



Non-Profit 501-C3 Tax
ID 91-1779626

2019 Anchorage Racing Lions Sponsorship Packet

Welcome potential sponsors and race fans of all ages to the 2019 Anchorage Racing Lions City and State Motocross Series. We, as a racing community, have been utilizing the Jodhpur Road Motocross Park, (also known as "Kincaid MX Park), since the early 70's. As a non-profit organization (which is affiliated with the Lions Club) we believe in fostering family value, the use of positive sportsmanship, and encourage mentoring amongst the riders of all ages ("seasoned" and "new" riders). We welcome racers, as well as spectators, from the ages of 4-100+. It is through the generous support of our sponsors that allows us to continue to build such a positive and family-oriented community.

As a racing community we are extremely excited to announce that, with the support of Kincaid Parks and Recreation and the Sand Lake Community Council, much needed upgrades to the track are in the works. To date, partial grant monies have been allotted to create a newer, bigger, and better track for not only the use of Racing Lions City and State races but also for the dirt bike community as a whole. Upgrades, that have been accomplished so far, include the Parks and Rec Foundation paving the main road that leads to the actual track eliminating the need to dodge cavernous potholes in the road. The erection of newer and safer fencing has been installed at the top and also the bottom of the track resulting in safer parking and spectating. Stronger and sturdier bleachers, with space for advertising, have also been added for spectator comfort and safety.

In July, multiple and exciting changes will be happening to the physical track itself. Two highly professional track builders have been slotted to arrive and assist our racing community in planning and building a new track which will better utilize the current track footprint. With racer input, as well as the professional track builders, we will end up with a refreshingly new and fun experience for riders of all ages. The current rocks issue will be resolved so as to allow a mostly rock free dirt track. Also, for those interested in freestyle riding, a brand new and separate FMX area will be created. Demos, practice sessions, and lessons will be scheduled for anyone interested in learning how to hit jumps off ramps. This all to make sure we continue to maintain a safe but fun environment for riders of all types.

A note for all current sponsors, as well as future sponsors we hope to envelope into our racing community. As in the past, advertising on Social Media each Friday and Saturday, before race days, will continue so as to raise interest in the community as a whole. As a sponsor, and depending on the sponsorship package you opt for, there are multiple ways in which we can include your business in our advertisements. Such advertising option, for your company can include: being added to commercials, having banners displayed at track, logos placed on posters, banners, hoodies, social media, etc. A list is included in this package.

It is through your generosity that we are able to offer many of the above opportunities for all members of the community. As a non-profit sporting club, it is our pleasure to serve the community and keep racing alive. We hope to see this sport continue on for another 40+ years.

Anchorage Racing Lions



Platinum Sponsor \$1,500

- 3 Month long social media campaign valued at \$4,000.00
- Prominent placement of unlimited banners at all ARL races
- Sponsor name/logo added to Social Media commercials
- Logo on (4X8) ARL banner
- Logo placement on event 11x17 posters, about 500 posters.
- 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
- 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 State Awards

Gold Sponsorship \$750

- 3 Month long social media campaign valued at \$4,000.00
- Highly visible placement of 4 banners at all ARL races
- 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 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 State Awards

Basic Sponsorship \$500

- Placement of 2 banners 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

YES! I would like to support Anchorage Racing Lions 2019 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.....Yes_____ No_____

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**

Anchorage Racing Lions Thanks you for your support!

Payments should be directed to: *Anchorage Racing Lions 3300 W. 78th Ave. Anchorage, AK 99502*

Phone: (907) 317-1255

Web: www.anchorageracinglions.com

aralaska@yahoo.com