



Non-Profit 501-C6

Tax ID 91-1779626

2020 Anchorage Racing Lions Sponsorship Packet

Welcome potential sponsors and race fans to the 2020 Anchorage Racing Lions City Motocross Series. Our racing community has been utilizing the Jodhpur Road Motocross Park, (also known as "Kincaid MX Park), since the early 70's. Since that time, our racing community has maintained, built, and upgraded Anchorage's only public, free, motocross park. It is the mission of the Anchorage Racing Lions, to provide a safe, well-maintained, managed area for motorcycle enthusiasts, their families, and little racers to enjoy Wednesday through Sunday, from April to October at no per-use cost.

Maintaining a motocross park for public use requires a significant amount of volunteer hours to organize fund raisers, public awareness events and most of all to perform the routine maintenance required to keep the track safe and fun to ride. The success of the program relies heavily on our sponsors to help pay for, or donate, essential heavy equipment and infrastructure required to maintain a safe motocross park. The overall condition and safety of the park is a direct reflection of the generosity of sponsors who support our mission.

During the summer of 2019, the Anchorage Racing Lions, in collaboration with the Municipality of Anchorage and the Sand Lake Community Council, and funded through special grants, made significant improvements to the quality of the dirt, the layout of the track, and we were able to install new fencing around the perimeter of the park. With your generous support, we hope to continue building on the momentum gained in 2019, not only to maintain what has been upgraded, but to continue with improvements to all aspects of the park.

As part of your sponsorship, you will be recognized through advertising on our Social Media each Friday and Saturday before race days, and to raise interest in the community as a whole. Depending on the sponsorship package you opt for, there are multiple ways in which we can include your business in our advertisements. Advertising options for your company may include: being added to commercials, having banners displayed at the track, logos placed on posters, hoodies, social media, etc..

As a non-profit organization (an affiliate of the Lions Club) we believe in fostering family values, positive sportsmanship, and mentoring amongst riders of all ages and skill levels. We welcome all spectators and racers of the beginner, intermediate, expert, and pro level in age groups between 4-100. With the generous support of our sponsors we can continue to build a positive and family-oriented community.

As a non-profit sporting club, it is our pleasure to serve the community and keep racing alive in Anchorage and our surrounding communities. We hope to see this sport continue on for another 40+ years.

Thank you,

The Anchorage Racing Lions
P.O. Box 231744
Anchorage, AK 99523





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TITLE Sponsor \$3,000 - TITLE Sponsor already Taken for 2020 Season

The TITLE sponsor is an exclusive sponsorship by 1 company, person, or organization per year. TITLE sponsorship requests must be received by February 1st of current race year. TITLE sponsorships must be at least \$3,000. TITLE sponsorship requests will be reviewed at the next regular board meeting after the due date and the requestor with the largest sponsorship offer will be chosen. In the event of a tie, TITLE sponsorship will be given to the one that was submitted first. The TITLE sponsor will receive the following:

- Season race series named after sponsor. Example “2020 [SPONSOR NAME] Anchorage Race Series”
- 3 Month long social media campaign valued at \$4,000.00
- Prominent placement of unlimited banners at all ARL races – (supplied by Sponsor)
- Sponsor name/logo added to Social Media commercials
- Logo on (4X8) ARL banner
- Logo placement on event 11x17 posters, about 500 posters
- Two (2) 10X10 vendor space at all ARL races (requires vendor agreement)
- Logo/Name in all paid advertising media spots for all ARL races ad campaign, and your logo on ARL website: www.anchorageracinglions.com, as well as social media (Facebook, twitter & Instagram) and Logo placement on racing lions hoodies, when available
- Most prominent Sponsor logo displayed on 10X12 podium backdrop
- Use of the tag line “Official Title Sponsor of Anchorage Racing Lions
- Live announcements during all ARL races
- Sponsor logo added to Thank you commercial on social media
- Sponsor logo added to Race Schedule and Season Awards

PLATINUM Sponsor \$1,500

The PLATINUM Sponsorship is unlimited in number of potential sponsors. Companies, persons, or organizations may become a PLATINUM sponsor at any time, however due to printing deadlines, sponsors may not get their logos on printed banners or promotional materials listed below, unless the sponsorship is received prior to April 1st of current race year. Platinum sponsors will receive the following:

- 2 Month long social media campaign valued at \$2,600.00
- Highly Visible placement of 5 banners at all ARL races – (Provided by Sponsor)
- Sponsor name/logo added to Social Media commercials
- Logo on (4X8) ARL banner
- Logo placement on event 11x17 posters, about 500 posters
- Use of the tag line “Official Sponsor of the “Anchorage Racing Lions”
- One (1) 10X10 vendor space at all ARL races (requires vendor agreement)
- Logo/Name in all paid advertising media spots for all ARL races ad campaign, and your logo on ARL website: www.anchorageracinglions.com, as well as social media (Facebook, twitter & Instagram) and Logo placement on Hoodies
- Sponsor logo displayed on 10X12 podium backdrop
- Live announcements during all ARL races
- Sponsor logo added to Thank you commercial on social media
- Sponsor logo added to Race Schedule





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GOLD Sponsorship \$750

The GOLD Sponsorship is unlimited in number of potential sponsors. Companies, persons, or organizations may become a GOLD sponsor at any time, however due to printing deadlines, sponsors may not get their logos on printed banners or promotional materials listed below, unless the sponsorship is received prior to April 1st of current race year. GOLD sponsors will receive the following:

- 1 Month long social media campaign valued at \$1,300.00
- Select placement of 2 banners at all ARL races – (Provided by Sponsor)
- Sponsor name/logo added to Social Media commercials
- Logo on (4X8) ARL banners
- Logo on ARL website: www.anchorageracinglions.com, as well as social media (Facebook, twitter & Instagram) and Logo placement on Hoodies
- Sponsor logo on 10X12 podium backdrop
- Use of the tag line “Official Sponsor of the “Anchorage Racing Lions”
- Live announcements during all ARL races
- Sponsor logo added to Thank you commercial on social media
- Sponsor logo added to Race Schedule and State Awards

BASIC Sponsorship \$500

The BASIC Sponsorship is unlimited in number of potential sponsors. Companies, persons, or organizations may become a BASIC sponsor at any time, however due to printing deadlines, sponsors may not get their logos on printed banners or promotional materials listed below, unless the sponsorship is received prior to April 1st of current race year. BASIC sponsors will receive the following:

- Placement of 1 banner at all ARL races
- Logo on (4X8) ARL banner
- Logo on ARL website: www.anchorageracinglions.com as well as social media (Facebook, twitter & Instagram)
- Sponsor logo on 10X12 podium backdrop
- Use of the tag line “Official Sponsor of the “Anchorage Racing Lions”
- Live announcements during all ARL races
- Sponsor logo added to Thank you commercial on Social Media

ASSOCIATE Sponsorship \$100

The ASSOCIATE Sponsorship is unlimited in number of potential sponsors. Companies, persons, or organizations may become a ASSOCIATE sponsor at any time, however due to printing deadlines, sponsors may not get their logos on printed banners or promotional materials listed below, unless the sponsorship is received prior to April 1st of current race year. ASSOCIATE sponsors will receive the following:

- Sponsor logo on 10X12 podium backdrop
- Use of the tag line “Official Sponsor of the “Anchorage Racing Lions”
- Live announcements during all ARL races
- Sponsor logo added to Thank you commercial on Social Media





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YES! I would like to support Anchorage Racing Lions 2020 season!

Business/Organization: _____

Contact Person: _____

Phone: _____

Email: _____

Mailing Address: _____

City/State/Zip: _____

Website: _____

Sponsorship Level/Amount: _____

If sponsoring at \$1,500 and above, do you plan to utilize your 10x10 Vendor Space(s)..... Yes ___ No ___

Sponsor Signature: _____

Date: _____

ARL Rep Signature: _____

Date: _____

Payment Method: Check or Cash

Check will follow in the mail or unless discussed otherwise. Checks are strongly encouraged.

Please make check payable to: Anchorage Racing Lions

**Payments should be directed to: *The Anchorage Racing Lions
P.O. Box 231744
Anchorage, AK 99523***

Phone: (907) 317-1255

Anchorage Racing Lions Thanks you for your support!

Web: www.anchorageracinglions.com

arlalaska@yahoo.com

