



**2024  
SPONSOR INFO**



# SIGNAGE OPPORTUNITIES

## FRONT STRETCH SIGNAGE:

Get your name out in front of racers, crews, and fans! Facing the grandstands, your 4'x8' sign will be continually viewed by the crowd and will appear in fan photos and social media posts.

- 4'x8' sign on front stretch \$1500/year plus sign cost (~\$300) renewable yearly

## GRANDSTAND SIGNAGE:

Let fans know you support the speedway with several options to have your company logo and message right where they can see it.

Welcome banner - 4' wide banner along top of grandstands, 20' long. \$1000 plus banner cost

Track facing grandstand signage - 3'x5' sign elevated above seating area facing track, \$500 plus sign cost

Concession facing grandstand signage - 3'x5' sign along back of grandstands, viewed by fans entering the stands and while in concessions area, \$500 plus sign cost

## BACK STRETCH BILLBOARD:

New for 2024! Get a large 8'x15' billboard set up high on poles along the back stretch. These billboards will be easily viewed from anywhere in the grandstands.

- 8'x15' billboard on back stretch \$2500/year plus sign cost (~\$1000) renewable yearly

# PROMOTIONAL OPPORTUNITIES

## RACE DAY PROGRAM ADS:

- Full Page: \$500/weekend
- Half Page: \$300/weekend
- Quarter Page: \$200/weekend

## SWAG:

We will work directly with you to fully customize our race day shirts to your liking, with your company logo prominently displayed. Pricing is variable depending on items chosen, artwork, etc. Inquire for more info.

## SPEEDWAY SUPPORTER:

For a minimal investment, support the track and let it be known!

- 12"x24" sign on catch fence in view of one grandstand
- 2 announcer mentions during a race night
- Shout out on our social media
- Your logo on our website and event promotional materials

TOTAL COST: \$250 per weekend, or \$600/full season

# NAMING RIGHTS

## CLASSES:

Full naming rights, announcer mentions, logo on winner trophy, logo on winner check, logo in official winner photos, credit in social media winner posts, and more!

\*Your Company\* Dead Horse Stocks \$500/season

\*Your Company\* Midwest Modifieds \$750/season

\*Your Company\* Modifieds. \$1000/season

\*Your Company\* Late Models. \$1500/season

## VICTORY LANE: - \$2500/season

Full naming rights, announcer mentions, signage in Victory Lane, logo in official winner photos, credit in social media winner posts, and more!

## CAUTION FLAGS - \$1000/season

Announcer mentions your name every time a caution is called! "It's The \*Your Company\* Caution"

## HOT LAPS - \$750/season

Announcer mentions your name for every hot lap session and will highlight your special message along with fastest lap time reports. "It's the \*Your Company\* hot laps"

# OTHER OPPORTUNITIES

## SCOREBOARD/LAPBOARD

Keep eyes tuned to your brand by sponsoring our scoreboard project.

This digital board will be viewed by thousands and tied directly to our transponder scoring system for split second accuracy, showing laps remaining and top positions. You will be able to fully customize how your branding, logo, and signage surrounds this board. You will receive 5 years of signage space surrounding the board, full naming rights with live announcer mentions every time the board is mentioned, and 6 all access VIP passes per year. Total investment for this project is \$20,000.

## PERMANENT TRACK LIGHTING

In 2023 we invested in front stretch LED lighting but were forced to use temporary portable light towers for the remainder of the track. These light towers are unreliable, add complexity to our infield, are a lot of work to set up, and don't provide good lighting. We have already received donation commitments for light poles, directional boring, and setup, but we are in need of cash to complete this project. For an investment of \$25,000 your company will be continually appreciated and receive full naming rights for the next 5 years and 10 all access VIP passes per year. Your company logo will be placed at the bottom of each pole and along the front stretch to remind the crowd of your generous donation to this project that allows for thrilling night racing when the track is at its best.

# RACE SPECIAL SPONSORSHIP OPPORTUNITY

As the exclusive sponsor for both race days of one of our weekend specials, your company will be promoted and featured prior to and throughout the event. There are numerous opportunities for representation and exposure that can be customized according to your needs. Some key opportunities that are available are as follows:

## NAMING RIGHTS AND FORMAT:

We will work directly with you to develop naming opportunities for the event. This will include how your company, brand, and logo are represented together with the event name as well as the race format and special promotion of race classes.

## SIGNAGE:

You will have the opportunity to work with us to place your signage throughout our facility for viewing during the event.

## PACE VEHICLE:

Your vehicle with wrap or branding can be used as the pace vehicle for all feature races.

## DEAD HORSE HOUSE CAR:

Your logo will be placed prominently on the DHCS house car, which will run in the pure stock division.

## EVENT PROMOTION:

Your company will be named and have logo placement on all our preseason promotional material and media, including event posters, website, social media, tickets, radio ads, and event swag.

## PRODUCT PLACEMENT:

Your product can be placed for promotion and display on our grounds at multiple locations including spectator areas and infield.

## ANNOUNCER:

Your company will be mentioned and credited throughout the event by our announcer with fully customized messaging, including your own opportunity to address the crowd.

## BACK-STRETCH BILLBOARD

You will have season long access to place your signage on a 10'x20' billboard along the back stretch of the speedway.

## VIP LOUNGE (ADDITIONAL COSTS):

You will have the opportunity to set up a private VIP lounge area for use by special invite for your staff or clients. Food and beverage options can be supplied.

## TOTAL INVESTMENT

**\$15,000** plus signage costs and VIP lounge costs  
Includes 50 weekend VIP passes

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## CONTACT & LEARN MORE

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