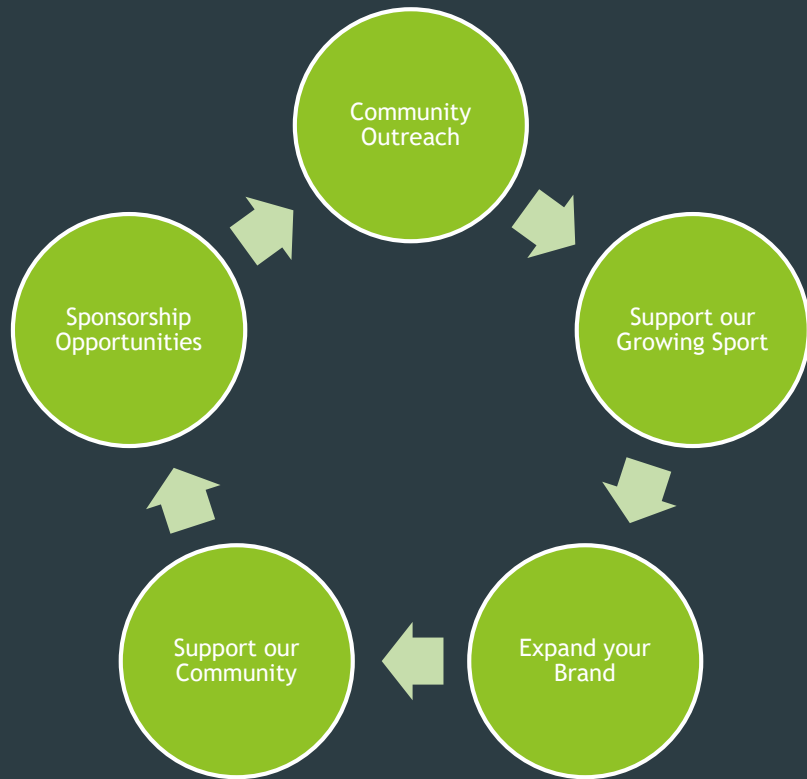


2020 Sponsorship Guide

Jonesboro Karting Complex

Meet your business goals through paid sponsorships, trades, fundraisers, donations, and many other opportunities.



Learn how we can work together to grow and support our community.

A Special Thanks to our 2019 Sponsors!

- ▶ With the help of our 2019 Sponsors, we were able to:
 - Install a new PA system to enhance your experience
 - Add more bleachers to our General Admission area
 - Hire an amazing announcer
 - Expand our ever-growing Pit Parking area

2020 Sponsorship Sales

- ▶ 2020 Sponsorship sales will go towards:
 - Bathroom facility improvements
 - More bleachers for our expanding General Admission audience
 - Event promotion
 - Trophies and awards
 - And more!!

About our track

- ▶ The track is a 1/8 mile, clay surface, banked oval
- ▶ JKC is a member of MARS - Mid American Racing Syndicate, and participates exclusively in their Racing Point Series
- ▶ We have ample parking for vehicles and large haulers
- ▶ EFR Karting parts store is on site will be open during all race days to accommodate any purchases you may need
- ▶ Jr Classes include: Rookie, JR 1 Cage, Jr 1 Flat, JR Pro Stock, JR Factory, JR Mod
- ▶ Adult Classes include: Factory, Stock Appearing Cage, Pro Stock, Pro Mod, Small Block Open

Did you know?

- ▶ In 2019
 - Our total racers increased by 31%
 - Rookie Class increased 100%
 - Pit Pass sales increased 11%
 - General Admission increased by 176%!!!

2020 Schedule



2020 SCHEDULE

March 14th, 28th July 11th, *17th, *18th
April 11th, 25th August 1st, 15th, 28th, 29th
May 9th, 30th September *11th, *12th, *25th, *26th
June 6th, 20th October *17th, 24th

Factory Stock Shootout July 17th & 18th
Mod Madness August 28th & 29th
Bobby Humes Memorial September 11th & 12th
Pro Stock Fall Brawl September 25th & 26th



Winners Podium Sponsor

- ▶ Recognition for your contributions on JKC Website and Facebook page
- ▶ Your Company logo on 2020 season schedule
- ▶ Recognition from the Announcer during each race
- ▶ 20 complementary General Admission Passes
- ▶ Special Designed banner with your Company's name and logo placed at the Winners Podium where trophies are handed out and pictures are taken
- ▶ Countless Facebook advertising opportunities
- ▶ \$2000/Season



Track Sponsor

- ▶ Recognition for your contributions on JKC Website and Facebook page
- ▶ Your Company logo on 2020 season schedule
- ▶ Recognition from the Announcer during each race
- ▶ 20 complimentary General Admission Passes
- ▶ 6ft billboard on fence for 1 year of advertising
- ▶ Can be seen from entire track property and interstate!!
- ▶ \$1250/season



Class Sponsor

- ▶ Recognition for your contributions on JKC Website and Facebook page
- ▶ Your Company logo on 2020 season schedule
- ▶ 20 complementary General Admission Passes
- ▶ Your pick of any available class to brand with your Company's name all season long
- ▶ Your Company will be recognized on Facebook after each race with your class's picture on the Winners Podium
- ▶ Company name/logo on Winner's Trophies
- ▶ Recognition from the Announcer during each race
- ▶ \$2500/ Jr Class
- ▶ \$4000/ Adult Class



Gate Sponsor

- ▶ Recognition for your contributions on JKC Website and Facebook page
- ▶ Your Company logo on 2020 season schedule
- ▶ 20 complementary General Admission Passes
- ▶ Banner with your Company's logo at entrance to Pit and General Admission
- ▶ Recognition from the Announcer during each race
- ▶ \$750/Season

Total Event Sponsor

- ▶ Recognition for your contributions on JKC Website and Facebook page
- ▶ Your Company logo on 2020 season schedule
- ▶ 20 complimentary General Admission Passes
- ▶ Inclusion in all advertising for the Event
- ▶ Choice of Event date
- ▶ Company's name on all trophies for the sponsored Event
- ▶ 4 complimentary Pit Passes for the Event date
- ▶ \$1750 Per non-special Event



Special Event Sponsor

(2 day event - Largest Turnout of the Season)

- ▶ Recognition for your contributions on JKC Website and Facebook page
- ▶ Your Company logo on 2020 season schedule
- ▶ 20 complementary General Admission Passes
- ▶ Inclusion in all advertising for the Event
- ▶ Choice of Event date (2-day Event)
- ▶ Company's name on all trophies for the featured classes
- ▶ 4 complementary Pit Passes for the Event dates
- ▶ \$3500/Special Event

Key Dates

- ❖ *Factory Stock Shootout*- July 10th & 11th
- ❖ *Mod Madness*- August 14th & 15th
- ❖ *Bobby Humes Memorial*- September 11th & 12th
- ❖ *Pro Stock Fall Brawl*- October 9th & 10th

Single Time Class Sponsor

- ▶ Recognition for your contribution on JKC Facebook page
- ▶ Your Company's name on trophies for your selected class and date
- ▶ Your Company will be recognized on Facebook after race with your class's picture on the Winners Podium
- ▶ Packages starting at \$100
- ▶ Customized to fit your needs



Youth Spotlight

- ▶ Help us Highlight our Youth Racers!
- ▶ Your Company can sponsor one (or more) “Youth Spotlights”
- ▶ Advertised on JKC’s Facebook page of over 5700 followers
 - ▶ These kids are the Future of our Sport!
 - ▶ \$250/Spotlight



JKC Youth Drivers

AGE: 13 YEARS OLD
HOMETOWN: WEINER, AR
HOW LONG RACED? 4 YEARS
FAVORITE PART OF RACING ...
RACE FAMILY

**“WE LOVE THE MARS SERIES AND
JKC...IT’S THE BEST!”**

WHEN NOT RACING...
BRAYDAN ENJOYS FISHING AND
RIDING HIS FOUR-WHEELER!

BRAYDAN HEWITT

The graphic features a central text box with a white background and black text, flanked by two photographs. The left photo shows a young man in a black t-shirt standing next to a green and black kart. The right photo shows the same young man in a black t-shirt and sunglasses sitting in a kart, with another person in a yellow shirt kneeling beside him. The kart has the number 48 on its side. The background of the graphic is dark with green and white accents, including the JKC logo and checkered flags.

Driver of the Month Spotlight

- ▶ We want to expand on our “Youth Driver Spotlight” and add a “Driver of the Month Spotlight”
- ▶ This allows us to include some of our amazing Adult Drivers
- ▶ Your Company can sponsor one (or more) “Driver of the Month Spotlight”
- ▶ Advertised on JKC’s Facebook page of over 5700 followers
- ▶ Help support our amazing sport
- ▶ \$250/Spotlight

Customize Your Sponsorship

- ▶ If there is something you didn't see listed and would like to sponsor with us, contact us and we will work something out that works for both of us
- ▶ We welcome creative and out-of-the-box ideas
- ▶ We look forward to helping each other grow our businesses and having a long-lasting relationship

What to do now?

1. Select the package that works best for your needs
2. Contact us to secure your sponsorship, date, or event before they are gone
3. Don't worry! We will walk you through the rest

Contact Jennifer Foster at 870.935.4466 to secure your sponsorship or to discuss other customized options

Deadline to sponsor an Event is 3 weeks prior to Event date for trophy and/or t-shirt order