



MARKETING GUIDE



"LET OUR FINISH LINE ACCELERATE YOUR BOTTOM LINE!"



FAST FACT:

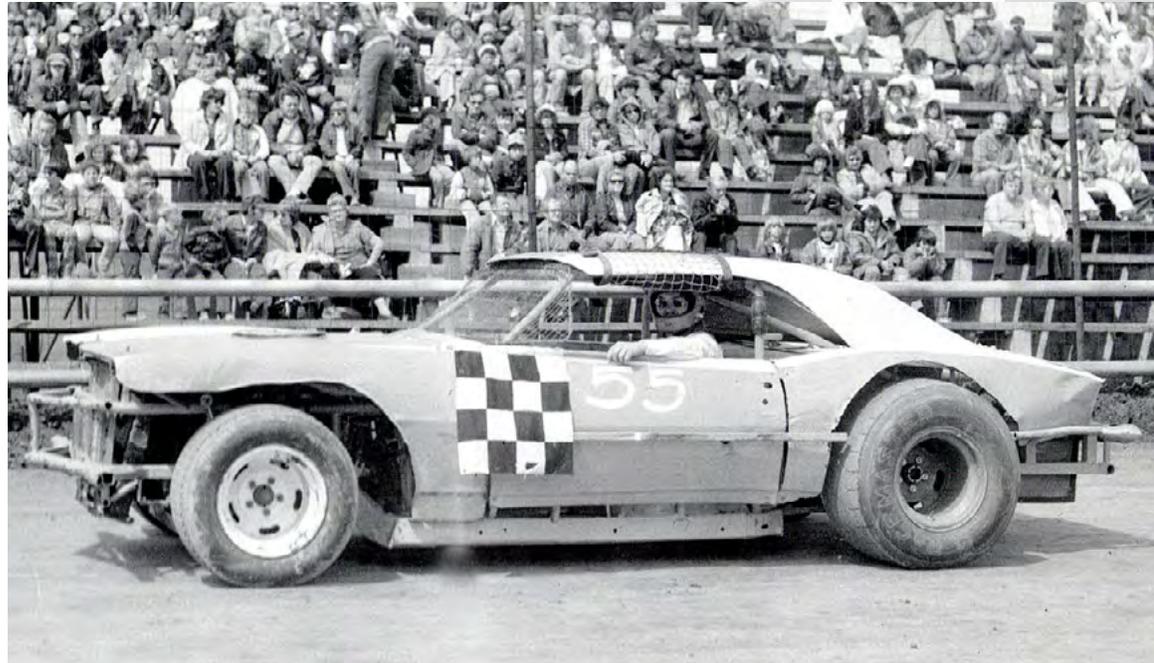
Tyler County Speedway is located in Middlebourne, WV at the Tyler County Fairgrounds



Tyler County Speedway History and Tradition

T Tyler County Speedway, nationally known as the 'Bullring' is a prime example of the popularity of a weekly short track racing program and sits atop the industry as a can't miss venue. The rumble of powerful engines, the spirit of competition, thousands of fans every week, a panorama of speed, sound, color and excitement-presented with a little bit of show business- all combine to make a perfect setting to expose a business' brand or company name. Tyler County Speedway provides the backdrop for showcasing products and services in an environment like no other in the region.

Nestled in the hills of wild and wonderful West Virginia, rich in tradition, the Tyler County Speedway remains a perfect reminder of longstanding grassroots family entertainment. Since its inception in 1974, the



Tyler County Speedway has remained a local source of pride in the small town of Middlebourne, WV that plays home to one of the nations most recognized dirt tracks.

Home of the Oldest Dirt Late Model Major Event, the Hillbilly 100, the Tyler County Speedway plays perfect host to some of the sports biggest events and racing names. Affectionately known as 'America's Baddest Bullring' and featuring a summer extravaganza of high speed excitement offering an unimaginable

amount of brand awareness to its family of supporters. With an emphasis on the fan experience and a racing schedule second to none, combined with the regions best racers and continued facility improvements at Tyler County Speedway has the 'Bullring' poised well into the future. Specializing in creating lasting, wonderful memories for fans and their families to reminisce in the years to come. Those memories include a myriad of brand impressions made by those companies that support their home to summer fun.



Building Towards The Future

SEVERAL RENOVATIONS COMPLETE & MORE TO COME!

The Tyler County Speedway, under the direction of Hometown Racing Association (2013-current), with help from the Tyler County Fairboard and several tremendous sponsors, has undergone a major face lift in the last decade. Projects like an all new electrical service and track lighting, a state-of-the-art press tower, a much larger working pit tower, new concession buildings, a new fan friendly pavilion, new guardrail for safety, track resurfacing, infield drainage, construction of flat kart/mini wedge track in infield, new flagstand and of course the huge undertaking that was the new aluminum bleachers have the facility looking better than ever.

Tyler County Speedway is steadfast in its vision for the future as a more fan friendly interactive experience is required for young and older fans to enjoy their Saturday Night Short Track Experience. Therefore, continuous



upgrades and improvements to our infrastructure will continue as we continue to move Tyler County Speedway to the forefront of the nations premier short tracks.

TYLER COUNTY SPEEDWAY IMPROVEMENT PHASES

(2013-PRESENT)

PHASE 1 — INSTALLED HANDICAP ACCESSIBLE RAMP & DECK, NEW PIT TOWER AND CONCESSION STAND UPGRADES **(COMPLETE)**

PHASE 2 — NEW LIGHTING, UPGRADED ELECTRICAL SERVICE ENTRANCE **(COMPLETE)**

PHASE 3 — CONSTRUCTED CLIMATE CONTROLLED MODERNIZED PRESS BOX & VIP SUITE **(COMPLETE)**

PHASE 4 — NEW PITSIDE BLEACHERS IN TURN 3 & 4, BUILT FAN FRIENDLY TURN 4 PICNIC SHELTER **(COMPLETE)**

PHASE 5 — INFIELD DRAINAGE, REPLACED THREE ROW HIGH GUARDRAIL & TRACK RE-SURFACE **(COMPLETE)**

PHASE 6 — INSTALLED NEW ALUMINUM BLEACHERS ON FRONTSTRETCH & BACKSTRETCH **(COMPLETE)**

PHASE 7 — BUILT INFIELD FLAT KART/ MINI WEDGE TRACK, ERECTED 'BULL' STATUE AT ENTRANCE **(COMPLETE)**

PHASE 8 — INSTALLED NEW PUBLIC ADDRESS SYSTEM **(COMPLETE)**



FAST FACT:
Started racing in 1974 and has continued to be a community asset for five decades



Why Motorsports Marketing

"GET IN THE PICTURE.....PUT YOUR LOGO IN FRONT OF THOUSANDS OF SPECTATORS!"

Today's advertisers, faced with an ever-increasing number of media options and rising media costs, are demanding more cost efficient, creative and effective ways to reach large audiences. One form of marketing, Motorsports Marketing, has won the widespread approval and favor of the corporate community. Sponsorship of Motorsports events, series, and teams offers a superior solution for controlling escalating costs while increasing market exposure.

WHY DIRT RACING...

For years companies have been led to believe the only way to reach race fans and get true ROI was through high levels of mainstream auto racing. This couldn't be further from the truth! In fact, there are more than 80,000 drivers that race



"30 million fans... \$1 billion a year business... 800 tracks in 49 states... Dirt track racing is the biggest sport you've never heard of."

- CNN documentary, Dirt Track Warriors

on dirt before nearly 1.3 million fans every weekend from February through November. That represents 52 million dirt track tickets a year. More than NASCAR, NBA, NFL and NHL combined!

If you're looking for the backbone of America, here it is. These fans buy your prod-

ucts. They go to local dirt tracks every weekend for weekly events and during the week for series specials. They spend their hard-earned dollars to do what they love... and it is a goal of Tyler County Speedway to connect with them.



Demographics

"MOTORSPORTS IS UNSURPASSED IN BUILDING BRAND IDENTIFICATION AND LOYALTY!"

By definition, the Motorsports enthusiasts is a brand loyal, free spending fan who feels an obligation to support companies that provide support to their favorite sport. Below are a few key facts of the typical Tyler County Speedway fan.

- Auto racing is the world's most popular spectator sport and had the highest number of live spectators of any sport in the United States.
- Motorsports is also the fastest growing sport in the world. In the last five years, attendance growth for motorsports has been more than triple that of Major League Baseball, NBA, NFL and the NHL - combined.
- A recent ESPN poll has ranked West Virginia

1st in the nation in race fans on a per capita basis with a full 50% of our citizens acknowledging that they are race fans.

- Fans spend nearly 9 hrs. per week following the sport through all types of media.
- Racing is about family entertainment, all of our events offer free or discounted admission for kids 10 years of age and under.
- 63% of fans are 18-44 years old, with an additional 28% of the fans being 35-44 years of age.
- 30% of the race fans are women.
- Our fans attend an average of ten events a year with an average travel range of 220 miles.

***THE RESULTS:** Men, women, and children line up in droves to view the spectacle of Dirt Car racing at Tyler County Speedway. Fans are growing at an exponential rate and will continue to grow. Tyler County Speedway race fans are loyal, fiercely dedicated to the teams and their sponsors and its dedication that won't stop when the checkered flag drops.*

ONLINE PRESENCE

*DIRT RACING FANS ARE AVID MEDIA CONSUMERS AND FOLLOW THE SPORT THROUGH SEVERAL MEDIA OUTLETS ONLINE CONNECTING VIA INTERACTIVE SITES SUCH AS FACEBOOK, TWITTER, INSTAGRAM AND **WWW.TYLERCOUNTYSPEEDWAYONLINE.COM.***

WITH OVER 35,000 FACEBOOK 'LIKES', TYLER COUNTY SPEEDWAY IS AT THE FOREFRONT OF SPEEDWAYS ACROSS AMERICA.

FAST FACT:

**1/4 mile high banked dirt track
known nationally as America's
Baddest Bullring**





5 REASONS TO BET BIG ON SHORT TRACK RACING

1. **HYPER-LOCAL BRAND AWARENESS**

Localized, passionate audience

2. **UNIQUE DRIVER PERSONALITIES**

Local celebrities in a sport unlike any other

3. **ULTIMATE FAN ACCESS**

Unlimited access to your racing hero....
a cornerstone of the sport

4. **ONE-OF-A-KIND LIVE ENTERTAINMENT**

Fast Cars, Fun Times &
the Greatest Show on Dirt

5. **DIGITAL & PHYSICAL GROWTH**

Local Racing continues
to grow online & in person



MARKETING GUIDE

OBJECTIVES & GOALS

FOR YOUR BRAND WHEN BECOMING A MARKETING PARTNER WITH TYLER COUNTY SPEEDWAY

1. BUILD BRAND AWARENESS

Associated with America's Baddest Bullring.

2. INCREASE SALES AND SALES LEADS

Through Our Campaign Programs.

3. ESTABLISH A STRONG IMAGE

Among a Targeted and Loyal Fan Base.

4. GAIN PUBLICITY

in Local, Regional & National Print, Broadcast and Social Media.

5. DIFFERENTIATE YOUR PRODUCT, GOODS

and Service From Your Competition.

6. ENHANCE LOYALTY

For Client, Distributor and Employee by Providing Entertainment & Hospitality.

A large crowd of spectators is seated in bleachers at night, likely at a bullfighting event. The audience is diverse in age and appearance, with many wearing hats and casual attire. The scene is illuminated by artificial lights, creating a vibrant atmosphere. The bleachers are made of wood and metal, and the crowd is densely packed, filling the frame from the foreground to the background.

FAST FACT:

It's motto 'It's a Saturday Night Family Tradition' continues to play popular among area fans & racers!



AVAILABLE PROGRAMS

T Tyler County Speedway offers your business an opportunity to showcase its name, products and services in front of thousands of potential customers. Within these many tailor-made programs include; Social Media Marketing,

Race Tickets, Display Areas, Public Address Announcements, Naming Rights and much more! Plus entertain your customers, employees, and families during the thrills, spills and excitement of live short track stock car racing!

- ✓ **HILLBILLY 100 EVENT MARKETING**
- ✓ **'YOUR COMPANY' NIGHT AT THE BULLRING**
- ✓ **HOSPITALITY**
- ✓ **DIVISION TITLE SPONSORSHIP**
- ✓ **'SAY IT' WITH SIGNAGE**
- ✓ **NAMING RIGHT PARTNERSHIP PROGRAMS**
(Victory Lane, Kids Club, Turn 4 Party Pavilion, Campground, etc.)
- ✓ **WEEKLY SOUVENIR PROGRAM**

FAST FACT:

Home to the regions best racers and fans of all ages enjoy racing events from April-September!



Carl Short's
HILLBILLY

54th ANNUAL

1



The Original Racing Shirt



HILLBILLY 100' EVENT MARKETING

"JOIN THE FIELD OF SMART BUSINESS OWNERS AND BECOME A RACE EVENT SPONSOR!"

T Tyler County Speedway offers your business an opportunity to showcase its name, products, and services in front of thousands of potential customers! A great way to get your name out to brand loyal race fans and make a BIG IMPRESSION by attaching your name to the HILLBILLY 100!

PARTNERSHIP PACKAGE INCLUDES, BUT IS NOT LIMITED TO:

- Event entitlement rights which includes your company name on event; ABC Company HILLBILLY 100.
- Extensive corporate brand visibility that includes your company name attached to all aggressive marketing/ advertising used to promote HILLBILLY 100 including: Print Media, Radio, TV, Social Media Marketing and any other forms of media that may be used to promote event.

**TITLE SPONSOR
\$10,000**

**PRESENTING SPONSOR
\$7,000**

**ASSOCIATE SPONSOR
\$3,500**

- Exclusive VIP Booth featuring Climate Control, TV, Great Food and superlative viewing of the action.
- 15 VIP Pit Passes to the event.

**OLDEST RUNNING SUPER LATE MODEL RACE
IN THE COUNTRY! CONSIDERED THE 'GRANDDADDY'
OF ALL DIRT LATE MODEL MAJOR EVENTS! STEEP
IN TRADITION AND HISTORY DATING BACK TO 1967!**

MARKETING OPPORTUNITIES



- Event & Season Long Signage promoting the ABC Company HILLBILLY 100.
- PA Announcements during event, plus year-long recognition featuring (4) PA Announcements per event.
- VIP Parking and Reserved Seating for dignitaries, clients, employees and family on night of event.
- Event specific, HILLBILLY 100 merchandise with 'Your Company' logo.
- Endless Social Media activities, engagements and more.
- Trophies engraved with 'Your Company' Name.

- Logo Insertion and Link on www.tylercountyspeedwayonline.com.
- Ad in Weekly Souvenir Program.
- Display Area for product merchandising, exit sampling or couponing to drive product awareness.
- An interactive experience for your party that will consist of on track presentations in victory lane, pit tours, honorary starter, plus many more fun thrilled activities guaranteed to show your group a good time.
- Invite your current customers, potential customers or your employees to be a part of your special night.
- We can create your own special night using your ideas.
- Do it on your own...or share the cost with another business.
- A brand captive audience ready to buy your product!

**WEST VIRGINIA'S BIGGEST RACE WEEKEND OF THE YEAR,
FEATURING A \$150,000 TOTAL PURSE!**

**FEATURES THE NATIONS PREMIER SUPER LATE MODEL SERIES,
THE LUCAS OIL LATE MODEL DIRT SERIES!**

**ANNUALLY HOST 250-300 COMPETITORS FROM 20 PLUS STATES
IN ACTION DURING THE THREE-DAY RACE WEEKEND!**



KLYE LARSON
2022 HILLBILLY 100
WINNER

FAST FACT:

Home of the Oldest Dirt Late Model Major Event, the 3 Day Hillbilly 100, Labor Day Weekend

STOPOTECH
HIGH PERFORMANCE BRAKE SYSTEMS®



Swift
springs

Hoosier
RACING TIRE

WHI
META



‘YOUR COMPANY’ NIGHT AT THE BULLRING

Pick a night at the ‘Bullring’, for a night of FUN and enjoyment second to none! From the family friendly Monster Truck Show to the fan favorite Topless 50 or the Earl Hill Memorial a ‘COMPANY’ NIGHT AT THE BULLRING will be an experience they’ll be talking about for weeks to come.

Special VIP accommodations and tickets for your employees, guests, or clients are all a part of your “Night at the Races” program! Whether you need to entertain clients.....or as an incentive or reward for your employees....a “Night at the Races at Tyler County Speedway” is an experience they’ll talk about and take with them....with YOUR name attached!

PARTNERSHIP PACKAGE INCLUDES, BUT IS NOT LIMITED TO:

- Event entitlement rights which includes your company name on event; ABC Company TOPLESS 50
- Extensive corporate brand visibility that includes your company name attached to all aggressive marketing/advertising used to promote special event including: Print Media, Radio, Social Media Marketing and any other forms of media that may be used to promote event.
- Exclusive VIP Booth featuring Climate Control, TV, Great Food and superlative viewing of the action. **[\$1,000 VALUE]**

- 12 VIP Passes to the Event. **[\$360 VALUE]**
- [1] 4x8 Trackside Banner. **[\$1,000 VALUE]**
- PA Announcements during event, plus year-long recognition featuring [4] PA Announcements per event.
- Display Area for product merchandising, exit sampling or couponing to drive product awareness.
- Logo Insertion and Link on www.tylercountyspeedwayonline.com. **[\$300 VALUE]**
- Ad in Weekly Souvenir Program. **[\$150 VALUE]**
- VIP Parking and Reserved Seating for dignitaries, clients, employees and family on night of event.
- An interactive experience for your party that will consist of on track presentations in victory lane, pit tours, honorary starter, door prizes, plus many more fun thrilled activities guaranteed to show your group a good time.
- Invite your current customers, potential customers or your employees to be a part of your special night.
- We can create your own special night using your ideas.
- Do it on your own...or share the cost with another business.
- A brand captive audience ready to buy your product!

\$1,500 A SEASON



QUARTER MILE CLUB HOSPITALITY

MAKE A LASTING IMPRESSION & CREATE A FIRST-CLASS HOSPITALITY EXPERIENCE AT THE BULLRING!

The Quarter Mile Club Corporate Hospitality allows you to provide your groups of friends, clients or employees with an experience of a lifetime during a race weekend at the Tyler County Speedway!

A customized VIP Tent/Tailgate Party offers an environment that encourages one-on-one interaction and a platform for developing new business-to-business (B2B) relationships. They also serve as a VIP experience for an employee incentive program.

As part of the VIP package, your guests will receive pre-race pit tours along with catering that provides the perfect atmosphere for entertaining.

Our VIP Tent/ Tailgate Party can be customized to accommodate any specific needs you may have to provide a first-class experience for you and your guests.

Our staff will help you plan your event, take care of all the details, and make sure everyone – including you – enjoys your outing!

LOOK AT ALL THE BENEFITS THAT WILL MAKE YOUR OUTING EXTRA SPECIAL FOR YOU AND YOUR GUESTS:

- A VIP Tent/ Tailgate Party style area will be designated on your behalf with restricted “invitation only” access.
- Delicious, full-service catering consisting of appetizers, entrée selections, side dishes, beverages and desserts.
- Hospitality area will be fully staffed for your convenience. We will take care of the set-up, serving and clean up, just show up, relax, and have fun!
- VIP Parking Passes
- Use of Quarter Mile Club Speedway Suite, accommodating 15 VIP Guests, featuring a dedicated Hospitality attendant, located high above the main grandstands, the suites feature an unequalled viewing platform for watching the notorious action at the high-banked quarter mile ‘Bullring’.
- Preferred Seating and your group will be seated together.
- Group recognition on the public address system.
- Exclusive Driver Autograph Session and Meet and Greet.
- Company/Group Photo Opportunities.
- CEO/Representative Interview on frontstretch, Opportunity to give the “Gentlemen Start Your Engines” command, and Victory Lane Presentations.
- Give us your ideas! It’s your night and we want to make sure you and your group enjoy it!

HOSPITALITY RATES

- General Admission Ticket Price (adult) \$30.00 - \$60.00 / per person (depending on event)
- Minimum of 30 guests required.
- Child Hospitality (10 and Under Free)



DIVISION TITLE SPONSORSHIP

WE ALREADY HAVE YOUR CUSTOMER MARKET BASE IN OUR WINNERS CIRCLE! JOIN US!



LATE MODELS — \$2,500



RUSH LATE MODELS — \$2,000



UMP MODIFIEDS — \$2,000



SPORTSMODS — \$1,500



HOT MODS — \$1,500



SCRA 4 CYLINDERS — \$1,000



MINI WEDGE — \$1,000



ENDURO SERIES \$1,000

Take advantage of the unique and valuable marketing opportunity of becoming a major sponsor of one of Tyler County Speedway's exciting racing divisions for the entire season and get these amazing benefits;

- Name-in-Title Privileges. Ex. "The ABC Company Super Late Model Division"
- PA Announcement of 'Your Company' as a division sponsor every time the cars in your class are on the racetrack.
- Social Media Marketing
- Weekly Press Release Mentions

- Trackside Signage
- Display Area for product merchandising, exit sampling or couponing to drive product awareness.
- Logo Insertion and Link on www.tylercountyspeedwayonline.com
- Ad in Weekly Souvenir Program



MARKETING OPPORTUNITIES

'SAY IT' WITH SIGNAGE

"CAPITALIZE ON THE MOST BRAND LOYAL FANS IN ALL OF SPORTS"



It has been proven that race fans support the companies that participate in the sport of auto racing. Get your company in front of thousands of enthusiastic, brand loyal race fans all season long with various signage opportunities. There is no better way to build your brand than by leaving a lasting impression upon our race fans with strategically placed signage within our facility. Banner placement at Tyler County Speedway is a popular avenue to convey your message to the thousands of fans in attendance.

Banners are a sure-fire way to be a part of the excitement of live stock car racing and reach the masses with your message. High traffic areas such as back of bleachers, admission gates, concession areas, fence lines, etc. can be adorned with your banner.

- For the cost of a one-time ad in any daily newspaper, you could purchase signage at Tyler County Speedway
- Your message will receive optimum exposure to race fans for an entire race season
- Signage at Tyler County Speedway offers great visibility with either a 4x8 banner or a 3x6 banner
- Lots of great locations available
- Nightly Public Address Announcements
- Social Media Marketing
- Track Website Branding Package
- Official Press Release Mentions
- Ad in Weekly Souvenir Program
- Signage is the most requested piece of advertising inventory

\$500 3x6 BANNER

\$1,000 4x8 BANNER



'NAMING RIGHT' PARTNERSHIP PROGRAMS

"CAPITALIZE ON THE MOST BRAND
LOYAL FANS IN ALL OF SPORTS"

Naming right partnerships with the Tyler County Speedway is a great opportunity to showcase your business and participate in the excitement of one of the nation's most beloved Speedways. Put your name on highly visible areas around the facility such as; VICTORY LANE, FIREWORKS, PIT AREA,

KIDS CLUB, TURN 4 PARTY PAVILION, TURN 4 'TURN IT UP' START/RESTART ZONE, FANZONE, CHECKERED/GREEN/CAUTION FLAG, CAMPGROUND, VIP SUITE, Plus other inventory such as Concession Items, Bull Statue, Hard Luck Award, Fast Time Award, Water Truck, Flagstand and Much More!



NAMING RIGHT PARTNERSHIP INCLUDES;

- Title/Naming Rights to the program of your choice. (Ex. ABC Company 'Fast Time Award')
- Receive Premier POP Display Signage.
- PA Announcements at all events.
- Press Release to our media outlets.
- Ad in Weekly Souvenir Program.
- Logo and listing on our website at tylercountyspeedwayonline.com.
- Social Media marketing and engagement.
- Trackside Display/Sampling Location.
- A brand captive audience ready to support/buy your product.



MARKETING OPPORTUNITIES

'NAMING RIGHT' PARTNERSHIP PROGRAMS

"CAPITALIZE ON THE MOST BRAND LOYAL FANS IN ALL OF SPORTS"

VICTORY LANE [Most Popular Signage and where everybody wants to be!] - With a Tyler County Speedway Victory Lane partnership your company will enjoy the marquee value of your name affiliated with Victory Lane at America's Baddest Bullring. The Victory Lane exposure features high return ROI featuring the greatest media exposure numbers per event of any partnership. See your company logo adorning all the Victory Lane photos! **\$3,000**



FIREWORKS Tyler County Speedway presents one of the most exciting and effective means of reaching potential customers, by sponsoring a Fireworks display at the "Bullring". Light up the night sky high above the Tyler County Speedway on your special night....this can be a great advertising event for your business! Introduced and advertised as the: Tyler County Speedway Fireworks Spectacular sponsored by XYZ Company! Firework shows at the speedway draw some of the largest crowds of season! **\$2,000**



PIT AREA Your message will receive optimum exposure to race fans and participants for an entire race season with a giant Pit Entrance Banner welcoming those through the ABC Company Pit Area. Where all the action happens and Your Company will get a ringside seat with season long exposure through America's Baddest Bullring's Pit Area. **\$1,500**





'NAMING RIGHT' PARTNERSHIP PROGRAMS

"CAPITALIZE ON THE MOST BRAND LOYAL FANS IN ALL OF SPORTS"

KIDS CLUB This is a weekly club for youngsters who are supporters of the exciting racing action at the 'Bullring'. Kids sign up as they enter the Fanzone (it's FREE) and a weekly event is offered from Bike Giveaways, Pit Tours, Gold Rush, Box Car Races and much more! Sponsoring the Kids Club can be a great way to show your support to the future race fans and Mom & Dad! **\$1,500**



TURN 4 PARTY PAVILION Put your name on the most happening venue this summer! Your company can have 'Name in Title' privilege of the Tyler County Speedway 'Turn 4 Party Pavilion'. A great way to promote your business as there will always be something happening such as a Corporate Outing, a Birthday Party, Kids Club Pizza Party, Booster Picnic & Legends Reunion to many race fans and drivers bench racing at the Turn 4 Party Pavilion. **\$1,500**

TURN 4 'TURN IT UP' ZONE A prime visibility spot! Add significant brand visibility for your company. The new branding can be viewed just after turn four and before the finish line, its where the races start and the green flag drops. A perfect visual as two branded Turn 4 'Turn It Up' Zone flags will signify the starting zone for all races at Tyler County Speedway. **\$1,500**





MARKETING OPPORTUNITIES

'NAMING RIGHT' PARTNERSHIP PROGRAMS

"CAPITALIZE ON THE MOST BRAND
LOYAL FANS IN ALL OF SPORTS"

FANZONE Located behind the main grandstands, the 'FanZone' provides your company with an ideal opportunity to activate and engage race fans during every event. When fans from across the country visit Tyler County Speedway they will be sure to walk the 'FanZone' and its mix of displays, interactive features, vendors, product sampling and driver autograph sessions, enhancing the overall event experience for spectators with your company at the forefront. **\$1,500**



CHECKERED FLAG/GREEN FLAG/CAUTION FLAG Attach your company name onto one of Tyler County Speedway's most visible properties.....the FLAGS and be a part of the racing action every Saturday Night and also each week in the race results press release. **\$1,000 ea.**

CAMPGROUND Your company can be associated with summer fun by securing the naming rights to the Campground at the Tyler County Speedway. The campground is a prominent asset utilized by race fans and racers all summer long. **\$1,000**



VIP SUITE Sponsorship of the suite level provides signage in the suite lobby and branding to the Speedway guests in this upscale seating area. **\$1,000**

PLUS OTHER ITEMS SUCH AS CONCESSIONS, BULL STATUE, HARD LUCK AWARD, FAST TIME AWARDS, WATER TRUCK, FLAGSTAND AND MUCH MORE! THE POSSIBILITIES ARE ENDLESS!



'NAMING RIGHT' PARTNERSHIP PROGRAMS

"CAPITALIZE ON THE MOST BRAND
LOYAL FANS IN ALL OF SPORTS"

ABOUT THE SOUVENIR PROGRAM PARTNERSHIP

- For every event Tyler County Speedway produces a beautiful Souvenir Program book. The weekly program features weekly winner and action photographs, race results, weekly point standings, special features, post-race articles, driver profiles, rosters, autograph page, advertisements and much more!
- The program will provide you great visibility

for your company and produce multiple readership while also being valued as a collectible item.

- A variety of ad sizes are available in the program, fitting every budget. Ads can be updated each week and are a great way to advertise weekly specials or deals.
- Programs are printed each week, with a higher volume of production for special events such as the Hillbilly 100.

PARTNERSHIP SPOTLIGHT

Dave Poske

Owner of Poske Performance Parts & Octane Race Products

- Hotmod Division Sponsor
- Naming Rights to the 'Octane' Bull Statue

"Our partnership with the Tyler County Speedway is a big hit. The 'Bullring' offers broad exposure to Poske Performance Parts & Octane Race Products through a variety of offerings, which helps build our local and national brand identity. From signage, naming rights or spending an evening relaxing in the VIP Suite makes for a fun atmosphere at Tyler County Speedway that creates a sense of pride and passion along with and most importantly our partnership has had a positive impact on sales."

**DAVE POSKE OF POSKE PERFORMANCE
PARTS & OCTANE RACE PRODUCTS**

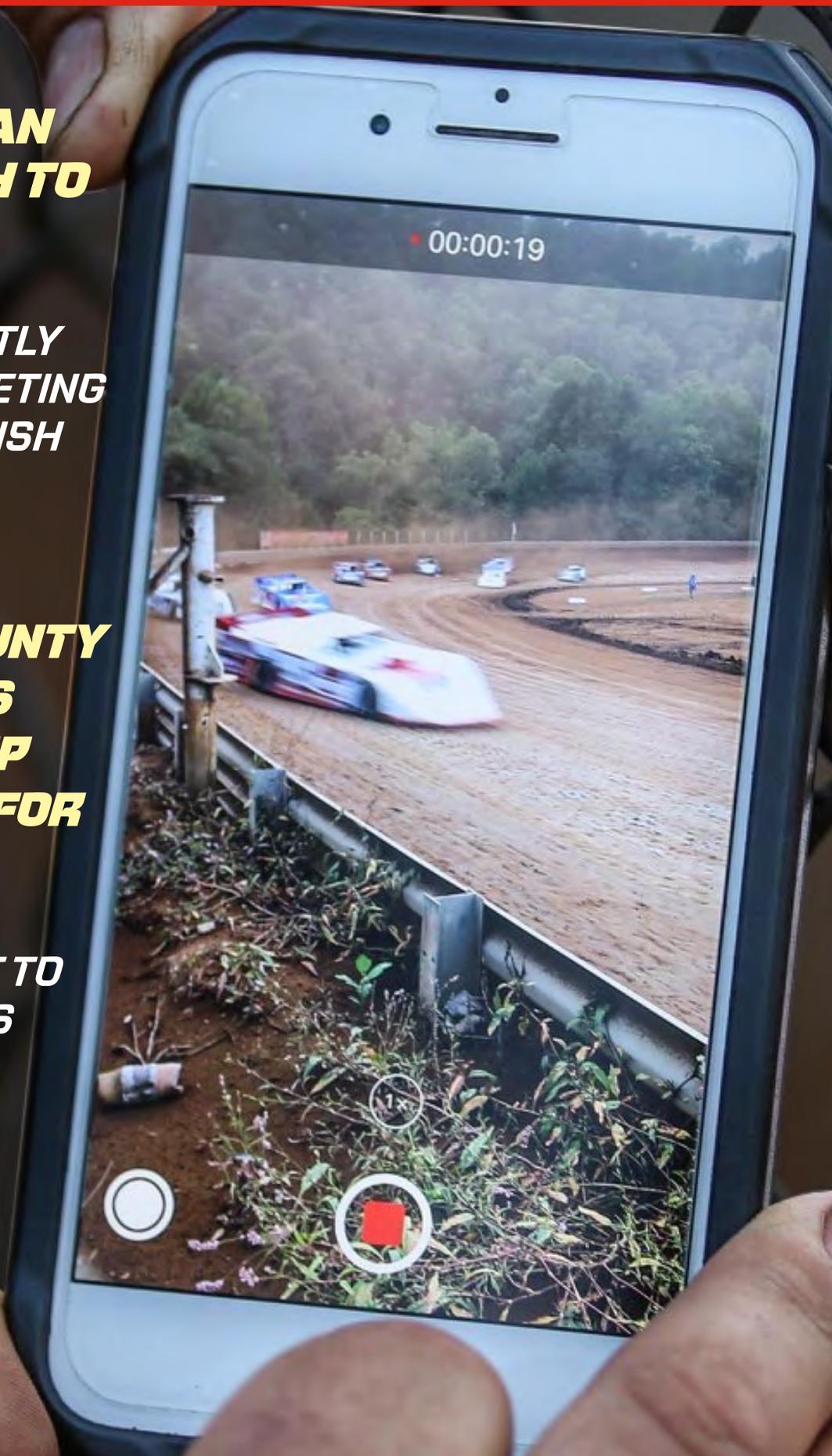


**DO YOU HAVE AN
IDEA YOU WISH TO
ACTIVATE?**

**ARE YOU CURRENTLY
RUNNING A MARKETING
CAMPAIGN YOU WISH
TO BRING TO OUR
SPEEDWAY?**

**THE TYLER COUNTY
SPEEDWAY HAS
A SPONSORSHIP
OPPORTUNITY FOR
EVERYONE.**

**THERE IS NO LIMIT TO
THE POSSIBILITIES
WHEN WE WORK
TOGETHER TO
CUSTOMIZE YOUR
PROGRAM.**



THE POSSIBILITIES ARE ENDLESS

**100% FLEXIBLE IDEOLOGY
REACH YOUR TARGET AUDIENCE
ORIGINAL CONCEPT ACTIVATION
BRING YOUR BRAND TO LIFE
CUSTOMIZE/MAXIMIZE YOUR EXPERIENCE**

EVERYTHING ONSITE HAS THE POTENTIAL TO BE A CONTACT POINT FOR YOUR BRAND. MAKE YOUR MARK AT THE TYLER COUNTY SPEEDWAY WITH A “STAND OUT/GET NOTICED” ACTIVATION THAT IS RELEVANT TO YOUR BRANDS MARKET APPEAL AND CAN MAXIMIZE YOUR EXPOSURE TO YOUR TARGET AUDIENCE.

Whether your goal is corporate branding with a motorsports facility... driving foot traffic through your front doors... raising awareness for a good cause... or just sitting back and enjoying an entertaining evening at the races... we want to work with you to create an opportunity for your business to be placed at the cutting edge of motorsports marketing and work in partnership with you to develop creative ideas that will help your business grow.



CONTACT US

DAN PATTERSON

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EMAIL: DANPATTERSON1173@GMAIL.COM

**TYLER COUNTY SPEEDWAY
HOMETOWN RACING ASSOCIATION**

PO BOX 475, MIDDLEBOURNE, WV 26149

WEBSITE: WWW.TYLERCOUNTYSPEEDWAYONLINE.COM

FACEBOOK: THEBULLRINGWV