

Sponsorship Opportunities



"Before NASCAR, they raced on dirt. They still do. On 800 tracks in 49 states; 30 million fans every year, an estimated billion-dollar a year business. Dirt track racing is the biggest sport you've never heard of" -CNN documentary, *Dirt Track Warriors*

About 81 Speedway



- 3/8 Mile Dirt oval
- Located in Park City, Kansas
- Over 30k tickets sold annually
- Founded in 1954
- Weekly Racing
- Average 723 Additional Streaming Viewers Weekly

Expand your reach to the most brand-loyal fans in sports by partnering with 81 Speedway! Be a part of the action with these unique advertising opportunities.

Several marketing options are available for your business to choose from including, but not limited to:

Billboard Advertising

Company Night Sponsorships

Flagging Sponsors

Racing Division Sponsors

Sponsorship packages that are tailored to meet your business's specific needs, budget, and advertising goals.



BILLBOARD ADVERTISING

Gain visibility for your business!

Support your local dirt track!

81 Speedway will provide Your Company with a billboard for the race season.

81 Speedway will be responsible for the maintenance of such billboard.

3 Sizes to choose from.

Your Company will supply logo and content for billboard.



4' X 8' Billboard positioned along the Front Straight-a-Way. Visible to 4500 seat grandstand.

\$750
Annually

4' X 8' Billboard positioned on back of grandstands. Visible from parking lot and concourse.

\$1000
Annually



8' X 25' or 8' X 50' Fence Banner provides the highest visibility.

Featured on all live broadcasts
(Racindirt.com)

\$2000 (8'X25')

\$3000 (8'X50')

Annually

*\$500 discount for renewals with no graphic changes.



On The Track Sponsorships

Green Flag.....	\$1000
Yellow Flag.....	\$1000
Red Flag.....	\$500
Black Flag.....	\$500
Checkered Flag	\$1000
ALL DIVISION SPONSORS.....	\$1500

Company Night Sponsorships

\$1000/Event

- Promote your business and products
- Includes Booth Space near Grandstands
- Opportunity to hand out promotional items or discounts
- Guaranteed impressions throughout the evening
- Mention of Your Company in related Social Media posts
- 15 Event Tickets





HOSPITALITY NIGHT

**Hosted at a Regular Weekly Show
(*Please contact us about Special Events)**

Private Event Space in our Pavillion Area

Includes for each reservation:

- **1 General Admission Ticket**
- **Meal for Each Guest:**

Cheeseburgers, Hamburgers, Hot Dogs, & Fries

- **Limited Beer and Non-Alcoholic Beverage**

**Please confirm number of reservations and submit payment 2 weeks in
advance of scheduled event**



Racing News, Driver Interviews, & More

Facebook Live & YouTube

Commercial Spots & Sponsorships Available

Contact Jeremy Heim



Contact Us Today:

Emily Davis, Marketing
emily@blackoutpromotions.net
316.650.1281

Jeremy Heim, Announcer
advertising@foe.enterprises
316.304.1454

John Allen, Promoter
johna@foeenterprises.com
620.431.8073

Kati Sartain, President
katis@foe.enterprises.com
316.288.6711

**All Sponsorships to be made payable to F.O.E
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