

# 101 SPONSORSHIP OPPORTUNITIES FOR YOUR FACILITY



1. SCOREBOARD--Easiest and most lucrative sponsorship you can sell!
2. BILLBOARDS--Back stretch, backs of stands, on buildings, fences, along roads, parking lots, etc.
3. CRASH WALL SIGNS--Back stretch, pit wall, grandstand side of front stretch wall, etc.
4. PACE CAR
5. POINTS FUNDS, for each racing division
6. EVENTS ON YOUR PROGRAM--Fast Qualifier, Heat Races, Trophy Dash ("Coors Challenge Dash," etc.)  
Consolation ("Lammers Lumber Last Chance Race"), Feature Race, Special Races ("Feature Winners'  
Showdown," etc.)
7. LAP SPONSORSHIPS, in long events
8. SPECIAL EVENTS, created for sponsors
9. SPECIAL SERIES OF RACES, in cooperation with other area tracks
10. FAMILY NIGHT, with special admissions, refreshment prices, gifts, product sampling
11. SPONSOR'S "NIGHT AT THE RACES"
12. AFTER-RACE PARTIES, with band, etc.
13. FAN PHOTO DAY, with handouts for drivers to autograph, special prices on film, camera giveaways,  
prizes for best photos by fans, etc.
14. PREMIUM NIGHTS--Sponsors provide flags, key chains, travel mugs, hats, pins, ear plugs, etc.
15. VIP TOWER and/or INDIVIDUAL TOWER SUITES
16. OFFICIALS/SCORING TOWER
17. BUILDINGS, For refreshment, souvenir, photo stands (try local garage builders)
18. PRIVATE PATIO BOXES, rented by year (per Cedar Lake Speedway, Nov 1987 RPM)
19. SPECIAL SEATING SECTIONS ("Family" or non-drinking section sponsored by American Dairy Assoc?)
20. REFRESHMENTS--Offer exclusives, with signage and announcements, for price concessions on beer,  
soft drinks, hot dogs, brats, chips peanuts, chili, coffee, others
21. CONDIMENT TABLE (Heinz?)--Catsup, mustard, relish table
22. CONCESSION CUPS (Hardee's supplies all cups for Wilmot, WI Speedway)
23. SOUVENIR CUPS
24. TROPHIES
25. SPECIAL AWARDS for fans and entrants: Fan of the Week, Oldest Fan, Youngest Fan, Fan from  
farthest distance, Driver Rookie of Year, Most Popular Driver (vote at sponsor's location), Most  
Improved, Hard Luck, Sportsmanship Mechanic of Year, Car Owner of Year, "Hard Charger (improving  
most positions weekly and in season), "New Champions (highest-finishing non-feature winner)," etc.
26. PROGRAMS
27. NEWSLETTERS, Fan and Entrants
28. TRACK SEASON SCHEDULES (Cards and mailers)
29. JUNIOR FAN CLUB (Toys R Us, Children's clothing stores, etc)
30. "TRI-FECTA OR PICK #" or "PICK 5" like state lotteries or horse racing
31. FIREWORKS ON JULY 4 or other special occasions
32. GIVEAWAYS through programs ("Lane Stores Lucky Number")
33. BEAUTY QUEENS (Either sex), by modeling agencies, charm schools, hair salons
34. TICKETS (ad space on back, lucky numbers, etc.)
35. WATER WAGON (painted like a Pepsi can, as at Viking MN Speedway--or beer can)
36. SAFETY VEHICLE/CLEANUP CREW (per ARTGO "Bud Crew")
37. TOW TRUCKS
38. AMBULANCE (get wild!--Blue Cross, HMO, a local hospital, a hungry lawyer?)
39. ENDURO JAM CAR (most visible car in your races!)
40. PICNIC AREA
41. ENTRANCE GATE
42. FENCES (by fencing company, what else?--Spanaway (WA) Speedway does it!)
43. KIDS PLAYGROUND (again Toys R Us, children's clothing store, McDonalds, etc)
44. UNIFORMS for your track crew, refreshment people
45. VICTORY LANE
46. A HALL OF FAME or WALL OF FAME, with pics of champions, listing of records, winners of major  
events, etc.
47. PIT SHACK, with air, water (tire/parts suppliers, in return for your courtesies)
48. PIT PARKING SLABS (by cement company, of course)
49. WELDING SERVICE

50. CUSHIONS, for rental or sale, with sponsor's imprint
  51. TRASH BARRELS (painted like oil or beer cans, etc)
  52. FLAGSTAND (by a welding/repair service)
  53. PAINT (Flemington Spwy does it!)
  54. LANDSCAPING AND MATERIALS
  55. LAWN MOWERS, other maintenance equipment
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ADDITIONAL SPONSORSHIP IDEAS CONTRIBUTED BY REGISTRANTS AT RENO WORKSHOP

56. START-FINISH LINE (a Washington track sold theirs to Rainier Beer!)
  57. CHANGING AND MAINTENANCE OF LIGHTS, by sign company
  58. AD SPACE ON CONCESSION TRAILER
  59. PIT PASS (sponsored by a local tavern, good for a free pizza slice or beer after races)
  60. A CENTRAL DIRECTORY (with signs directing people to restrooms, phones, first aid, infants' room, etc)
  61. MOTORCYCLE PARKING AREA (an easy sell to local motorcycle dealer!)
  62. QUAD OFF-ROAD VEHICLES for track officials to use
  63. FLOWERS for winners, queens, special guests, by florist
  64. CLOTHING WARDROBE for the very visible promoter and spouse (Cyndy Winkler did it at Mt Clemons)
  65. TRACK SWEEPER/VACUUM
  66. PORTA POTTIES
  67. BILLBOARDS ON SEMI-TRAILERS
  68. TOILETS AND BASINS (one track has a deal w/ a local bathroom remodeler, to have him save and install fixtures from remodeled houses!)
  69. SOUND SYSTEM (Portland (OR) Speedway has a 5-year deal with local sound equipment supplier to engineer, install and maintain a first class sound system!)
  70. A TRACK CALENDAR, with pics of your champions and their cars for each month, done in color by a printing company
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ADDITIONAL IDEAS CONTRIBUTED AT DAYTONA WORKSHOP

71. FREE WASHES, GAS, TIRES for pace car, other track vehicles, by garage, car dealer, service station
72. A "UTILITY BARN" as a pit equipment or sign-in building
73. MAINTENANCE OF TRACK VEHICLES, by car dealer or service station
74. THE TRACK'S ANNUAL BANQUET (or rental of a banquet facility)
75. VIDEO MONITORS, Other video equipment and services, by video dealer
76. A PIT AREA BILLBOARD of racing equipment suppliers
77. A RADIO-CONTROLLED MODEL RACE CAR TRACK at your facility by dealers
78. STONE FOR DRIVEWAYS, WALK AREAS, in exchange for storage of company's trucks
79. TRADEOUT OF TRACK ADVERTISING FOR SPACE IN SUPPLIERS' ADS
80. A BILLBOARD IN THE BACK OF THE TRACK'S SAFETY TRUCK
81. AN OFFICIAL SIGN COMPANY, in exchange for track sign work
82. A BAND, to play after races, for exposure, advertising
83. AN OFFICIAL AIRLINE, in exchange for trips for season champion
84. AN OFFICIAL TRAVEL AGENCY (same as above)
85. GIVEAWAY OF A READY TO RACE ENTRY LEVEL CAR to a fan (year long promo)
86. SPONSORSHIP OF A RACING DIVISION at the track (Hardee's Hobby Stocks, etc)
87. A "RIDE IN A RACE CAR" PROMOTION
88. A HANDICAPPED SEATING AREA
89. AN OFFICIAL TRACK NIGHT CLUB OR BAR
90. A NIGHTLY POINT STANDING SHEET for your program
91. ADS ON CHECKOUT TAPES at food stores
92. A "PLAY RACE CAR" for your playground
93. PAPER TOWELS, TOILET PAPER, SOAP
94. RACE CAR CHASSIS OR ENGINE GIVEAWAY
95. A MINI GO-KART TRACK and prizes for kids' night
96. AN OFFICIAL PRINTER, does all track printing
97. A RACE LINE-UP BOARD
98. FUEL FOR RACE CARS
99. AN OFFICIAL MOTEL/HOTEL FOR TRACK
100. TRADEOUT OF ADVERTISING FOR MACHINE TIME
101. RESTAURANT PLACE MATS TRADEOUT