

PARTNERSHIP GUIDE



OUR TRACKS AND OUR FANS

Brewerton Speedway

Founded: 1948

Nickname: 'The D-Shaped Dirt Demon'

Size: 1/3 Mile

Event season: Friday nights from mid-April through Labor Day plus the Hurricane 100 Championship event in October

Average weekly attendance: 2,500, 4,000 for Hurricane 100

Weekly Classes: Big Block Modifieds, Sportsman Modifieds, Mod Lites, Four-Cylinders. Special appearances by Sprint Cars, 358-Modifieds and Late Models.



Fulton Speedway

Founded: 1961

Size: 3/8 Mile

Event season: Saturday nights from early May through Labor Day with occasional mid-week specials. Our signature event, The Outlaw 200 Weekend, is held at the end of September or first weekend in October annually.

Average Weekly attendance: 2,500, 6,500 for Outlaw 200

Weekly Classes: 358-Modifieds, Sportsman, Late Models and Novice Sportsman. Special appearances by 360 and 410 Sprint Cars, Big Block Modifieds and Mod Lites



Our Fans

Fans of all ages enjoy our racing events. 70% of our spectators are aged 21-55 years old, with 60% bringing their families and children. There is approximately a 65%-35% split of male/female race fans every week. Ages 18 and under are admitted free for all of our Friday and Saturday events with an average of 400 spectators from that age group attending weekly.

RACE EVENT SPONSORSHIP

1. **Major Event Sponsorship** – Outlaw 200 Weekend, Hurricane 100, Highbank Holdup Weekend , Duel at the Demon and similar high traffic events. Prices range from \$1,500 and up.
2. **Weekly Event Title Sponsorship** - \$1,200
3. **Weekly Event Associate Level Sponsorship** - \$900

Amenities for all levels include:

- Event presentation identification (ie: “company XYZ presents...”)
- Pre and post event promotion with on our websites and social media
- Race night catering served by speedway hostess. Standard menu includes:
 - Hot Dogs, Hamburgers, French Fries
 - Fried Dough/Popcorn/Pizza
 - Soft Drinks and Water
 - Two cases of beer
- Inclusion on track schedule cards and posters (*printed in March*)
- Race night PA Announcements
- Race night interview with key company representative
- Identification on the roadside entry digital marquee
- Promotional display rights on race night
- Rights to bring corporate vehicles for display and use for trackside presentation billboards
- Victory lane rights and with commemorative photo
- Event Ticketing** - ***includes admission to corporate suite and pit area for the evening***
 - Major Event Sponsors – To be negotiated in contract
 - Weekly Event Title Sponsors - 20 VIP Tickets
 - Weekly Event Associate Level Sponsors - 12 VIP Tickets



OUTLAW 200 WEEKEND

The Outlaw 200 Weekend will celebrate it's 37th edition in 2023. This two-day festival of speed at Fulton Speedway is our annual crown jewel event that typically includes 250 racers and over 6000 fans from all over the Northeastern United States and two Canadian provinces. The Outlaw 200 Weekend is one of the must-see race events in New York each season.



Title Sponsorship - \$20,000

- Headline event presentation identification (ie: “company XYZ presents...”)
- Pre and post event promotion with local print and social media
- VIP suite tickets in our air conditioned tower with catering for both nights
- Pit Passes
- Company logo included in special event logo used in all event promotion
- Inclusion on all track schedule cards and posters
- Victory Lane signboard logo inclusion
- PA Announcement throughout both days of the event
- Season-long signage display rights at both Brewerton and Fulton
- Track web page and social media promotion throughout the season
- Victory lane rights and photos with race winners



Associate Level and Divisional Sponsorship - \$250 and Up

- Sponsor a class or race within the event (ie the “company XYZ 4-cylinder Open”)
- Post contingency awards such as hard luck or hard charger
- Web page and social media promotion promoting sponsorship program before, during
- and after the Outlaw 200 Weekend



RACE DIVISION TITLE SPONSORSHIP

Have your company name associated with a class at Brewerton or Fulton Speedway all season long as a divisional sponsor. A division title sponsor receives naming rights (i.e. “ABC company Big Block Modifieds”) for the entire season.

Amenities include:

- Public address mentions at each event
- Corporate VIP admission package
- Reference on all press releases associated with the class
- Logo presence on all schedule cards and posters
- Company decal on all division cars if desired
- Season-long trackside banner and signage rights
- Victory lane identification board
- Division points listing will contain company name and/or logo
- Website logo/link or banner ad
- Inclusion in year-end awards presentation of division points funds
- Consistent social media mentions



Prices start at \$1,500 (limited availability)

TRACKSIDE SIGNAGE

Scoreboard	\$2,000
8' X 16' Trackside	\$1,200
Flagstand Wrap	\$1,000
4' X 8' Infield	\$600
4' X 8' Back of bleachers	\$400
4' X 8' Concession area banner	\$300

Other dimensions and locations are also available.
Please ask for a detailed quote.

Prices are based on signage provided by company.
Additional charges may apply for signage production.

Signage will be installed by track personnel at no additional charge

All prices reflect annual cost. Discounts available for a multi-year agreement



TRACK ENTRANCE MESSAGE BOARD

Deliver a dynamic digital message to traffic on Co. Rt. 57 (Fulton) and NYS Rt. 11 (Brewerton) 24 hours a day and up to 365 days a year

Road traffic analysis:

Fulton

The two-way average daily traffic is 6,598 vehicles. That is 197,940 vehicles per month and 2,408,270 per year. With a standard load factor of 1.5 people 18+ years of age, traffic at the Fulton location delivers approximately 3,612,405 impressions in one year.

Brewerton

The two-way average daily traffic is 12,894 vehicles. That is 386,820 vehicles per month and 4,706,310 per year. With a standard load factor of 1.5 people 18+ years of age, traffic at the Brewerton location delivers approximately 7,059,465 impressions in one year.

Ad Rates	Fulton	Brewerton	Both Tracks
One Month Package	\$100	\$200	\$250
Six-Month Off-Season package (11/1 - 4/30)	\$500	\$750	\$1,000
Six-Month Race Season Package (5/1-10/31)	\$1,000	\$1,500	\$2,000
Full Year Package (365 days)	\$1,250	\$2,000	\$2,500

Frequency:

Your ad will be 5 seconds in length and be displayed at least one X per minute

One X per minute = 60 X per hour

60 X per hour = 1440 spots per 24 hours

1440 X per day = 262,800 spots per six months

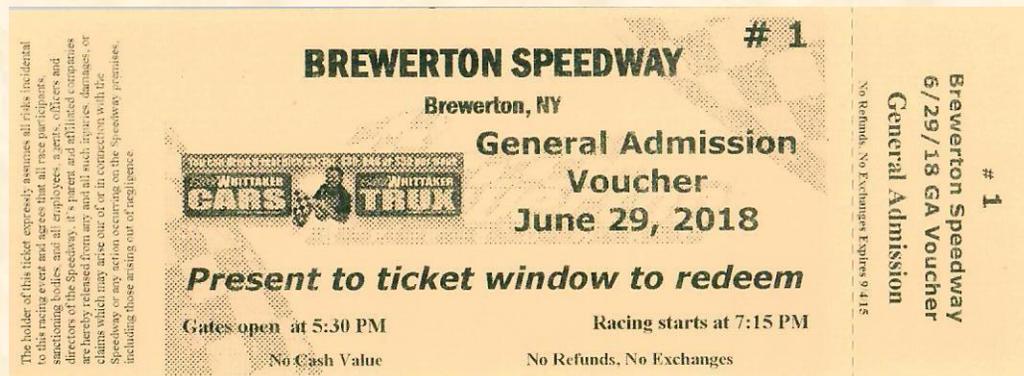
1440 X per day = 525,600 spots annually



GROUP TICKETING

Enjoy special pricing on Fulton and Brewerton race event tickets available for any group of 15 or more.

- Great for company outings
- Use for employee rewards
- Perfect for school, club and group fundraisers
- Purchase for a single event or open-ended for use throughout the season
 - Deeper discounts with increased volumes
 - Special welcome to groups on track entrance marquee
 - Group Seating options available
- Tickets may be personalized with name and/or company logo



BUSINESS TICKET PACKAGE

\$1,000 Package

- Eighty (80) Single Event Passes
- One (1) Tabling Opportunity
- Temporary Signage at one (1) event
- One (1) Public Address Identification
- Reserved Group Seating Area



\$500 Package

- Forty (40) Single Event Passes
- One (1) Tabling Opportunity
- Temporary Signage at one (1) event
- One (1) Public Address Identification
- Reserved Group Seating Area



ADDITIONAL OPPORTUNITIES

Special Series or Cash Dash Sponsorship

Present a series of special races or dash for cash events for a particular division. We always strive to provide races with increased meaning for our race teams and provide added value for our fans. Contact us to develop a special program that fits your budget.

Website advertising

Place a banner display or logo and hyperlink to your site on www.fultonspeedway.com or www.brewertonspeedway.com. Many pages to choose from. Call for pricing and placement.

Jr. Fan Club Title Sponsorship

Be part of the area's longest running club for kids and racing!

- Exclusive naming rights to the club for both tracks
- All references will be referred to your business when the fan club is mentioned
- Jr. Fan Club page on website with your logo
- Company logo on Jr. Fan Club Tee Shirts provided to each member
- Trackside meeting area dedicated to the Fan Club and area to display your business sign or banner

Sponsorship Cost: \$1,750



ADDITIONAL OPPORTUNITIES (CONT.)

In-show promotion

Sponsor a one-time or season-long part of the race night program. (i.e weekly trivia contest, VIP tower upgrade, fan pace car ride). Let our marketing team deliver a dynamic “commercial” each race night for your company with an eye-catching promotion.



Promotional Displays

We offer companies the opportunity to set up commercial displays in our midway area. This may include new vehicle displays, product sampling, coupon and promotional booklets, and other promotional needs. This is included in sponsorship night packages at no additional charge.



Giveaways

You can participate in our highly-publicized giveaway programs - lots of exposure with low out of pocket expense. We'll announce your program over the P.A. system in exchange for any sort of giveaway you wish to supply -- gift certificates, tee-shirts, hats, service coupons, two-for-one promotions, free dinners. You provide the items, we'll get it in the hands of the consumer. Jr. Fan Club giveaways are also a great opportunity to make a lasting memory with our future drivers and fans.



SOCIAL MEDIA AND THE WEB

The power of the internet is undeniable and our dedicated track sites www.brewertonspeedway.com and www.fultonspeedway.com are the information pipeline to the happenings at the tracks. Both the Brewerton and Fulton websites exceed 100,000 unique visitors and over 550,000 page views annually. Our sites are annually visited by people from over 60 countries, but 80% of all visits come from New York State.

We are very active on our Facebook and Twitter social feeds. Both the Fulton and Brewerton Facebook pages exceed 16,000 fans. We post an average of two-dozen Facebook posts each week keeping our fans informed. Both the Fulton and Brewerton Twitter accounts have over 2000 followers and the Facebook and Twitter feeds are linked.

Our partners are frequently included in our social media messages, be it a message we generate, or sharing of a partner's message.

