

# PRIMARY/TITLE EVENT SPONSOR

Limit 1

PRIMARY EVENT SPONSOR	VALUE
Title Sponsorship Naming Rights	\$20,000.00
250 FREE EVENT TICKETS (1 DAY) SPRING & FALL RACE	\$5,000.00
25 FREE Sponsor VIP Passes (2 DAY) SPRING AND FALL RACE	\$1,000.00
10 FREE EVENT TSHIRTS 2014 season	\$300.00
INCLUDED ON ALL RADIO, TV, AND PRINT ADVERTISING SPRING & FALL RACE	\$10,000.00
4 Free 4X8 SIGNS ON THE RUNWAY PLUS 10 Free other 4x8 signs and UNLIMITED SIGNS for purchase \$100 each EVERYWHERE ELSE ON PROPERTY SPRING & FALL	\$8,400.00
INCLUDED ON 5000 POSTERS SPRING & FALL RACE	\$5,000.00
INCLUDED ON 14,000 HANDBILLS SPRING & FALL RACE	\$3,500.00
INCLUDED ON ALL SOCIAL MEDIA AND PERSONAL APPEARANCES by KENT ROSE	PRICELESS
INCLUDED ON ALL DRIVERS T SHIRTS SPRING AND FALL (600) total	\$15,000.00
INCLUDED ON ALL BIG WHEEL SPONSERS SPRING AND FALL RACE (250) Total	\$10,000.00
AND YOU CAN INCLUDE ANY PROMOTIONAL MATERIAL IN THE DRIVERS BAGS AS WELL AS GIVEAWAYS	\$1,000.00
You get a display area at the track	\$500.00
Included on CITY Banners in Paintsville & Prestonsburg	\$1,500.00
Banner on armdropguy.com linking to your site	\$2,500.00
Logo on all promotional merchandise (every shirt, cap, etc generated for the season and all other goods)	\$25,000.00
also logo included on drivers and sponsor lanyards	\$1,000.00
also logo included on credentials	\$1,000.00
<b>TOTAL VALUE</b>	<b>\$110,700.00</b>

## \$25,000

DUE Feb 15TH



4 Signs on Runway plus 10 Additional at Various Sites at Event