



2021 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.

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

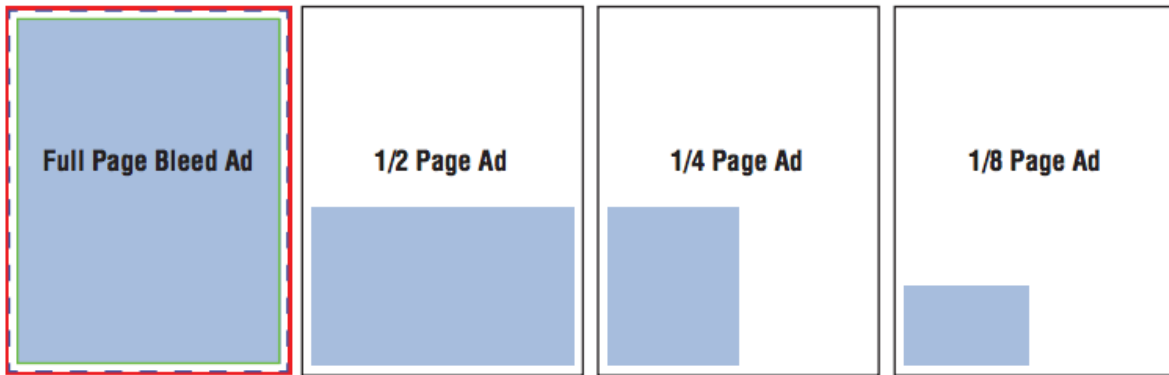
BRONZE PACKAGE: – Annual souvenir program advertisement only, mention in all press releases.

_____ 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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