



ROCKFORD

Speedway



2013 Promotional Opportunities

Overview

- Rockford Speedway is capable of designing custom packages to meet your marketing goals
- Over 100,000 patrons pass through the gates at Rockford Speedway each summer during 50 events held at the facility which will be hosting the 66th consecutive year of entertainment
- We hope you will join our family





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Night at the Races

\$3000-\$5000

You will be the title sponsor of a NASCAR Weekly Series event at Rockford Speedway. In addition to exclusive use of our VIP Tower, your client will have the ability to display products on our concourse, their logo will be placed in our season schedule, have their name tied to each aspect of the night, give the command to start the engines and much more. Rockford Speedway has the flexibility to create a night to meet your client's goals. Nights available include Kid's Nights, Thrill Nights and Championship Night.

Billboards

\$1250-\$2500

The most popular board is an 8' by 16' billboard placed just above the racing surface at Rockford Speedway, printed on vinyl allowing for a photo quality image



- 8' x 20' Highway Billboard facing road
- 4' x 8' Concourse Billboard
- 4' x 8' Bleacher Billboard



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Division Sponsor

\$1500-\$6000

Each NASCAR division at the Speedway is available for sponsorship, your name will be tied directly to the division. This includes each time the division is competing, in all press releases, advertising, schedules, etc.

Divisions include the top NASCAR Late Models all the way to the entry level Winged Women on Wheels, an all female division.





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Hospitality & Group Tickets

- Enjoy a night at Rockford Speedway starting with a catered meal in one of our Hospitality Areas. Then take in some great NASCAR Racing action from your reserved seats after meeting the drivers during your exclusive pit tour. Packages as low as \$18 per person.
- Group Tickets are available for groups of as little as 20 people or as large as 2,000 based on availability. Discounts begin at 15% and increase to 25% for larger groups.
- VIP Suites are available for you and your guests during various Rockford Speedway events. 20 person suites start at \$500.





Additional Opportunities

A variety of sponsorship, advertising, signage, and promotional opportunities can be designed to fit your specific needs. Our menu of inventory items is meant to be a starting point. The goal of Rockford Speedway is to provide custom marketing support which satisfies specific needs and goals for our clients.

Thank You!

•If you would like to discuss these opportunities further or to set up a meeting, please contact Eric Huenefeld at 815-618-1051 or you are welcome to email him at speedwayeric@gmail.com