



# **REDWOOD ACRES RACEWAY**

**2019 MARKETING GUIDE  
ONSITE SPONSORSHIPS**



# 2019 SPONSORSHIP PACKAGE

## REDWOOD ACRES RACEWAY

### DIVISION SPONSOR

- Division Naming Rights (i.e., "Compass Community Credit Union Roadrunners")
- Name/Logo on every vehicle in the class (sponsor to provide stickers)
- Back Wall Signage, remains up for whole season (sponsor to provide signage)
- promotional "anytime tickets". (quantity varies by class)
- Included in web, radio, and social media advertising prior to event
- Banner in pit and grandstand area (provided by sponsor)
- Logo on programs and schedule posters (must be committed by March 1)
- Link on RAR website
- Promotional Vehicle (Race car, etc displayed at your business pre-race week, schedule permitting)
- \$200 off full page program ad or \$100 off half page program ad provided by SK Marketing

### INVESTMENT:

Roadrunner.....	\$2500 / 200 tickets	Bandloero.....	\$2500 / 200 tickets
Mini Stock.....	\$2500 / 200 tickets	Bombers.....	\$4,000 / 300 tickets
Legends.....	\$5,000 / 300 tickets	Late Model.....	\$7,000 / 400 tickets



Mark *Mark* Ahrens  
Photography and Art



# 2019 SPONSORSHIP PACKAGE

## REDWOOD ACRES RACEWAY

### SPECIAL EVENT PRIMARY SPONSOR

(Fair Night, Monster Trucks, Firecracker 100, Fall Spectacular, etc)

- Race Night Naming Rights ("\_\_\_\_\_ Night at the Races")
- Promotional booth space
  - Advertise your products
  - Giveaway logo items
  - Collect drawing entries
- Reserved Box Seating
- Name/Logo on event promotional tickets
- 8'X32' Back Wall Signage, remains up for whole season (sponsor to provide signage)
- 400 promotional tickets for your race event (\$6400 value)
- Included in all web, radio, and social media advertising prior to event
- Banner in pit and grandstand area (provided by sponsor)
- Logo on programs and schedule posters (must be committed by March 1)
- Link on RAR website
- Promotional Vehicle (Monster Truck, Race car, etc displayed at your business pre-race week)
- \$200 off full page program ad or \$100 off half page program ad provided by SK Marketing  
(If booked by March 1)

**INVESTMENT: \$6000**

Mark *Mark* Ahrens  
Photography and Art





# 2019 SPONSORSHIP PACKAGE

## REDWOOD ACRES RACEWAY

### **SPECIAL EVENT ASSOCIATE SPONSOR**

(Fair Night, Monster Trucks, Firecracker 100, Fall Spectacular, etc)

- Race Night Naming Position ("\_\_\_\_\_ Night at the Races")
- Promotional booth space
  - Advertise your products
  - Giveaway logo items
  - Collect drawing entries
- Reserved Box Seating
- Name on event promotional tickets
- 8'X16' Back Wall Signage, remains up for whole season (sponsor to provide signage)
- 250 promotional tickets for your race event (\$7500 value)
- Included in all web, radio, and social media advertising prior to event
- Banner in pit and grandstand area (provided by sponsor)
- Logo on programs and schedule posters (must be committed by March 1)
- Link on RAR website
- Promotional Vehicle (Monster Truck, Race car, etc displayed at your business pre-race week)
- \$200 off full page program ad or \$100 off half page program ad provided by SK Marketing (if booked by March 1)

**INVESTMENT: \$3500**





# 2019 SPONSORSHIP PACKAGE

## REDWOOD ACRES RACEWAY

### PREMIUM RACE NIGHT PRIMARY SPONSOR

- Race Night Naming Rights ("\_\_\_\_\_ Night at the Races")
- Promotional booth space
  - Advertise your products
  - Giveaway logo items
  - Collect drawing entries
- Reserved Box Seating
- Name/Logo on event promotional tickets
- 8'X16' Back Wall Signage, remains up for whole season (sponsor to provide signage)
- 250 promotional tickets for your race event (\$3750 value)
- Included in all web, radio, and social media advertising prior to event
- Banner in pit and grandstand area (provided by sponsor)
- Logo on programs and schedule posters (must be committed by March 1)
- Link on RAR website
- Promotional Vehicle (Race car displayed at your business pre-race week - subject to availability)
- \$200 off full page program ad or \$100 off half page program ad provided by SK Marketing (if booked by March 1)

**INVESTMENT: \$3000**

Mark *Mark* Ahrens  
Photography and Art



# 2019 SPONSORSHIP PACKAGE

## REDWOOD ACRES RACEWAY

### PREMIUM RACE NIGHT ASSOCIATE SPONSOR

- Race Night Naming Rights ("\_\_\_\_\_ Night at the Races")
- Promotional booth space
  - Advertise your products
  - Giveaway logo items
  - Collect drawing entries
- Reserved Box Seating
- Name on event promotional tickets
- 4'X16' Back Wall Signage, remains up for whole season (sponsor to provide signage)
- 100 promotional tickets for your race event (\$3750 value)
- Included in all web, radio, and social media advertising prior to event
- Banner in pit and grandstand area (provided by sponsor)
- Logo on programs and schedule posters (must be committed by March 1)
- Link on RAR website
- Promotional Vehicle (Race car displayed at your business pre-race week - subject to availability)
- \$200 off full page program ad or \$100 off half page program ad provided by SK Marketing (if booked by March 1)

**INVESTMENT: \$1500**





# 2019 SPONSORSHIP PACKAGE

## REDWOOD ACRES RACEWAY

### LOCAL RACE NIGHT PRIMARY SPONSOR

- Race Night Naming Rights ("\_\_\_\_\_ Night at the Races")
- Promotional booth space
  - Advertise your products
  - Giveaway logo items
  - Collect drawing entries
- Reserved Box Seating
- Name/Logo on event promotional tickets
- 4'X16' Back Wall Signage, remains up for whole season (sponsor to provide signage)
- 200 promotional tickets for your race event (\$3200 value)
- Included in all web, radio, and social media advertising prior to event
- Banner in pit and grandstand area (provided by sponsor)
- Logo on programs and schedule posters (must be committed by March 1)
- Link on RAR website
- Promotional Vehicle (Race car displayed at your business pre-race week - subject to availability)
- \$200 off full page program ad or \$100 off half page program ad provided by SK Marketing (if booked by March 1)

**INVESTMENT: \$2500**



Mark *Mark* Ahrens  
Photography and Art



# 2019 SPONSORSHIP PACKAGE

## OTHER OPPORTUNITIES

**REDWOOD ACRES  
RACEWAY**

## BACK WALL SIGNAGE

- Back Wall Signage, remains up for whole season (sponsor to provide signage)
- can be board sign or banner

**INVESTMENT OPTIONS:**

4x16.....	\$1000
8x16.....	\$2000
8x24.....	\$3000
8x32.....	\$4000

## TROPHY SPONSORS

- Name on Main Event Trophies for each class
- \$500 Per race night**



Mark *Mark* Ahrens  
Photography and Art