





Mike Elicson

Sponsorship & Marketing

Shadybowl Speedway

614-999-8488 - mikeelicson@gmail.com

2022 SHADYBOWL SPONSORSHIP, ADVERTISING and COMPANY EVENTS

We're reaching out to tell you about the many available opportunities at Shadybowl Speedway coming up in 2022. We think these would be a great way to promote your business.

Sponsorship Opportunities

Shadybowl Speedway has virtually limitless sponsorship opportunities in 2022. With more than 26 weeks of racing scheduled for 2022 from April through October, you can sponsor a single lap in one race, all the way up to being an annual title sponsor for the entire track. Sponsorship is a great way to advertise your business while giving thanks to your community for their ongoing support.

Shadybowl Speedway also has a Contingent Sponsorship Program where race cars who elect to place your company's decal on their car can compete to win products and money from your company.

Advertising Opportunities

If there's a flat space at Shadybowl Speedway, we can put your logo on it! You can advertise on the scoreboard (SOLD until 2024), flag stand, track billboards, banners at the concession stand, and victory lane. With as many as 4,500 racing fans on any given Saturday night from April through October, your company is sure to get plenty of attention. We also have space in our printed schedules and programs plus space on our web site (25,000+ hits per month).

Company Events and Team-Building Opportunities

Host your company party, team appreciation event or any other outing at Shadybowl Speedway! Imagine your group from 5-200+ guests having a relaxing, yet action-packed Saturday afternoon/evening in the rolling hills of DeGraff, Ohio. We offer simple group admission packages all the way up to fully-catered team-building events. Your company will get mentioned over the PA system during breaks in the racing action throughout the day.

Please contact Mike Elicson at 614-999-8488 for pricing and to make arrangements.

All sponsorship, advertising and events are sold on a first-come, first-served basis.





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2022 SHADYBOWL SPONSORSHIP & AD RATES

Race Purse Sponsor (Per Race)

LATE MODELS	MODIFIEDS	STREET STOCKS	COMPACTS	THUNDER CARS	CROWN VICS
\$12,000.00	\$10,400.00	\$6,160.00	\$4,220.00	\$2,560.00	\$2,170.00

Class Sponsor for Year (ALL SOLD OUT FOR 2022)

LATE MODELS	MODIFIEDS	STREET STOCKS	COMPACTS	THUNDER CARS	CROWN VICS
\$5,000.00	\$5,000.00	\$3,750.00	\$3,750.00	\$2,250.00	\$2,000.00

Fast Qualifier Per Class (Per Race)	\$100.00
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Premium Sponsorship

Title Sponsor (Per Year, 2 Year Contract)	\$15,000.00
Associate Sponsor (Per Year)	\$7,500.00
Scoreboard Sponsor (Per Year, SOLD until 2024)	\$3,000.00
Special Event Sponsor (Per Event)	\$4,500.00
Single Event Sponsor (Per Event)	\$2,250.00
2022 Trophy Sponsor	\$5,000.00

Track Advertising

	1st Year	Renewal Per Year
8 x 14 Inch Poster	\$150.00	-
2 x 4 ft Banner	\$450.00	-
3 x 5 ft Banner	\$600.00	-
4 x 8 ft Banner	\$900.00	\$720.00
4 x 8 ft Billboard	\$1,350.00	\$1,080.00
8 x 12 ft Billboard	\$2,500.00	\$2,000.00
Flag Stand Billboard 4 x 4 ft SOLD 2022	\$750.00	\$600.00
Victory Lane (Per Year) SOLD 2022	\$1,200.00	-
Checkered Flag (Per Year)	\$1,200.00	-
Green Flag (Per Event)	\$75.00	-
Concession Stands (Per Year)	\$900.00	-
Pit Road (Per Year)	\$750.00	-
Internet Banner Ads (Per Year)	\$450.00	-
Race Schedules - Large Logo (Per Year)	\$750.00	-
Race Schedules - Small Logo (Per Year)	\$450.00	-

Program Ads

	SEASON	MONTH	WEEK
Inside/Outside Covers SOLD 2022	\$1,300.00	-	-
Full Page	\$1,040.00	\$360.00	\$200.00
½ Page	\$650.00	\$230.00	\$165.00
¼ Page	\$325.00	\$200.00	\$130.00

Contingent Sponsorship

Shadybowl has a contingent sponsor program where racers who elect to place your company's decal on their car can compete to win products and money from your company.

There are **many** additional options to fit your specific sponsorship and advertising needs.



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MORE ABOUT SHADYBOWL SPEEDWAY



Action-packed Saturday Nights

Spectators enjoy exciting door-to-door racing every Saturday night from April through October. Every night of racing features Late Models, Modifieds, Street Stocks, Thunder Cars, Compacts and Crown Vics. There are also nights featuring traveling race series, concerts and car & motorcycle shows. Shadybowl Speedway offers family-friendly entertainment for kids of all ages to enjoy.

Big Events in Rural DeGraff, Ohio

It may be nestled in the rolling countryside near DeGraff, Ohio, but Shadybowl Speedway attracts several regional and national race series including two CRA Street Stock races sponsored by Van Hoy Oil and JEGS. You have the opportunity to advertise your business along side nationally recognized high performance automotive suppliers. The track has a capacity of up to 4,500.

Company Events and Team-Building

Shadybowl Speedway has something for everyone including a wide variety of company accommodations. We offer simple group ticket discount packages all the way up to fully-catered team-building events that can be customized for your company. It's a great way to thank those who have worked hard for you all year!



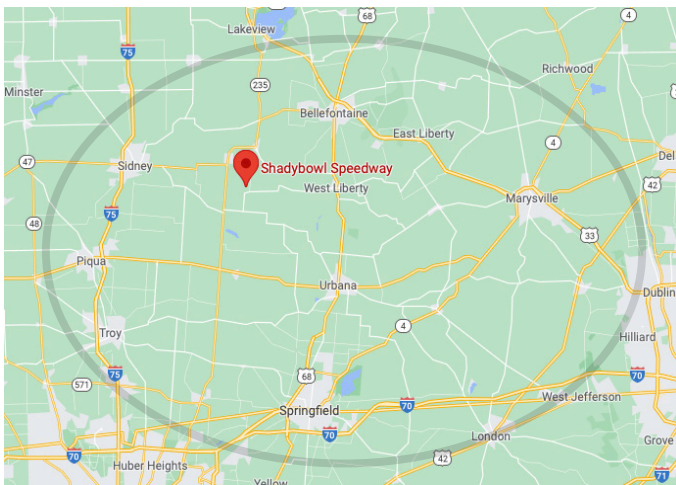


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SHADYBOWL SPEEDWAY FACTS

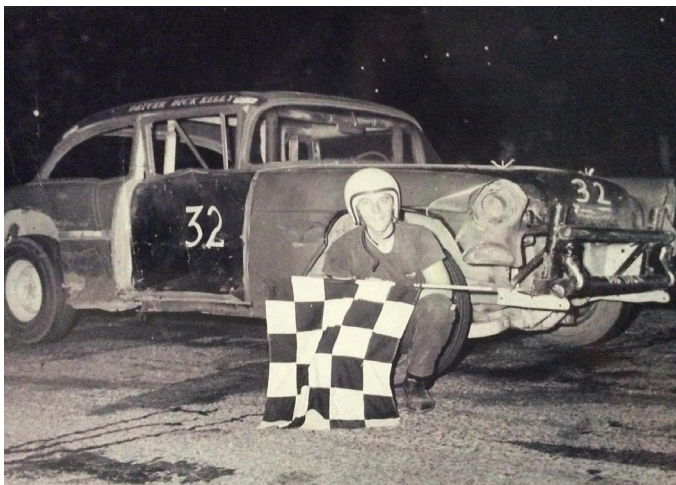
Limitless Opportunities in 2022

With over 26 weeks of racing scheduled for 2022 from April through October, you can sponsor a single lap in one race, all the way up to being an annual title sponsor for the entire track.



Close to You

Shadybowl Speedway is located in Champaign County not too far from Bellefontaine, Sidney, Piqua, Troy, Springfield, Urbana, East Liberty, Lakeview and Marysville. It's also just a one hour drive from Dayton, Delaware and Northwest Columbus suburbs.



75 Years of Racing

Shadybowl Speedway has a long history of auto racing in Ohio. Over its 75 years of racing, there have probably been well over a million fans watching tens-of-thousands of laps of door-to-door racing. With your continued support, Shadybowl Speedway will continue to be a part of the community for years to come.

2022 SHADYBOWL SCHEDULE

APRIL	
3RD	SUNDAY CRA CABIN FEVER 2022 (CRA LEASED THE TRACK) CRA SPORTSMAN VS. LATE MODELS CRA STREET STOCKS, VCTS, MODIFIEDS ***CRA WILL HAVE TEST AND TUNE SATURDAY APRIL 2ND NOON 6PM WITH AN AFTER PARTY AT THE TRACK***
9TH	BLESSING OF THE CARS AND TEST AND TUNE 1PM 7PM \$10 PER PERSON IN THE PITS GRANDSTAND SIDE WILL NOT BE OPEN
16TH	OPENING NIGHT LM, SS, COMPACTS, THUNDERCARS, FOMOCO
23RD	IN MEMORY OF ED TAPP KOE ENDURO MODS, SS, COMPACTS, FOMOCO, M.A.C.K.S. (KARTS), ENDURO (100 LAPS)
30TH	RACE #1 OHIO 300 SERIES CRA SS 150 VCTS LM, CRA SS, VCTS
MAY	
7TH	RACE #1 COMPACT CLASH NURSES DARF HARF NIGHT MODS, SS, COMPACTS, THUNDERCARS
14TH	1ST ANNUAL JUSTIN DREER MEMORIAL LM, COMPACTS, THUNDERCARS, FOMOCO
21ST	RETURN OF THE KENYON MIDGETS MODS, COMPACTS, THUNDERCARS, FOMOCO, KENYON MIDGETS
28TH	MILITARY NIGHT MODS, SS, COMPACTS, THUNDERCARS, FOMOCO
JUNE	
4TH	RACE #2 OHIO 300 SERIES WET AND WILD ENDURO LM, SS, COMPACTS, THUNDERCARS, ENDURO
11TH	OHIO WHEELMAN SS SERIES V.A.R.C. OWMSS, MODS, FOMOCO, VARC
18TH	BOBBY AND LIL BOBBY KORN MEMORIAL LM (72 LAPS), SS, COMPACTS, THUNDERCARS, COMPACTS POWDERPUFF
25TH	VCTS BOWL BASH VCTS, MODS, COMPACTS, THUNDERCARS, FOMOCO
JULY	
2ND	OHIO STOCK CAR FESTIVAL / FIREWORKS LM, SS, CRS TRUCKS, FOMOCO
3RD	SUNDAY OHIO STOCK CAR FESTIVAL ASPHALT VS. DIRT COMPACTS MODS, COMPACTS, THUNDERCARS, FOMOCO
8TH	FRIDAY @ KILKARE SPEEDWAY RACE #3 OHIO 300 SERIES LM, COMPACTS, THUNDERCARS, FOMOCO
9TH	#1 KIDS RACE CAR RIDES NIGHT MODS, SS, COMPACTS, THUNDERCARS
16TH	HARLEY DAVIDSON AMERICAN CANCER SOCIETY RELAY FOR LIFE NIGHT LM, SS, COMPACTS, THUNDERCARS
23RD	THE BLACKFORD 55 #2 KIDS RACE CAR RIDES NIGHT LM, SS, COMPACTS, FOMOCO
30TH	NEAL SCEVA & NEAL SCEVA JR. STREET STOCK MEMORIAL KOE ENDURO MODS, SS, COMPACTS, THUNDERCARS, ENDURO (100 LAPS)
AUGUST	
6TH	KIDS NIGHT BIG WHEEL RACES AND MORE (EARLIER START TIME) LM, MODS, SS, COMPACTS, THUNDERCARS, FOMOCO, M.A.C.K.S. (KARTS)
13TH	DARF NIGHT SHADY BOWL HALL OF FAME NIGHT MEAN GENE MEMORIAL LM, SS, COMPACTS, THUNDERCARS
20TH	3RD ANNUAL BILL "HOT ROD" MCELFRISH 55 RACE #3 COMPACT CLASH HARF, MODS, SS, COMPACTS, FOMOCO
27TH	RACE #4 OHIO 300 SERIES LM, SS, COMPACTS, THUNDERCARS
SEPTEMBER	
3RD	THIS NIGHT IS DEDICATED TO GODS GRACE MODS, SS, THUNDERCARS, FOMOCO
10TH	DEDICATED TO OUR FREEDOM 7TH ANNUAL COMPACT CHALLENGE 100 LM (LAST POINTS RACE), SS, COMPACTS, THUNDERCARS
17TH	LAST POINTS RACES NIGHT MODS, SS, COMPACTS, THUNDERCARS, FOMOCO
24TH	5TH ANNUAL CLUNKER CLASSIC - 2ND ANNUAL RUN WHATCHA BRUNG COMPACT 50 300 LAP ENDURO, 50 LAP COMPACTS, FLAG POLE RACE, SKID PLATE RACE, CHAIN RACE, TRAILER RACE, BURN OUT CONTEST AND MUCH MORE
OCTOBER	
8TH	HARVEST OF SPEED LATE MODELS VS. MODIFIEDS, SS VS. THUNDERCARS, FOMOCO, COMPACTS

THIS SCHEDULE IS TENTATIVE UNTIL SUCH A TIME WE FEEL NO RACES ARE CONFLICTING WITH ANY OTHER TRACKS THAT COULD HURT OUR RACES. THERE IS A CHANCE WE WILL BE ADDING LEGEND CARS TO THE SCHEDULE A FEW TIMES.

ALL OF OUR RACES ARE POINTS RACES UNLESS OTHERWISE NOTED.



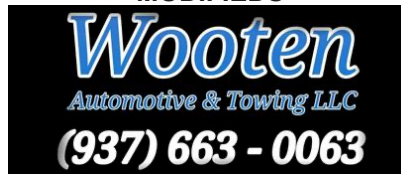
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2022 CLASS SPONSORS

LATE MODELS



MODIFIEDS



STREET STOCKS



THUNDER CARS



COMPACTS



FOMOCO CRUISERS

937-844-2472
Frazier & Parsons
Decals & Apparel

2022 SPONSORS



Tubby's Towing
we buy junk vehicles
\$\$ Top Dollars Paid \$\$
(937) 935- 4940

BADGER PLUMBING
GOT WATER YOU DON'T
WANT OR NEED?
GIVE DEAN SOUTH A CALL
937-268-2052

ISAACS PHOTOS

**NEW SPONSORS
ADDED WEEKLY**