

Reach Over **60,000** Race Fan, Drivers & Sponsors!

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 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.

Be a part of one of the top racing facilities in the Midwest!

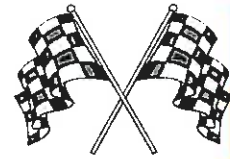
75 percent of Americans claim they actively follow racing.

Reach a loyal audience at a fair price!

Billboard Advertising Works!



www.spartanspeedway.com
Mason, Michigan
517.244.1042



Trackside Billboards & 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.



8' x 8' or 4' x 16' Billboard with Ticket Package \$900

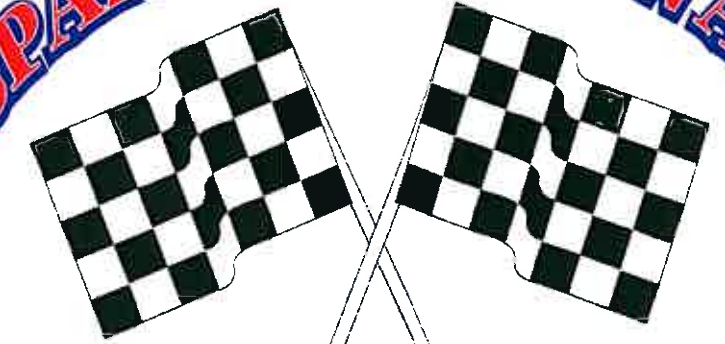
Includes:

- One nightly script of advertising each race night.
- One time cost to produce sign is additional.
- Ticket Package
2 General Admission Season Passes (\$500 value)

8' x 8' or 4' x 16' Billboard without Ticket Package \$800



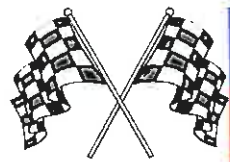
SPARTAN SPEEDWAY



"The Track The Stars Call Home"
Mason, Michigan

www.spartanspeedway.com



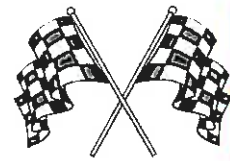


Divison Sponsorship \$3,900

Maximize your brand recognition by becoming a sponsor of one of our exciting racing divisions at Spartan Speedway. Our divisions include: Super Late Model Stock Cars, Non-Wing Traditional Sprint Cars, Open Wheel Modified Division, Spartan Stock Car Division, and Pony Stock Car Division.

Includes:

- Advertised and linked on the front page of the track website.
- One (1) 8'x8' or 4'x16' billboard displayed on back stretch of track.
- Title sponsor of that division in all print and radio ads as well as press releases and interviews.
- Your company mentioned by our announcer approximately 30 times per night.
- One (1) full page ad in our Spartan Speedway Lucky Number Program.
- Four (4) General Admission Season Passes (\$1,000 value).
- Your company logo will also be displayed on our two seater show car.
- Spartan Speedway show car put on display at your location for special events.
- One (1) Race Night Sponsorship with all the benefits of a race night sponsorship including 100 General Admission tickets.
- Receive two (2) tickets to our Champion Awards Banquet and present the champion with the coveted "Champion Hood".
- "Champion's Hood" displayed on the Spartan Speedway bleacher during the next race season.



School Bus Figure 8 Sponsorship \$750

Without a doubt this is our largest crowd pleaser with plenty of action on the famous Spartan Speedway Figure-8 track! This even is run twice annually with as many as ten (10) school buses fighting for position on the tight Figure-8.

There is no better "Rolling Billboard" in the world than a Spartan Speedway school bus that you have decorated and decked out in your company name and colors, slammin' and bangin' its way around the track.



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 on the night of your event. (cost of tickets redeemed is \$8 per ticket)
- Decorated School Bus
- Rolling Billboard (short script needed)
- School Bus Rides
Rides given to all fans prior to the start of the evening's events.
- Trophies
Best Looking Bus (voted on by fans)
Winning School Bus



Race Night Sponsorship \$500

A powerful marketing opportunity, the "Race Night Sponsorship" gives your company complete and total exposure at Spartan Speedway.

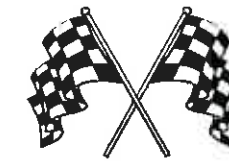
Includes:

- 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 on the night of your event. (cost of tickets redeemed is \$6 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 (usually 6) from the flag stand.
- T-Shirt shoot at intermission (with t-shirts you have provided).

Other Options Available with Race Night Sponsorship (with additional costs)

- Customized trophies with your company name as event sponsor.
- Trophies (presented to winners by your company representative).
- Food coupons (you will only pay for coupons that are used).

* Rainout Policy - A predetermined rain out date will be established and printed on tickets (just in case).



Program Advertisement

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. You may add a 2'x4' advertising sign that will be displayed on the back of the bleachers as you enter the racetrack.

Full Page	\$600
Includes:	2 General Admission Season Tickets (\$500 value)
Full Page without Tickets	\$500
1/2 Page	\$500
Includes:	2 General Admission Season Tickets (\$500 value)
1/2 Page without Tickets	\$400
1/4 Page	\$175
Business Card Size	\$100
Add a 2'x4' Advertising Sign	\$200