



Tax ID 92-1779626

2025 Anchorage Racing Lions Sponsorship Packet

Welcome potential sponsors and race fans to the 2025 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 and managed area for motorcycle enthusiasts, their families, and little racers to enjoy Wednesday through Sunday, from April to October at very little to no per-use cost.

Maintaining a motocross park for public use requires a significant amount of volunteer hours to organize fundraisers, 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, with the help of Municipality of Anchorage, the Sand Lake Community Council and funds received through special grants, made significant improvements to the track. These included improving the quality of the dirt, the layout of the track, and installing a 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.

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 our racing advertisements on social media, having banners displayed at the track, logos placed on posters, awards, and hoodies 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 3-100. 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 100+ years.

Thank you,

The Anchorage Racing Lions





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P.O. Box 231744
Anchorage, AK 99523

TITLE Sponsor \$3,200

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 \$3,200.

The TITLE sponsor will receive the following:

- Season race series named after sponsor. Example “2023 [SPONSOR NAME] Anchorage Race Series”
- Season long social media campaign – includes postings the week prior to city races, as well as Anchorage
- hosted state races
- Prominent placement of unlimited banners at all ARL races – (Provided by Sponsor)
- Two (2) 10X10 vendor space at all ARL races (requires vendor agreement)
- Use of the tag line “Official Title Sponsor of Anchorage Racing Lions”
- Live announcements during all ARL races
- Logo placement on
 - (4X8) ARL banner
 - Race Schedule - 11x17 posters, about 40 posters, and over 100 4x6 flyers
 - Hoodies
 - City awards and Anchorage Hosted State awards
 - ARL Website (www.anchorageracinglions.com)

PLATINUM Sponsor \$1,650

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 16th of current race year. PLATINUM sponsors will receive the following:

- Social media campaign – includes one posting the week prior to the first four city race weekends as well as the first Anchorage hosted state race weekend
- Highly Visible placement of 2 banners at all ARL races – (Provided by Sponsor)
- One (1) 10X10 vendor space at all ARL races (requires vendor agreement)
- Use of the tag line “Official Sponsor of the Anchorage Racing Lions”
- Live announcements during all ARL races
- Logo placement on
 - (4X8) ARL 2024 banner
 - Race Schedule - 11x17 posters, about 40 posters, and over 100 4x6 flyers
 - City Series Hoodies
 - City awards and Anchorage Hosted State awards
 - ARL Website (www.anchorageracinglions.com)





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GOLD Sponsorship \$850

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 16th of current race year. GOLD sponsors will receive the following:

- Social media campaign - includes one posting the week prior to the first three city race weekends
- Placement of 2 banner at all ARL races – (Provided by Sponsor)
- Use of the tag line “Official Sponsor of the “Anchorage Racing Lions”
- Live announcements during all ARL races
- Logo placement on
 - (4X8) ARL banner
 - Race Schedule - 11x17 posters, about 40 posters, and over 100 4x6 flyers
 - Hoodies
 - City awards and Anchorage Hosted State awards
 - ARL Website (www.anchorageracinglions.com)

BASIC Sponsorship \$575

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 16th of current race year. BASIC sponsors will receive the following:

- Placement of 1 banner at all ARL races (Provided by Sponsor)
- Use of the tag line “Official Sponsor of the Anchorage Racing Lions”
- Live announcements during all ARL races
- Logo placement on
 - (4X8) ARL banner
 - City awards and Anchorage Hosted State awards
 - ARL Website (www.anchorageracinglions.com)

ASSOCIATE Sponsorship \$150

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 16th of current race year. ASSOCIATE sponsors will receive the following:

- Logo placement on 4x8 ARL Banner
- Use of the tag line “Official Sponsor of the Anchorage Racing Lions”
- Live announcements during all ARL races





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YES! I would like to support Anchorage Racing Lions 2024 season!

Business/Organization: _____

Contact Person: _____

Phone: _____

Email: _____

Mailing Address: _____

City/State/Zip: _____

Website: _____

Sponsorship Level/Amount: _____

If sponsoring at \$1,650 and above, do you plan to utilize your 10x10 Vendor Space(s).....Yes ___ No ___

Sponsor Signature: _____ **Date:** _____

ARL Rep Signature: _____ **Date:** _____

Payment Method (please circle): Check 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: Cody (907) 987 - 5327 or Amanda (907) 244 - 6764

Anchorage Racing Lions Thanks you for your support!

Web: www.anchorageracinglions.com

aralaska@yahoo.com

