

# 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 2022 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 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 "/" below)



\* Zoo Stock (\$1,250/~~\$950~~<sup>SOLD</sup>)      Outlaw FWD (\$1,750/~~\$850~~<sup>SOLD</sup>)      Street Stock (\$2,250/~~\$725~~<sup>SOLD</sup>)  
Template Late Models (\$2,750/~~\$625~~<sup>SOLD</sup>)      Outlaw Super Late Models (\$3,250/~~\$500~~<sup>SOLD</sup>)

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

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 2021 season
-  Sponsor's corporate logo/link added to Speedway website
-  Receive 30 - \$15 tickets for use over the 2022 season
-  BONUS: Complimentary use of an 8-person VIP skybox for two weekly points race nights

### 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 2022 season

### BLEACHER SPONSORSHIP ----- \$1,000

-  Two-year package.
-  Includes a sidewalk sign and 10 - \$15 tickets per year for use over the 2022 season



## SIGNS

Signs add exposure for every testing session, practice, race and special event plus each leased event.

🚩 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')	-----	\$3,000
🚩 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'	-----	\$600
🚩 4' x 8'	-----	\$700
🚩 8' x 8'	-----	\$900
🚩 8' x 16'	-----	\$1,500



## KALAMAZOO KLASH XXX SPONSOR

Broadcast annually by pay per view, 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. This classic event packs the stands year in and year out. Our fans are your potential customers.

🚩 Kalamazoo Klash XXX Qualifying Sponsor*	-----	\$2,000
🚩 Kalamazoo Klash XXX Autograph Session Sponsor*	-----	\$2,000
🚩 Kalamazoo Klash XXX Fast Time Sponsor*	-----	\$3,100
🚩 Kalamazoo Klash XXX 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 XXX will display a sponsor furnished decal (company name/logo)

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

## WEEKLY RACE NIGHT OR SPECIAL EVENT SPONSORSHIP ----- \$3,250 - \$5,000

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

- 🚩 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.

