



## 2018 MARKETING OPPORTUNITIES

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone # (\_\_\_\_) \_\_\_\_\_ Mobile # (\_\_\_\_) \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Website: \_\_\_\_\_

**BILLBOARD (1-year contract, price per year):**

\_\_\_ 4'x 8' \$1,500 \_\_\_ 6' x 10' \$4,000 \_\_\_ 8' x 12' \$6,000 \_\_\_ 8' x 16' \$7,000 \_\_\_ 8' x 20' \$8,000 \_\_\_ 8' x 24' \$9,000

**BILLBOARD (3-year contract, price per year):**

\_\_\_ 4'x 8' \$1,000 \_\_\_ 6' x 10' \$3,000 \_\_\_ 8' x 12' \$5,000 \_\_\_ 8' x 16' \$6,000 \_\_\_ 8' x 20' \$7,000 \_\_\_ 8' x 24' \$8,000

**LUCAS OIL SPEEDWAY WEEKLY ENTITLEMENT NAMING RIGHTS PROGRAM:**

\_\_\_ \$5,000- Company logo on all printed event materials, PA announcements, full page program ad, VIP suite package for (36), (100) GA tickets, midway display Area, pace truck rides and trophy presentation in victory lane on race night.

**LUCAS OIL SPECIALTY NAMING PROGRAM:**

\_\_\_ \$1,500 - Race Night Purse Sponsor

\_\_\_ \$2,000 - Heat Race Sponsorship – Naming of selected heat race(s) for entire season, business ad in program, PA announcements, and business information available to all drivers at pit entrance/driver registration area.

\_\_\_ \$4,000 - Feature Event Sponsorship – Naming of selected heat race(s) for entire season, business ad in program, PA announcements, and business information available to all drivers at pit entrance/driver registration area.

**BULK TICKET PRICING:**

Lucas Oil Weekly Championship Series \_\_\_\_\_ 20 Tickets \$200.00 \_\_\_\_\_ 40 Tickets \$350.00

Special Events \_\_\_\_\_ 20 Tickets \$350.00 \_\_\_\_\_ 40 Tickets \$650.00

Marquee Events \_\_\_\_\_ 20 Tickets \$400.00 \_\_\_\_\_ 40 Tickets \$750.00

**MIDWAY DISPLAY AREA: (\$25 Extra for Electricity)**

\_\_\_ \$150 – Any Lucas Oil Weekly Championship Series event

\_\_\_ \$200 – Single-day Special event

\_\_\_ \$300 – Multi-day Special event

\_\_\_ \$400 – Multi-day Marquee event

\_\_\_ **NO Charge** – Crowd give-a-ways/promotional Items in exchange for PA Announcements

**JUMBO-TRON AD:**

\_\_\_ \$300 Single event Jumbo-tron advertisement – (3) ads on one specific race night.

\_\_\_ \$3,000 Annual Jumbo-tron advertisement – (3) ads per night at EVERY Lucas Oil Speedway event.

**WEBSITE LINK:**

\_\_\_ \$2,000 Includes company logo and link on sponsor page at [www.LucasOilSpeedway.com](http://www.LucasOilSpeedway.com).

**PROGRAM AD PACKAGES:**

**GOLD PACKAGE:** - Annual souvenir program advertisement, link to business on LOS website, (1) 4 x 8 billboard, mention in all press releases.

\_\_\_\_\_ Full Page \$5,000 \_\_\_\_\_ 1/2 Page \$4,500 \_\_\_\_\_ 1/4 Page \$4,000 \_\_\_\_\_ 1/8 Page \$3,500

**SILVER PACKAGE:** - Annual souvenir program advertisement, link to business on website, mention all press releases.

\_\_\_\_\_ Full Page \$4,000 \_\_\_\_\_ 1/2 Page \$3,500 \_\_\_\_\_ 1/4 Page \$3,000 \_\_\_\_\_ 1/8 Page \$2,500

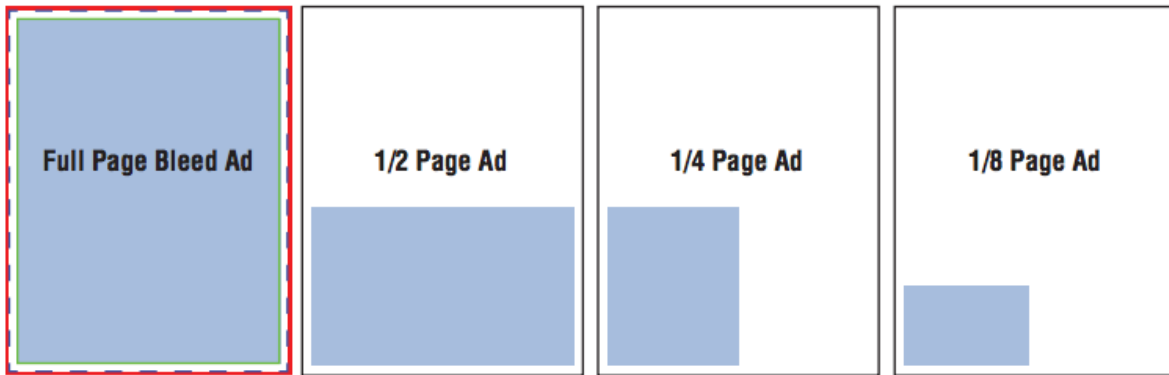
**BRONZE PACKAGE:** – Annual souvenir program advertisement only, mention in all press releases.

\_\_\_\_\_ Full Page \$2,000 \_\_\_\_\_ 1/2 Page \$1,500 \_\_\_\_\_ 1/4 Page \$1,000 \_\_\_\_\_ 1/8 Page \$500

\*\*Business is responsible for providing artwork. \$100 Fee for Speedway to create artwork \*\*

**Program Ads must be supplied in the following formats:**

**Format:** Hi Res PDF. No crops.  
**Color Format:** CMYK Only  
**Resolution:** 300 DPI  
**Quality:** Maximum and compress text and line art



Ad Unit	Bleed Size	Trim Size	Safe Area
Full Page Ad	8.75"w x 11.25"h	8.5"w x 11"h	8"w x 10.5"h
1/2 Page Ad			7.75"w x 5"h
1/4 Page Ad			3.75"w x 5"h
1/8 Page Ad			3.75"w x 2.375"h

**OFF ROAD TRACK MARKETING OPPORTUNITIES**

**BRONZE PARTNERSHIP PACKAGE**

- (10) General Admission Tickets for each day of each off-road event.
- Up to (4) Banners placed throughout facility on off-road event weekends. (Banners provided by Partner)
- PA Announcements over the course of events.
- Promotion via Twitter, Facebook and YouTube.
- VIP Seating at for up to (2) guests. (LOORRS event only)
- Product or business information available to all competitors at Pit Entrance/Registration Area.

\_\_\_\_\_ **\$2,500**

**SILVER LEVEL PARTNERSHIP PACKAGE**

- (25) General Admission Tickets for each day of each off-road event.
- Up to (8) Banners placed throughout facility on off-road event weekends. (Banners provided by Partner)
- PA Announcements throughout events.
- Promotion via Twitter, Facebook and YouTube.
- VIP Seating at for up to (6) guests. (LOORRS event only)
- Product or business information available to all competitors at Pit Entrance/Registration Area.

\_\_\_\_\_ **\$5,000**

**GOLD LEVEL PARTNERSHIP PACKAGE**

- (50) General Admission Tickets for each day of each off-road event.
- Up to (12) Banners placed throughout facility on off-road event weekends. (Banners provided by Partner)
- PA Announcements throughout events.
- Company logo on all pre-event flyers.
- Promotion via Twitter, Facebook and YouTube.
- VIP Seating for up to (12) guests. (LOORRS event only)
- Product or business information available to all competitors at Pit Entrance/Registration Area.
- Exclusivity of Sponsorship Category. (If available)
- Midway display space to exhibit your business goods and services at off-road events.
- Prominent placement of business logo and link to business website at www.LucasOilSpeedway.com.
- Special Tagline in all press releases naming your business as the "Official \_\_\_\_\_ of the Lucas Oil Off Road Track"

\_\_\_\_\_ **\$10,000**

**DRAG BOAT LAKE MARKETING OPPORTUNITIES**

**BRONZE PARTNERSHIP PACKAGE**

- (10) General Admission Tickets for each day of each Drag Boat event.
- Up to (4) Banners placed throughout facility on Drag Boat event weekends. (Banners provided by Partner)
- PA Announcements over the course of events.
- Promotion via Twitter, Facebook and YouTube.
- VIP Seating at for up to (2) guests. (LODBRS events only)
- Product or business information available to all competitors at Pit Entrance/Registration Area.

\_\_\_\_\_ **\$2,500**

**SILVER LEVEL PARTNERSHIP PACKAGE**

- (25) General Admission Tickets for each day of each Drag Boat event.
- Up to (8) Banners placed throughout facility on Drag Boat event weekends. (Banners provided by Partner)
- PA Announcements throughout events.
- Promotion via Twitter, Facebook and YouTube.
- VIP Seating at for up to (6) guests. (LODBRS events only)
- Product or business information available to all competitors at Pit Entrance/Registration Area.

\_\_\_\_\_ **\$5,000**

**GOLD LEVEL PARTNERSHIP PACKAGE**

- (50) General Admission Tickets for each day of each Drag Boat event.
- Up to (12) Banners placed throughout facility on Drag Boat event weekends. (Banners provided by Partner)
- PA Announcements throughout events.
- Company logo on all pre-event flyers.
- Promotion via Twitter, Facebook and YouTube.
- VIP Seating for up to (12) guests. (LODBRS events only)
- Product or business information available to all competitors at Pit Entrance/Registration Area.
- Exclusivity of Sponsorship Category. (If available)
- Midway display space to exhibit your business goods and services at off Drag Boat events.
- Prominent placement of business logo and link to business website at www.LucasOilSpeedway.com.
- Special Tagline in all press releases naming your business as the "Official \_\_\_\_\_ of the Lucas Oil Drag Boat Lake"

\_\_\_\_\_ **\$10,000**

Total Amount \$ \_\_\_\_\_ Form of Payment : (\_\_\_\_\_) Cash (\_\_\_\_\_) Check (\_\_\_\_\_) Credit Card Type: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code: \_\_\_\_\_

Sponsor/Name on Card \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Lucas Oil Speedway Representative \_\_\_\_\_ Date: \_\_\_\_\_

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