



MARKETING PROPOSAL

“LET OUR FINISH LINE ACCELERATE YOUR BOTTOM LINE!”

Dear Potential Speedway Supporter:

Thank you in advance for your interest in the Tyler County Speedway. The Hometown Racing Association would like to welcome you to the most exciting marketing and advertising opportunity in the world today, Motorsports. Besides being one of the largest spectator sports in the United States, motorsports can impact your business like nothing else. We understand how vital it is to promote and publicize our corporate supporters and understands our responsibility to corporate supporters to make as many consumers aware of your company, products and services as possible.

Why invest in advertising at Tyler County Speedway? Pretty simple. Traditional advertising effectiveness has become spotty with the advent of recent technology. We have a captive audience that wants to be here! When they are here, and your business is too, you can guarantee that you are reaching people who will support your business. Race fans are among some of the most loyal when it comes to supporting businesses that support their favorite pastime, racing. Corporations spend billions every year sponsoring national teams for a reason: it works! It can work for your business too. So, if you are looking for a cost-effective marketing platform that can be customized to meet your marketing and sales objectives and budgetary constraints, then Motorsports marketing is for you! We have many proven options available for the upcoming season.

Nothing accelerates sales like motorsports. Combine the excitement of racing with intensely loyal fans and discover the opportunities Tyler County Speedway can deliver to your bottom line. The rumble of powerful engines... the smell of performance fuel... the spirit of competition... thousands of excited fans. This provides the backdrop for showcasing your products and services in an environment like no other. We are confident that once you understand our value to you as a marketing and sales platform, you will want to become a part of our extended racing family at Tyler County Speedway.

Thank You,

Hometown Racing Association

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.



INCREASE CORPORATE “VISIBILITY”

When a company buys commercial time during a televised sporting event, it receives seconds or minutes worth of exposure. But when a company chooses to participate in an event itself, it receives thousands of lasting, quality impressions throughout the course of the event. With a well-planned promotional program a company can build on the event exposure to gain valuable additional marketing opportunities. Motorsports Marketing’s cost per thousand impressions can be significantly lower than that of traditional marketing venues.

INCREASE CORPORATE “SPIRIT”

Participation as a sponsor presents many new and exciting opportunities to improve and enhance the corporate environment. Programs to entertain key employees and corporate clients along with related incentive programs foster team “spirit” while the event itself produces enthusiasm and excitement. Racing cars have always been a source of fascination. By their nature they’re exciting, eye-catching and awe inspiring. Employees, clients and customers alike want to be part of excitement. They want to be part of the team.

INCREASE CORPORATE “IMAGE”

Create a High Performance, Winning, Market “Leader” image with a Motorsports Marketing program. The market segment attached to these events are typically young to middle age, well educated, upwardly mobile males and females with disposable, discretionary income. They associate Motorsports with a progressive and upscale image. Many of today’s most successful businesses have learned to take advantage of Motorsports Marketing.

HIGH PERFORMANCE MARKETING

Motorsports is a dynamic, cost-efficient solution that generates maximum results and return on investment. An integrated motorsports marketing plan, with specific goals and objectives, has proven to be one of the most effective ways to reach consumers.

HOW TO GET INVOLVED

Tyler County Speedway offers your business an opportunity to showcase its name, products and services in front of thousands of potential customers. Plus entertain your customers, employees, and families during the thrills, spills and excitement of live stock car racing.

- RACE NIGHT SPONSORSHIP
- SOCIAL MEDIA MARKETING
- DIVISION SPONSORS
- KIDS EVENTS
- NAMING RIGHTS
- * RACE EVENT MARKETING
- * PUBLIC ADDRESS
- * RACE TICKETS
- * DISPLAY AREAS
- * PLUS MUCH MORE!
- * SIGNAGE
- * VICTORY LANE
- * GROUP TICKETS
- * TROPHY SPONSORS

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.

EVENT MARKETING

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

Tyler County Speedway offers your business an opportunity to showcase its name, products, and services in front of thousands of potential customers! Event Marketing at Tyler County Speedway makes you and your company King for a Night! A great way to get your name out to brand loyal race fans and make a BIG IMPRESSION!

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
- 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.
- (1) Exclusive VIP Booth featuring Climate Control, TV, Great Food and superlative viewing of the action!
- (15) VIP Pit Passes to the event
- (1) 4x8 Banner
- (8) PA Announcements during your event, plus year long recognition featuring (4) PA Announcements per event
- (1) Display Area for product merchandising, exit sampling or couponing to drive product awareness.
- (1) Logo Insertion and Link on www.tylercountyspeedwayonline.com.
- 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, plus many more fun thrilled activities guaranteed to show your group a good time!
- Do it on your own...or share the cost with another business.
- 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!

INVESTMENT: \$2,000

DIVISION TITLE SPONSORSHIP

Take advantage of the unique and valuable marketing opportunity of becoming a major sponsor of one of Tyler County Speedway’s exciting racing divisions.

Partnership Includes:

Name-in-Title Privileges. Ex. “The ABC Company Super Late Model Division”

Social Media Marketing & Press Release Mentions

(4)- Nightly PA Announcements per event

(1)- 4x8 Banner

(1)- Track Website Link

INVESTMENT:

Late Models	\$2,500	RUSH Late Models	\$2,000	UMP Mods	\$2,000	Sportmods	\$1,500
Hotmods	\$1,500	SCRA 4 Cylinders	\$1,500	Mini Wedge	\$1,500		



America's Baddest Bullring Presents

"NIGHT AT THE SPEEDWAY" SPONSORSHIP

Dear race fan or business owner,

Tyler County Speedway offers your business an opportunity to showcase its name, products and services in front of thousands of brand intense race fans.

While your business is being noticed by potential clients our staff will entertain your most important customers, employees, and families during the thrills, spills and excitement of live stock car racing.

Get a one-of-a-kind VIP experience you'll never forget tailored around your interests and entertainment needs.

"LET OUR FINISH LINE ACCELERATE YOUR BOTTOM LINE!"

There's no better time than now to take advantage of our exciting promotional opportunities with the VIP marketing package at the Tyler County Speedway.

Your "Company Night at the Speedway" features special request accommodations such as food, beverages, select TV programming, air conditioning, and more.

For your privacy each suite is exclusive to you and your employees, guests, family, and friends.

Whether you need to entertain clients, incentivise or reward employees, get the family together, or 'have a girls/guys night' a "VIP Suite Package at Tyler County Speedway" is an experience everyone will keep talking about for weeks to come.

ENTERTAIN



REWARD



PRESENT



VIP SUITE RENTALS



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

The ¼ 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. Hospitality area will include tables, chairs, and linens.
- 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 ¼ Mile Club Speedway Suite, accommodating 20 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) with minimum of 50 guests required.

Child Hospitality (10 and Under Free)

SIGNAGE PACKAGES

“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 facilities. Billboard/Banners at Tyler County Speedway is a popular avenue to convey your message to the thousands of fans in attendance.

- ~ 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. ~
- Nightly Public Address Announcements
- ~ Social Media Marketing
- ~ Track Website Branding Package
- ~ Official Press Release Mentions

4x8 BANNER

INVESTMENT: \$1,000

3x6 BANNER

INVESTMENT: \$500

NAMING RIGHT OPPORTUNITIES

In addition to event entitlement, you can put your name on highly visible areas around the facility including such as:

Tower, Victory Lane, Pit Area, Fan Zone, Flagstand, Finish Line, Checkered Flag, Green Flag, Caution Flag, Pit Area, Infield Kart Track, Pavilion, Bull Statue, Concession Stand, Item in Concessions, Restart Zone, etc.

Partnership includes: Name-in-Title Privileges, example “The ABC Company Green Flag at Tyler County Speedway”

- ~ Nightly Public Address Announcements
- ~ 4x8 Banner
- ~ Social Media Marketing
- ~ Track Website Branding Package
- ~ Official Press Release Mentions

INVESTMENT: \$1,500

WHAT OTHERS ARE SAYING ABOUT MOTORSPORTS MARKETING

“Motorsports is the Number One spectator sport in America with over 52 million fans across the country.”

-WALL STREET JOURNAL

“The rule of thumb is that putting \$1,000 behind a race track, race event, or race team will generate the same exposure as \$10,000 in advertising.”

-WALL STREET JOURNAL

“Motorsports is attracting increased attention from major advertisers as a way to reach a new audience.”

-BUSINESS WEEK

“Motorsports advertising/sponsorship offers another bonus: the chance to entertain clients, customers and employees by throwing a bash at the event itself.”

-WALL STREET JOURNAL

“What brings large and growing crowds to motorsports? The answer is NOISE and SHOWMANSHIP!
HORSEPOWER and PERFORMANCE!”

- BUSINESS WEEK



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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. While we know every business is different, for this reason, we can design a package for your company that offers a wide range of features and benefits by incorporating the elements you feel will best achieve your goals by Marketing with the Tyler County Speedway.

For more information on marketing opportunities, call 304-771-5661, or email Dan Patterson, Director of Marketing at danpatterson1173@gmail.com.

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