

## ABOUT US

Stock car racing is America's fastest growing sport. Nowhere is this more evident in local short track racing than at Spartan Speedway. Take advantage of the many ways your company can use the fun and excitement of a night of Spartan Speedway action to entertain your customers, business associates and employees along with promoting your business.

This brochure outlines a few of the possibilities to partner with Spartan Speedway. Please allow us to put together a customized proposal that is tailored to your business needs.



## OUR PRODUCTS

### Program Advertisement

Our "Lucky-Number" programs are packed with current standings, race re-caps, pictures and more. A very cost effective way to tap into the legions of short track race fans.

Program Ad Sizes Include:

- Full Page
- 1/2 Page
- 1/4 Page
- Business Card Size
- 2 x 4 Advertising Sign (can be added)

### Division Sponsorship

Maximize your brand recognition by becoming a sponsor of one of our exciting racing divisions. Division sponsorship will provide your business with valuable season long exposure. Our divisions include; Late Models, Modifieds, Spartan Stocks, Pony Stocks, Legends and Bandoleros

### School Bus Figure-8 Sponsorship

Without a doubt this is our largest crowd pleaser with plenty of action on the Spartan Speedway Figure-8 track! This event is run twice annually with as many as eight buses fighting for a winning position.

There is no better "Rolling-Billboard" than a Spartan Speedway Figure-8 School Bus that your company has decorated and decked out in your company name and colors slammin' and bangin' its way around the track.



### Race Night Sponsorship

A powerful marketing opportunity. The race night sponsorship gives your company complete and total exposure at Spartan Speedway. Additional available options with race night sponsorship include;

- Customized Trophies (with your company name)
- Presentation of Trophies (by company representative)
- Food Coupons (paying only for ones redeemed)

### Bleacher Signage

2' x 4' Signage displayed on the back of the bleachers visible when entering the general admission gate.



### Bleacher Billboards

The ultimate exposure. Your billboard is visible from Cedar Road or College Road from mid April through mid September.

### Trackside Billboards

You can reach a captive audience with the most sponsor loyal fans with a trackside billboard. Optional sizes are available.

