



Mike Elicson
Sponsorship & Marketing
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2023 SHADYBOWL SPONSORSHIP & AD RATES

CLASS SPONSORSHIP FOR 2023

LATE MODEL	MODIFIED	STREET STOCK	COMPACT	THUNDER CAR	CROWN VIC
\$\$\$SOLD! 0	\$\$\$SOLD! 0	\$\$\$SOLD! 0	\$4SOLD!0	\$3,250.00	\$\$\$SOLD! 0

(Late Model, Modified, Street Stock, Compacts and Crown Vic Class Sponsorship Sold for 2023)

NEW FOR 2023!! TITLE SPONSORSHIP 4-RACE MINI SERIES FOR EACH CLASS!!

LATE MODELS	MODIFIEDS	STREET STOCKS	COMPACTS
OHIO 300 SERIES Total 1st Place Purses \$14,000.00 +\$1,500 Championship \$10,000.00 SPONSORSHIP	MID-OHIO MODS Total 1st Place Purses \$9,000.00 +\$1,000 Championship \$6,500.00 SPONSORSHIP	RACE WAR Total 1st Place Purses \$4,000.00 +\$1,000 Championship \$4,200.00 SPONSORSHIP	ALL-AMERICAN CHALLENGE Total 1st Place Purses \$6,955.00 +\$1,000 Championship \$3,500.00 SPONSORSHIP

THUNDER CARS
ROLLING THUNDER Total 1st Place Purses \$4,000.00 +\$1,000 Championship \$3,200.00 SPONSORSHIP

CROWN VICS
BATTLE ROYALE Total 1st Place Purses \$4,500.00 +\$1,000 Championship \$3,SOLD!00 SPONSORSHIP

ENDURO
KING OF ENDURO Total 1st Place Purses \$4,000.00 \$2,000.00 SPONSORSHIP

PROGRAMS AND RACE SCHEDULES

Program Ads for 2023 Season

Outside Rear Cover SOLD!	\$1,400.00
Inside Front, Inside Rear Cover	\$1,300.00
Full Page	\$1,100.00
½ Page	\$600.00
¼ Page	\$350.00

Race Schedules for 2023 Season

Large Logo	\$750.00
Small Logo	\$450.00

FULL PAGE Outside Back Cover (FULL COLOR) \$1,400.00 Inside Back Covers (FULL COLOR) \$1,300.00 Interior Pages (GREY SCALE) \$1,100.00 8.5 x 11"	HALF PAGE (GREY SCALE) \$600.00 5.5 x 8.5"	QUARTER PAGE (GREY SCALE) \$350.00 4.25 x 5.5"
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RACE SCHEDULE Large Logo \$750.00 Small Logo \$450.00 For All of Your Advertising Needs, Contact: Mike Elicson mikeelicson@gmail.com 614-999-8488	
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TRACKSIDE ADVERTISING AND SPONSORSHIP

Billboards and Banners	1st Year	Renewal Per Year
2 x 4 ft Bleachers/Pit Deck/Concession Banner	\$500.00	\$400.00
4 x 8 ft Bleachers/Pit Deck/Concession Banner	\$950.00	\$750.00
4 x 20 ft Turn 1 & 2	\$2,400.00	\$2,100.00
8 x 20 ft Turn 1 & 2	\$4,600.00	\$4,100.00
8 x 12 ft Turn 1 & 2	\$2,800.00	\$2,500.00
Flag Stand Billboard 4 x 4 ft	\$750.00	\$600.00
Pit Decks	\$700.00	\$700.00
Premium Sponsorship for 2023 Season		
Victory Lane SOLD!	\$1,300.00	Pit Road (Per Year) \$750.00
Checkered Flag (Per Event)	\$100.00	Green Flag (Per Event) \$100.00
Wristband Sponsor (75,000 bands)	\$3,000.00	
Premium Sponsorship for 2023 Season		
Track Title Sponsor (Per Year, 2 Years)	\$15,000.00	Associate Sponsor (Per Year) \$7,500.00
Scoreboard (Per Year, 5 Years)	\$3,000.00	Single Event Sponsor (Per Event) \$2,500.00
2023 Season Trophy Sponsor	\$5,000.00	