:

Parties

Company Picnics

Weddings

Reunions

Customer Appreciation Nights

Group Ticket Sales

*25 - 50 ~ \$4 discount per ticket
51 - 100 ~ \$5 discount per ticket
101 - 200 ~ \$6 discount per ticket
201 & up ~ \$7 discount per ticket*

(Priced at adult ticket prices)

5 & under are FREE