



SUTHERLAND AUTOMOTIVE SPEEDWAY

2024 SPONSORSHIP OPPORTUNITIES

SSCRAMARKETING@4DSOCIAL.CA

WHY BECOME A SPONSOR?

Sutherland Automotive Speedway has been a hub of adrenaline-pumping action and thrilling competitions for over 60 years. We have witnessed the rise of talented drivers, the roar of powerful engines, and the cheers of passionate fans. Being an official sponsor comes with many exciting opportunities!

Unparalleled Brand Visibility

By associating your brand with our race car track, you will gain exposure to a diverse audience of motorsports enthusiasts, both at the track and through various media channels.

Engaging Experiences

As a sponsor, you will have exclusive access to thrilling race day experiences. Imagine the excitement of witnessing the races from a private building rental, meeting renowned drivers, and enjoying behind-the-scenes access. These unforgettable experiences will strengthen relationships with your clients, employees, and partners.

Community Impact

Supporting our race car track goes beyond the thrill of racing; it is an investment in the local community. By becoming a sponsor, you will contribute to the growth of motorsports, providing opportunities for aspiring drivers, promoting a healthy and competitive spirit, and inspiring young talent to pursue their dreams. Your brand will become synonymous with empowerment and success!

Positive Brand Image

Sponsoring a race car track demonstrates your commitment to supporting exciting and dynamic sports, embracing innovation, and fostering a sense of community.

Becoming a sponsor of our race car track is a decision that promises to elevate your brand to new heights. The thrill of the race, the passion of the fans, and the spirit of competition creates an atmosphere that is unmatched in any other sport. By associating your brand with our track, you will not only gain exposure but also become an integral part of an exhilarating journey that captivates hearts and minds.



TITLE SPONSORSHIPS

Put your name on a special event to reach our largest crowds of the season!

WSA Pro Late Model 150 | June 15, 2024

Join us for our first special event of the season as the Western Speed Association Pro Late Models battle it out for 150 laps!

OPTION A: TITLE SPONSOR - \$3,500 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
- ie: The WSA Pro Late Model 150 is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race

OPTION B: FEATURE RACE PRESENTER - \$950 + tax

- (5) event tickets
- Announcer mentions
- ie: This Pro Late Model 150 lap race is presented by Sutherland Automotive + personalized ad script
- Mentioned in all social media content related to the event

MID-SEASON ULTIMATE ENDURO | June 29, 2024

We always end our season with a BANG at the ULTIMATE Enduro in September, but this year - we are DOUBLING the fun with a mid-season Enduro! If you enjoy carnage, this is the event for you!

OPTION A: TITLE SPONSOR - \$3,500 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
- ie: The ULTIMATE Enduro is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race

FAMILY DAY | July 13, 2024

Take part in our second annual FAMILY DAY! This event is fun for the whole family, with face painting, balloons, and bouncy castles!

OPTION A: TITLE SPONSOR - \$2,500 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
ie: Family Day is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race

NASCAR KICK OFF EVENT | July 19, 2024

Kick off our EPIC NASCAR event with a local show the night before as the Street Stocks, Sportsman, Pro Late Models, and Super Trucks put on a show you won't forget!

OPTION A: TITLE SPONSOR - \$4000 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
ie: Today's race event is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race

Contact the SSCRA Marketing team at sscramarketing@4dsocial.ca to get started!

Bridge City 200 | August 10, 2024

Put your name on our biggest event of the season as the Western Speed Association Pro Late Models compete for 200 laps and the \$10,000 grand prize!

OPTION A: TITLE SPONSOR - \$5,000 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
ie: The Bridge City 200 is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race
- Logo on the top 3 trophies

OPTION B: FEATURE RACE PRESENTER - \$1,000 + tax

- (5) event tickets
- Announcer mentions
ie: Bridge City 200 feature race is presented by Sutherland Automotive + personalized ad script
- Mentioned in all social media content related to the event

Race for the Kids | August 24, 2024

Want to make a difference? Be a part of our first annual Race for the Kids event partnered with Jim Pattison's Children's Hospital!

OPTION A: TITLE SPONSOR - \$3,500 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
ie: Race for the Kids is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race

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ULTIMATE ENDURO & TRAILER RACE | September 22, 2024

Take part in our CROWD FAVOURITE event, the ULTIMATE Enduro & Trailer Race to end the season! This event is filled with everything our fans love: Speed, smashing, crashing & CARNAGE!

OPTION A: TITLE SPONSOR – \$5,500 + tax

- (30) event tickets
- Garage rental
- Catering available
- Hostess service
- Private bartender (\$150) and stocked bar to be invoiced post-event (optional: cash bar, open bar, drink tickets)
- Holds 100+ people
- Private seating
- Private bleachers available to be roped off with larger groups
- Announcer mentions
ie: The ULTIMATE Enduro is brought to you by Sutherland Automotive + personalized ad script
- Mentioned in all related media advertising (ie: social media, radio, print, etc)
- Get to hand out the checkered flag to the winner of the feature race

OPTION B: TRAILER RACE PRESENTER – \$1,000 + tax

- (5) event tickets
- Announcer mentions
ie: Today's Trailer Race is presented by Sutherland Automotive + personalized ad script
- Mentioned in all social media content related to the event



DIVISION SPONSORS

Want your money to go towards making our events even better?! Become a division sponsor to help all of the talented drivers put on a good show! All special events include Max TV Local on Demand coverage!

DIVISION SPONSORSHIP INCLUDES:

- Naming rights to the Division (ie: The Sutherland Automotive Bandolero division)
- Mentions in ALL radio ads related to your division's events
- Announcer mentions with personalized ad script
- Your logo across the top of each car in that division's windshield
- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro
- (1) social media post announcing your sponsorship
- There are (8) race events for the Sportsman, Street Stocks, Bandoleros, and Run-Your-Junk divisions, along with (7) race events for the Pro Late Model division

Division	Cost
Sportsman	\$5,000 + tax
Pro Late Model	\$5,000 + tax
Street Stock	\$4,000 + tax
Bandolero	\$2,500 + tax
Run Your Junk	\$3,500 + tax

SIGNAGE OPPORTUNITIES

Billboard | Back Track Wall

Show off your company logo with an 8 ft x 20 ft highway size billboard that is prominently positioned in clear and constant view of the entire crowd throughout the 16 race dates, NASCAR Canada Series, and ALL other events held at Sutherland Automotive Speedway. All special events include Max TV Local on Demand coverage!

Estimated Viewership: 50,000+

OPTION A: 1 YEAR - \$2,500 + tax per year

- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Included in (1) social media post announcing annual sponsors
- Announcer mentions with personalized ad script

OPTION B: 2+ YEAR - \$2,000 + tax per year

- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Included in (1) social media post announcing annual sponsors
- Announcer mentions with personalized ad script

SIGNAGE MATERIALS & PRODUCTION COSTS

Coroplast – lasts a few years

\$1,350.00 ONE-TIME production fee

Dybond (aluminum) – longer lasting; ideal for long-term sponsorships

\$2,000.00 ONE-TIME production fee



Pit Block Banner | Staging Lane

Place your logo front and center along the staging lane with a 16 ft x 2 ft sign to be viewed by 50,000+ race fans throughout the season! All special events include Max TV Local on Demand coverage!

OPTION A: 1 YEAR - \$2,000 + applicable tax per year

- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Included in (1) social media post announcing annual sponsors
- Announcer mentions with personalized ad script

OPTION B: 2 YEAR - \$1,750 + applicable tax per year

- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Included in (1) social media post announcing annual sponsors
- Announcer mentions with personalized ad script

NOTE: If a sign is damaged, we will pay for 50% of the repair fee

SIGNAGE MATERIALS & PRODUCTION COSTS

Coroplast - lasts a few years
\$270.00 ONE-TIME production fee

Fenceline Banner | Entrance

Have your logo be the first thing our fans see as they enter our facility with a 4 ft x 8 ft banner along the fence line.

OPTION A: 1 YEAR - \$1,500 + tax per year

- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Included in (1) social media post announcing annual sponsors
- Announcer mentions with personalized ad script

OPTION B: 2 YEAR - \$1,250 + tax per year

- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Included in (1) social media post announcing annual sponsors
- Announcer mentions with personalized ad script

SIGNAGE MATERIALS & PRODUCTION COSTS

Coroplast - lasts a few years
\$384 ONE-TIME production fee

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Garage Naming Rights

The garage is host to corporate parties, title sponsors, and after the races celebrations! Have your name be in the centre of the fun!

OPTION A: 1 YEAR – \$3,000 + tax per year

- Included in ALL social media posts involving the garage
- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Announcer mentions with personalized ad script
- (1) chalet rental for any regular event each year

OPTION B: 2 YEAR – \$2,500 + tax per year

- Included in ALL social media posts involving the garage
- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Announcer mentions with personalized ad script
- (1) chalet rental for any regular event each year

SIGNAGE MATERIALS & PRODUCTION COSTS – \$96

Tower Naming Rights

This indoor space is a perfect place to get your name seen by all of our fans as it is located across from the entrance! Make this space your own by decking it out with your brands' decor!

OPTION A: 1 YEAR – \$2,500 + tax per year

- Included in ALL social media posts involving the tower
- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Announcer mentions with personalized ad script
- (1) tower rental for any regular event each year

OPTION B: 2 YEAR – \$2,000 + tax per year

- Included in ALL social media posts involving the tower
- (10) regular event tickets – NOT valid for NASCAR, Bridge City 200, Enduro)
- Announcer mentions with personalized ad script
- (1) Tower rental for any regular event each year

**SIGNAGE MATERIALS &
PRODUCTION COSTS – TBD**

