



Non-Profit 501-C3 Tax ID 91-1779626

Welcome potential sponsors and race fans to the 2017 Anchorage Racing Lions non-profit Alaska city/ State Motocross series. We have new bigger and better plans for the city/state races this year. As you may or may not know the Anchorage Racing Lions have been racing at the Jodhpur road Motocross Park, also known as "Kincaid MX Park" since the early 70's. Now with the support of Kincaid Parks and Recreations and the Sand lake Community Council we will be doing many upgrades to the park for all riders and the public.

Lets start with the track, we will be replacing all fences and Bleachers "the back of the new bleachers will be sponsor spaces" also we will be paving from the main road to the upper parking lot. We will be adding new signs to find the park, safety signs for track direction, and signs for rules and conduct. The track it self will be getting a major facelift from new rhythm sections, removal of trees and obstructions from view of spectators, pictures, and sponsor banners. Finally a new FMX area "freestyle motocross" where we will hold demos, practice, and lessons for anyone of any age interested in learning to hit ramps in a safe environment. In the past FMX rider have had to cross the race track for each run, not anymore!

Finally we would like to touch on advertising. Again this year we will be advertising on KWHL every Saturday before our Sunday races to raise interest in our park. Depending on sponsor packet chosen your business could be added to our commercial. We will also add all sponsor logos to "ARL website, Facebook, and Instagram" two weeks before our first city race to raise awareness for our upcoming 2017 season, and running videos on social media on every Friday we have a race that weekend. We will be building a 1 minute and 30 second video and several 30 second videos for social media throughout the summer as well as several digital and printed posters.

Once again the Anchorage Racing Lions would like to thank you for your time and hope you join us for what is sure to be the most epic motocross season to date in Alaska!



Platinum Sponsorship package is open to negotiate

Platinum Sponsor - \$3,000

- Ten (10) VIP season passes to all Anchorage Racing Lions events
- 4 month radio campaign valued at \$5,000.00
- 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 Sponsor of Anchorage Racing Lions"
- 5 live announcements during all ARL races
- Sponsor logo added to Thank you commercial on Social Media

Booth Space/Gold Sponsorship - \$1,500 (only 10 spaces available)

- five (5) VIP season passes to all Anchorage Racing Lions races
- 4 month radio campaign valued at \$5,000.00
- 3 Month long social media campaign valued at \$4,000.00
- One (1) 10X10 vendor space at the show (requires vendor agreement)
- 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 Sponsor of "Anchorage Racing Lions"
- 5 live announcements during all ARL races
- Sponsor logo added to Thank you commercial

Booth Space/Basic Sponsorship - \$750 (only 10 spaces available)

- three (3) VIP season passes to all Anchorage Racing Lions races
- One (1) 10X10 vendor space at the show (requires vendor agreement)
- Highly visible 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"
- 5 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 2017 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) 317-6589

Web: www.anchorageracinglions.com

aralaska@yahoo.com

