



SPONSORSHIP OPPORTUNITIES 2019

ABOUT WEEDSPORT SPEEDWAY



**Entrance Building, Bathrooms,
and Gearbox Retail Store**



PortVision HD Video Display



NEW Beer Garden



**Family Friendly SMOKE FREE
Grandstands**

- **3/8 mile dirt and clay oval**
- **Located in Central New York**
- **Nostalgic speedway founded in 1955**
- **Home of the DIRT Hall of Fame**
- **5,000 seat SMOKE FREE grandstands**
- **PortVision 27'x15' HD LED Video Display**
- **Weedsport Productions On-site Broadcast Company**
- **Cutting-edge LED Track and Facility Lighting**
- **Entrance building and bathrooms**
- **Gearbox retail shopping experience**
- **13 special racing events per season**
- **Camping with RV hook-ups available**
- **NEW Beer Garden with 12'x7' HD LED Video Display**
- **NEW Weedsport Kartway**

"Weedsport Speedway is the epitome of fan engagement and interaction right from the moment you walk into the race track."

- Brian Carter, CEO of World Racing Group





PORTVISION

SUITES

ANNOUNCER

PAVILION CONCESSIONS

BEER GARDEN & MIDWAY

FENCE BANNERS

TICKET BUILDING

FAN ACTIVATION AREAS

OUR FANS



Dirt Track Racing

- 30 Million Fans
- \$1 Billion A Year Industry
- 800 Dirt Tracks in U.S.

96% Fiercely Loyal
Will Buy or Support
Sponsor's Product

Have a "Do It Yourself Mentality"

70%
Income between
\$25-\$74K



75%
Male

25%
Female



Occupation

| | |
|-------------------------|-----|
| Technical Skilled Trade | 46% |
| Professional | 31% |
| Managerial | 14% |
| Manufacture | 10% |
| Retired | 6% |
| Student | 5% |



63%
Own
Homes

72%
Ages 25-54

Educational Level

| | |
|------------------|-----|
| High School | 46% |
| Some College | 35% |
| College Graduate | 23% |
| Trade/Vocational | 19% |



REACHING A NATIONAL AUDIENCE

8 National, 1 Hour Broadcast Races on Speed Sport on MAVTV.
MAVTV is available in 30 million households nationwide.

May 27 - Heroes Remembered 100 - Super DIRTcar Series

June 13 - Big Block Modifieds

June 16 - Thunder on the Erie - USAC National Sprints

July 2 - Rush Hour 30 - Rush Late Models

July 28 - Hall of Fame 100 - Super DIRTcar Series

September 2 - Labor Day 100 - Super DIRTcar Series

September 2 - 360 Sprint Open - Empire Super Sprints

September 29 - Octoberfest 40 - Clone Heavy Division



MAVTV
MOTORSPORTS NETWORK

TITLE SPONSOR OF AN EVENT BROADCAST (\$7,500)

Package Includes:

- 1) Title sponsor of 1-hour event broadcast (i.e. XYZ Hall of Fame Classic)
- 2) Branding of post-race show (victory lane interviews)
- 3) Exposure in all promotional material for broadcast (print, email, social)
- 4) Two (2) :30 commercials during television broadcast
- 5) Inclusion in event broadcast logo
- 6) Opening and closing billboards in television broadcast
- 7) One on-air interview or company feature
- 8) Digital billboard at Weedsport Speedway on PortVision for entire event
- 9) Two (2) :30 commercials during live event at Weedsport Speedway



REACHING A NATIONAL AUDIENCE (cont.)

8 National, 1 Hour Broadcast Races on Speed Sport on MAVTV.
MAVTV is available in 30 million households nationwide.

PRESENTING SPONSOR OF AN EVENT BROADCAST (\$5,000)

Package Includes:

- 1) Presenting sponsor of 1-hour event broadcast (i.e. Hall of Fame Classic presented by XYZ)
- 2) Exposure in all promotional material for broadcast (print, digital, email, social media, etc)
- 3) One (1) :30 commercials during television broadcast or a company feature
- 4) Inclusion in event broadcast logo
- 5) Opening and closing billboards in television broadcast
- 6) Digital billboard at Weedsport Speedway on PortVision for entire event
- 7) One (1) :30 commercial during live event at Weedsport Speedway on PortVision

SEGMENT SPONSOR OF AN EVENT BROADCAST

4 Available \$1000 (Heat, last chance, dash races, pre-race show)

Package Includes:

- 1) Segment sponsor during the 1-hour event broadcast (approximately 4-6 minutes)
- 2) Logo placement and announcer mentions during broadcast segment
- 3) Digital billboard at Weedsport Speedway on PortVision for entire event

CAMERA SPONSORSHIP

Logo appears on screen and announcers mention throughout the broadcast

On-board Camera Sponsor \$500 - 3 available

Speed Shot or Wall Camera Sponsor \$500 - 1 available

Drone Camera \$1000 - 1 available

TV BROADCAST COMMERCIAL SPOTS

:30 TV Commercial Spots - \$500 Limited Availability

MAVTV
MOTORSPORTS NETWORK

SPEED SPORT



Weedsport
SPEEDWAY

PORTVISION HD VIDEO DISPLAY

REPLAY SPONSORSHIP (\$10,000 - 1 available full season)

- 1) Everytime an instant replay is played during an event the Replay Sponsor's logo will be shown on the main screen
- 2) Announcer will mention "Your Company Name Replay" when showing replay

30 SECOND COMMERCIALS (\$3,000 - 6 available full season)

30 second, audio and video commercials will play full screen on the main display 2 times during an event to a captive audience

DIGITAL BILLBOARDS - MAIN SCREEN (\$2,500 - 5 available full season)

Animated or static digital billboards (27' x 15') shown for 10 seconds per loop throughout the event on rotation (approx. 20 times per event)

DIGITAL BILLBOARDS - TOP SCREEN (\$2,000 - \$3,000 - full season)

Animated or static digital billboards shown for 6 seconds per loop throughout the event on rotation (approx. 200 times per event)



PORTVISION



FULL TOP SCREEN - 27' x 6 1/2' \$3,000



HALF TOP SCREEN - 13 1/2' x 6 1/2' \$2,000



COMPANY NIGHT SPONSORSHIPS

- 10 VIP Tickets to include gate admission and VIP Suite Seating
- Complimentary ice cold beverages
- Company name in all pre and post event news releases
- Company name in all print, radio, and/or tv advertising for event
- Company display and give-away rights at the event
- Company mentions on PA system throughout event
- Full Screen Digital Billboard in rotation for the event
- Company representatives can be present in Victory Lane to meet and greet feature winners
- Company identification in Weedsport Speedway schedule and website



HARD LEFT SOUVENIER PROGRAM

BUSINESS CARD SIZE ADVERTISEMENT (\$750 full season)
LOGO PLACEMENT (\$500 full season)





KARTWAY SPONSORSHIPS

Weedsport Speedway is excited for a full season of kart racing at the 'port. Event sponsorships start at \$500 with 5 dates to choose from in 2019. Engage the next generation of racers and their families at the brand new Weedsport Kartway.



WEEDSPORT PRODUCTIONS

Weedsport Productions is Weedsport Speedway's premiere, on-site live video production company. Weedsport Productions produces high definition content for PortVision, television broadcast, and internet streaming.



- *Mobile production vehicle*
- *Multi-camera switching and instant replay*
- *Broadcast, in-car, speed shot, robot, and drone cameras*
- *Wireless pit reporter and ENG camera crew*
- *Veteran crew and production management*



CONTACT US

We are actively filling sponsorships for the 2019 season.
Contact us to put together a package for you today.

Email: info@weedsportspeedway.com

Phone: 315-834-3067



