



## **2018 Sign and Sponsorship Promotion**

**2' X 2' Sign**

**4' x 4' Sign**

**4' x 8' Sign**

2' x 2' - Placed on back of Bleachers - \$125.00

4' x 4' - Placed on back of Bleachers - \$250.00

4' x 8' – Placed on the Main Tower by Front Gate- \$350

4' x 8' - Placed in infield or prominently around track - \$500

4' x 8' – Placed on Hwy 189 by Speedway Entrance - \$1500

Sign is provided and maintained by Northwest Florida Speedway. Custom sign wording, font, logos and graphics to be provided by advertiser in eps or ai format.

Advertise for 2019 for a discounted price (unless sponsor requests changes to sign) Business name and description will be announced numerous times during each race throughout the season. Logo on our website, Facebook page, and on weekly flyers as room permits.

Promotional items, discounts or coupons can/will given away during the season (provided by the sponsor). Season pass for general admission will be provided to each advertiser for each regular season race!

Northwest Florida Speedway has been a favorite local track for over 3 decades. Although it has changed management and names several times during this time, it has and will always be a favorite of drivers and fans alike. In 2013, Scott Sessions, a racer for 25 years himself, decided to give it go and reopen the favorite track by taking into account all of the pros and cons of the many tracks he had raced at in the past. By doing this we have been able to cater to the drivers and the fans alike.

We race mostly on Saturday nights opposite Flomaton Speedway and have many of the same drivers and fans. Our average night has approximately 500-550 fans and 40-55 cars (which also average an additional 3-5 persons per car). Additionally, our Facebook and web pages generate thousands of views per post, giving your business more than just on-site exposure!

When you become a sign sponsor you get much more than a sign on the front straight of the track. Northwest Florida Speedway believes sponsorships are partnerships and we will do everything we can to promote your business. You get numerous announcements during the entire race program thanking you for being a part of the Northwest Florida Speedway Family and encouraging our racers and fans to support you as you are supporting us. Your logo will be on our website and our Facebook page. We will also give away any promotional items that you have during our intermission as drawing prizes. We make flyers that we hang up in different businesses advertising our race for the week and we will include you on the list as a dedicated Northwest Florida Speedway sponsor! Additionally, racers are among the most loyal of consumers and tend to support the businesses who support their local tracks!

2018 marks the beginning of our 6th season and we expect it to be better than ever with a schedule packed with special races guaranteed to draw a crown! We are continuing our Six Shooter Series that we have created with Flomaton Speedway and Southern Raceway featuring the PureStock and the NeSmith Street Stock division for a total of 6 races at 3 local tracks. It is sure to bring in many new fans and drivers. We also have NeSmith Late Model Sportsman Series, NeSmith Dirt Late Model Series, IMCA Bay Area Modified (in which our own Scott Sessions races) and Gulf Coast Winged Mini Sprints! Along with our regular weekly racing, we offer Fan Appreciation Night; Kids Night with a bouncy house, candy, ice cream and fun for the kids; Powder Puff races for the Vintage and Pure Stock classes; Meet the Drivers

night; and our Popular Pure Stock 1st Time Winner Races along with many other special events-all great ways to help promote your business all year long!

We appreciate your interest and we hope that we can become working partners for the betterment of both of our business!