

2018 MARKETING OPPORTUNITIES





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ABOUT ONAWAY SPEEDWAY

Onaway Speedway was built in 1983 by Harry Moran in Northern Michigan. The track is an 1/4 mile oval asphalt.

Mike Sturgill, who is an avid racer and fan, decided to purchase the track in April of 2017. Sturgill is the sole owner and wanted to keep the sport of racing alive in the local area. Onaway Speedway is the only track in the Midwest to run Semi's on the Oval Track as a regular class on their racing schedule each year.

The 2017 race season was one of the most successful years the track has had in its 34 year history. The track had many sellout crowds and over 100 race cars throughout the season competing. Mike Sturgill and his staff pride themselves on having the highest payouts in Michigan and Onaway Speedway is the first track to bring Uphill Semi Drag Racing to the United States.

For the 2018 racing season Onaway Speedway is bringing a full racing schedule yet again. This year Onaway Speedway is opening things up with a huge event on the May 18-20 weekend, "The Great Lakes Big Rig Challenge". The track is expecting a crowd of over 15,000 people. This will include side by side Uphill Loaded Semi Drag Racing, the first in the United States. It will be an A,B,C format.

The opening night of regular season racing is May 26th for the first full show of stock car racing.

Racing has been Mike Sturgill's biggest passion his whole life, he owns 8 Outlaw Super Late Models and offers a buy up program to competitors to always ensure the best racing is happening on his track!

Onaway Speedway is looking for marketing partners for the 2018 season to help promote local businesses in front of a sellout crowd!





REACH YOUR REGIONAL MARKET

SPONSORSHIP OPPORTUNITIES

Onaway Speedway offers their sponsors the opportunity to be involved with the track by bringing a guest to the races and promoting **your company** on their social media channels and website. Racing has the most brand-loyal sports fans, which allows **your company** to create a unique marketing campaign to **your target market**. Onaway Speedway will give **your brand** high visibility among key audiences and will work closely with **your company** to create a joint marketing effort around **your goals**.

Sports Fans Awareness of Corporate Sponsors

| SPORT | % OF FANS |
|---------------|-----------|
| NASCAR/RACING | 60% |
| NFL | 20% |
| MLB | 8% |
| MLS | 4% |
| NBA | 4% |
| PGA TOUR | 2% |
| NHL | 1% |



2018 RACES

Friday - Sunday May 19th-20th
1st Annual Great Lakes Big Rig Challenge
(Up Hill Semi Truck Pulls)

Saturday May 26th
Veterans Memorial - Full Show

Saturday June 9th
Full Show Plus Trailer Races

Saturday June 23rd
Full Show Plus Spectator Races

Friday June 29th - Sunday July 1st
Great Lakes Big Challenge 2nd Edition **Tentative*

Wednesday July 4th
Fire Works/ Kids Night - Full Show

Saturday July 21st
Full Show Plus Trailer Races

Saturday August 18th
Full Show plus Spectator Races

Saturday September 1st - Sunday September 2nd
2nd Annual CAN/AM Northern Nationals



SPONSORSHIPS AVAILABLE

PLATINUM
\$5,000

- 2 (4X8) Billboards posted at Onaway Speedway for Big Rig Challenge & the full season of Oval Track Races
- Company logo on all printed materials, logo presented on sponsor billboard at trade shows, Facebook page and Website
- Banner placed on loaded Crib Trailers for the Big Rig Challenge
- Up to 20'x 60 vendor space for Great Lakes Big Rig Challenge
- 4 free Great Lakes Big Rig Challenge Passes
- 2 Season passes for all Oval Track Races
- PA Acknowledgements made at all races
- Radio Acknowledgements of Sponsorship

GOLD
\$2,500

- 1 (4X8) Billboard posted at Onaway Speedway for Big Rig Challenge & the full season of Oval Track Races
- Company logo on all printed materials, logo presented on sponsor billboard at trade shows, Facebook page and Website
- Banner placed on loaded Crib Trailers for the Big Rig Challenge
- Up to 20'x 20 vendor space for Great Lakes Big Rig Challenge
- 2 free Great Lakes Big Rig Challenge Passes
- 2 Season passes for all Oval Track Races
- PA Acknowledgements made at all races
- Radio Acknowledgements of Sponsorship





SPONSORSHIPS AVAILABLE

SILVER
\$1,500

- 1(4X8) Billboards posted at Onaway Speedway for Big Rig Challenge & the full season of Oval Track Races
- Company logo on all printed materials, logo presented on sponsor billboard at trade shows, Facebook page and Website
- Up to 10'x 20 vendor space for Great Lakes Big Rig Challenge
- 2 Season passes for all Oval Track Races
- PA Acknowledgements made at all races
- Radio Acknowledgements of Sponsorship

BRONZE
\$1,000

- 1 (4X8) Billboard posted at Onaway Speedway for Big Rig Challenge & the full season of Oval Track Races
- Company logo on all printed materials, logo presented on sponsor billboard at trade shows, Facebook page and Website
- Up to 10'x 10 vendor space for Great Lakes Big Rig Challenge
- PA Acknowledgements made at all races
- Radio Acknowledgements of Sponsorship



SPONSORSHIPS AVAILABLE

**BILLBOARD
\$500**

- 1(4X8) Billboard posted at Onaway Speedway for Big Rig Challenge & the full season of Oval Track Races
- Limited PA Acknowledgments

**FRIEND OF TRACK
\$250**

- 1(2X4) Billboard posted at Onaway Speedway
- Limited PA Acknowledgments

Big Rig Challenge Promotions



Merchandise: T-Shirts & Hats



Tickets

CONTACT ONAWAY SPEEDWAY

Want to become a Sponsor?

Contact Mike Sturgill

Email: Onawayspeedwayllc@gmail.com

Phone: 989.619.1016

