



2010 Sponsorship Opportunities

Since 1937, the Winchester Speedway high banked 3/8 clay oval race track has provided affordable family entertainment that has captured the attention of national and local businesses alike. This racing season, families will flock to the Winchester Speedway in Winchester, Virginia to help us celebrate 72 years of racing

Each year the Winchester Speedway schedules more than 32 nights of fast-paced racing action that pull in thousands of racing fans. Pure Stocks, 4-Cylinders, Limited Late Models and super-fast Late Models thrill our audiences each week, in addition to special nights featuring outside racing series.

The Winchester Speedway is family friendly. We have several special event nights for the kids including bike races, crazy hat night, poster night, autograph signings, and much more!

Performance research has found that over 70% of motorsport fans consciously buy the race sponsor's products over other brands! Your business can be a part of it!

The Winchester Speedway is proud to offer a variety of promotional packages to best fit the needs of your company.

Getting on board with The Winchester Speedway can help your business:

- Gain Exposure
- Stand Out From Your Competitors
- Increase Clients
- Entertain Employees, Customers, and Potential Customers

For more information, or to partner with the Winchester Speedway, please contact:

Denise Hollidge

301-481-8855

At the Winchester Speedway you're more than a sponsor, you're a partner!



www.winchestervaspeedway.com

2010 Sponsorship Opportunities

Option #1 - Regular Show Single Night

For a single night of advertisement, this is a fantastic deal!

- Special section behind the grandstands for tables, a small tent, and/or your products
- Hang 2 of your company banners, give prizes, and hand out your flyers that night.
- Present trophies to the winners in Victory Lane. (Photos will be published on our website.)
- Your company name on that night's grandstand admission tickets
- Recognition on the Winchester Speedway website with a link to your website
- Public address announcements about your company throughout the night
- Your company car can be used as the pace car.
- 4 admission passes for that night.

Cost - \$400.00 The best price in town for this much advertising!

For an additional \$590.00 you can upgrade this package and receive

- All the benefits listed above
- 6 additional admission passes for that night (10 total - \$200 value!)
- Local radio advertisement listing your business as the race sponsor (\$500 value!)
- Local newspaper advertisement listing your business as the race sponsor (\$320 value!)

Option #2 - Special Events

- Special section behind the grandstands for tables, a small tent, and/or your products.
- Hang 2 of your company banners, give prizes, and hand out your flyers that night.
- Present trophies to the winners in Victory Lane. (Photos will be published on our website.)
- Your company name on that night's grandstand admission tickets.
- Recognition on the Winchester Speedway website with a link to your website.
- Public address announcements about your company throughout the night
- Your company car can be used as the pace car.
- 10 admission passes for that night

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| Memorial Events - \$600 | Shootout Events - \$600 | Winchester 200 - (2 day event) \$1,500 |
| Virginia Nationals - (2 day event) \$1,000 | All Late Model and Limited Late Model Racing Series - \$800 | |

For an additional \$590.00 you can upgrade this package and receive:

- All the benefits listed above
- 10 additional admission passes for that night (20 total - \$400 value!)
- Local radio advertisement listing your business as the race sponsor (\$500 value!)
- Local newspaper advertisement listing your business as the race sponsor (\$320 value!)

Please Note: If your sponsored race is cancelled due to rain, we will contact your company and set up another date. The speedway reserves the right to have more than one sponsor a night.

Option #3 - Small Business: Full Season

- Sponsor 2 regular season nights of racing.
- Hang 2 of your company banners at the Winchester Speedway for the entire racing season.
- Special section behind the grandstands for tables, a small tent, and/or your products on your sponsored race nights.
- Give prizes and/or hand out your flyers to the public on your sponsored race nights.
- Present trophies to the winners in Victory Lane on your sponsored race nights. (Photos will be published on our website.)
- Your company name on the grandstand admission tickets on your sponsored race nights.
- Recognition on the Winchester Speedway website with a link to your website the entire racing season.
- Public address announcements about your company throughout the entire racing season.
- Your company car can be used as the pace car on your sponsored race nights.
- 4 admission passes for your sponsored race nights.

Cost - \$1,200.00

Upgrade this package for an additional \$950.00 and receive 2 season passes good for general admission and pits! (Estimated value \$1,460.00!)

Option #4 - Large Business: Full Season

- Sponsor 2 regular season nights of racing.
- Special designated area within the parking lot on your sponsored race nights for you to have a company picnic or employee outing. (No alcohol is allowed on the speedway premises!)
- Employees and family members receive general admission tickets for only \$5.00 on your sponsored race nights.
- Reserved seating for your employees and family members on your sponsored race nights
- Special section behind the grandstands for tables, a small tent, and/or your products on your sponsored race nights.
- Give prizes and/or hand out your flyers to the public on your sponsored race nights
- Present trophies to the winners in Victory Lane on your sponsored race nights. (Photos will be published on our website.)
- Your company name on the grandstand admission tickets on your sponsored race nights
- The Winchester Speedway will provide two 4 x 8 banners with your company information and hang them at the speedway for the entire racing season.
- Recognition on the Winchester Speedway website with a link to your website the entire racing season.
- Public address announcements about your company throughout the entire racing season.
- Your company car can be used as the pace car on your sponsored race nights
- 2 season passes good for general admission and pits. (Estimated value \$1,460.00!)
- 2 tickets to the Winchester Speedway Banquet (Estimated value \$60.00!)

Cost - \$2,900.00 (Amount due on or before April 1, 2010.)

Option #5 - Kids Corner: Full Season

Be the only sponsor for 6 special event nights this racing season!

- The Kids Corner will be named after your business. (The *Your Company Name* Kids Corner)
- Recognition on the Winchester Speedway website with a link to your website under the Kids Corner page, and the sponsorship section, for the entire racing season.
- Public address announcements about your business throughout the entire racing season.
- The Winchester Speedway will provide one 4x8 banner with your company information that will hang in front of the grandstand area the entire 2009 racing season.

Please note that if you sponsor the Kids Corner, you must be willing to help out with the Easter Egg Hunt and the Kids Bike Race.

Cost - \$1,300.00 - Subtract \$200.00 if your company provides the banner.

Option #6 - Division Sponsor: Full Season

One sponsor per division

Sponsor one of our divisions for the entire 2009 racing season and receive:

- Your business may provide one 4x8 banner with your company's information that will hang in front of the grandstand area for the entire 2009 racing season.
- Public address announcements about your business every time your sponsored division is on the track racing. ("The *Your Company Name* Late Models are coming out on the track.")
- Recognition on the Winchester Speedway website with a link to your website under your sponsored division, and the sponsorship section, for the entire racing season.

Cost: Late Models \$1100.00 Limited Late \$800.00 Pure Stocks \$700.00 **SOLD! 4-cylinders \$600.00 **SOLD!** U-Cars \$400.00**

Option #7 – Victory Lane: Full Season

Sponsor the Victory Lane for the entire 2009 racing season and receive:

- Public address announcements about your business every time we are in victory lane
- Victory Lane will be named after your business. (*Your Company Name* Victory Lane)
- Your business may provide one 4x8 banner with your company's information that will hang in front of the grandstand area for the entire 2009 racing season.
- Recognition on the Winchester Speedway website with a link to your website under your sponsored division and the sponsorship section for the entire racing season.

Cost - \$1,000.00 SOLD!

Option #8 – Small Sign Advertisement: Full Season

The Winchester Speedway will provide:

- 18" x 24" sign
- All signs will be a white background with up to 4 different colors for your business information.
- Signs will be placed throughout the speedway grounds.

Cost - \$200.00 per sign

Order 10 or more signs for only \$100.00 each, plus you'll receive:

- Recognition on the Winchester Speedway website with a link to your website
- Public address announcements about your business throughout the entire 2009 season.

Option #9 – Large Banner/Billboard Advertisement: Full Season

You provide one 4x8 banner/billboard* with your company's information that will be placed in front of the grandstand area for the entire 2010 racing season. (Other locations are available.)

The Winchester Speedway will provide:

- Recognition on the Winchester Speedway website with a link to your website
- Public address announcements about your business throughout the entire 2009 season.

Cost - \$400.00

Add a second banner/billboard for \$350.00 each.

*The Winchester Speedway can develop a banner/billboard for you at the cost of the design, development, and set-up.

Option #10 – Large Billboard Advertisement: Full Season

- One 8x20 billboard on the back stretch.
- Public address announcements about your business throughout the entire 2009 season.
- Recognition on the Winchester Speedway website with a link to your website.
- 10 free tickets for the Winchester 200
- 10 free tickets for the Virginia Nationals

Cost - \$1,900.00 plus design, development, and set-up.

Sign up for two years and save \$500.00



2010 Marketing Agreement

Please check the Marketing Option that best fits your company.

- Option 1 – Regular Show
- Option 2 – Special Event
- Option 3 – Small Business
- Option 4 – Large Business
- Option 5 – Kids Corner
- Option 6 – Division
- Option 7 – Victory Lane
- Option 8 – Small Sign
- Option 9 – Large Banner/Billboard
- Option 10 – Large Billboard

Upgrades/Comments: _____

Total Amount: \$ _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Main Contact Person: _____

Please return to:

Checks or Money Orders are accepted. Please make all checks out to The Winchester Speedway.

Wheel 2 Wheel Promotions
P.O. Box 657
Berryville VA 22611

Your selected option must be paid in full before any type of advertisement is conducted. (Unless otherwise noted)

This agreement constitutes a complete and binding agreement between the Winchester Speedway and the company listed above.

In case of breach of this agreement by your company, your company agrees to pay the amount selected.

SIGN: _____

DATE: _____