



Drivers of all classes,

We wanted to take the time to thank all of you for your continued support throughout the years. Along with that we wanted to extend our gratitude to all of your sponsors and supporters. If it were not for them, racing and events at the track would be more expensive.

This year we would like to extend a special program advertisement offer. This offer is a way for you to thank your sponsors and race crew. These ads would be quarter pages in the 2016 official souvenir program. This is another opportunity for you to publicly announce your appreciation to your sponsors and contributors. When looking for new sponsors you can use this ad as a tool to gain more sponsors. We sell about 2500 programs a year.

These ads would cost a driver \$65.00 and will include a pit pass for you to give to a sponsor of your choice. These ads are not limited to a specific class. We encourage all drivers to think about this opportunity for their sponsors. Ads and payment will need to be submitted by March 20th, 2016.

If you have any questions or have anyone that would like to sponsor or advertise at the track you may reach Tiffany at (815) 895-5454 or Brett at (815) 901-5142 or email at sycamorespeedway@gmail.com

Thank you for your consideration,
Sycamore Speedway Management

*Attached are the program advertising rates and track advertising/sponsorship rates.

SYCAMORE SPEEDWAY

4 MILES EAST OF SYCAMORE ON ROUTE 64
15 MILES WEST OF ST. CHARLES ON ROUTE 64

www.sycamorespeedway.com or (815)895-5454 or tiffany.gerace@gmail.com

2016 ADVERTISING OPPORTUNITIES & RATES

❖ Track Entrance/Exit Sign Sponsor

Your company name/logo will be on the “Welcome” banner that will hang in the main gate entrance to the track, and a second banner that will hang above the main track exit.

Price ...\$500.00 each

(You supply the banner with Sycamore Speedway approval.)

❖ Back Straightaway Sign Sponsor

You will receive the opportunity to display a (4' x 8') or (5' x 10') billboard sign that will hang on the back straightaway all season long! Your company will also be recognized by our track announcer every Friday & Saturday night!

Price.... \$400.00

(You supply the sign with Sycamore Speedway approval.)

❖ Bleacher Banner Sponsor

You will receive the opportunity to display a 4' x 10' banner that will hang on the back of the bleachers all season long! Your company will also be recognized by our track announcer every Friday & Saturday night!

Price \$400.00

(You supply the banner with Sycamore Speedway approval.)

❖ Sycamore Speedway Highway 64 Lighted Sign Sponsor

Your company name/logo will appear all year long on the Sycamore Speedway official race track sign along Highway 64 (North Ave.) at the entrance to the speedway. You will receive a lighted, two-sided sign that can be seen by all traffic traveling east and west on North Ave. (Route 64) in front of the speedway. The lighted sign will measure 72" long by 42" high.

Price...\$525.00

LIMITED SPACE AVAILABLE!

(You supply the sign with Sycamore Speedway approval.)

❖ WINNER'S CIRCLE SPONSOR (One sponsor only!)

You will receive your company name/logo on the “Winner's Circle” banner in the infield. This banner is pictured in every “Winner's Circle” photo every Friday & Saturday night!

Price...\$700.00

(You supply the banner with Sycamore Speedway approval.)

❖ **POCKET SCHEDULE SPONSOR**

Your company name, logo and information will appear on 10,000, 2013 pocket schedules distributed by Sycamore Speedway.

Price...\$2,000.00

❖ **Admission Ticket Sponsor (One sponsor only!)**

You will receive your company name/logo on the back of all 50,000 admission tickets sold at the front gate. You will be able to use the ticket for special promotions. Example: "Bring this ticket stub in for \$1.00 off of your next order!"

Price...\$3,000.00

❖ **Trophy Dash Sponsor**

You sponsor the trophy dashes for Super Late Models and Late Models on one specific night.

Saturday Nights only

You receive 2 free pit passes.

Your company representatives present trophies to the winners of the races.

Your company name will be on the trophies.

We will send you an 8X10 photo of you presenting the trophies for both SLM and LM.

Price \$175.00 each

❖ **Sycamore Speedway Website**

YOUR CHOICE OF SIDE BANNER BUTTONS OR TOP BANNER ADS. YOUR CHOICE OF 6 OR 12 MONTH ADVERTISEMENT.

Home Page:

Top Banner Price...\$2500.00 for 12 months

\$1500.00 for 6 months (April thru September)

Side Banner Price...\$1050.00 for 12 months

\$650.00 for 6 months (April thru September)

All Other Pages:

Top Banner....\$2000.00 for 12 months/\$1000.00 for 6 months

Side Banner...\$800.00 for 12 months/\$400.00 for 6 months

❖ **Driver's "Meet & Greet" Sponsor (One sponsor only!)**

Your sponsorship will include a 10' x 4' banner which will hang on the bleachers directly in back of the meet & greet racecars each Friday night.

Price...\$500.00

(You supply the banner with Sycamore Speedway approval.)

❖ PROGRAM ADS FOR THE 2016 RACING PROGRAM

All sponsorships include a \$25.00 credit for the program.

For all of the advertising in the program, your ad will be placed 1 time and you must supply the ad. If you would like to upgrade to color it will be an additional \$50 per ad.

- 1/4 Page Ad Size \$65.00
- 1/2 Page Ad Size \$115.00
- Full Page Ad Size \$215.00
- Inside Covers \$315.00
- Back Cover \$415.00

❖ SPONSOR A NIGHT AT THE RACES

- ❖ SCHEDULE YOUR COMPANY/EMPLOYEE APPRECIATION NIGHT AT THE RACES – BRING YOUR EMPLOYEES AND THEIR FAMILIES TO A NIGHT OF GREAT FUN AND EXCITEMENT AT SYCAMORE SPEEDWAY.
- ❖ DISCOUNTED ADULT TICKET PRICES
- ❖ ALL CHILDREN UNDER 14 ARE FREE
- ❖ FOOD AND BEVERAGE COUPONS AVAILABLE
- ❖ RESERVED SEATING AREA PROVIDED

GOLD SPONSORSHIP NIGHT

50 ADULT ADMISSIONS FREE

5 FREE HATS AND T-SHIRTS

COMPANY BANNER ON BLEACHERS
BLEACHERS
(YOU SUPPLY BANNER)

BILLBOARD ON TRACK WALL

(YOU SUPPLY BILLBOARD)
BILLBOARD)

SLM & LM FEATURE WINNER
TROPHIES ENGRAVED WITH
YOUR COMPANY NAME

COMPANY NAME BROADCASTED
BROADCASTED

SILVER SPONSORSHIP NIGHT

25 ADULT ADMISSIONS FREE

5 FREE HATS AND T-SHIRTS

COMPANY BANNER ON
(YOU SUPPLY BANNER)

BILLBOARD ON TRACK WALL

(YOU SUPPLY

SLM & LM FEATURE WINNER
TROPHIES ENGRAVED WITH
YOUR COMPANY NAME

COMPANY NAME

**ALL NIGHT LONG AS OFFICIAL
SPONSOR FOR THE NIGHT**

**TROPHY PRESENTED BY YOUR
COMPANY REPRESENTATIVE
WITH PHOTO ON TRACK WITH
SLM & LM FEATURE WINNER**

**\$25.00 PURSE MONEY TO SLM & LM
LM
TOP TEN PLACES IN FEATURE RACE-
RACE-
IN RECOGNITION OF YOUR COMPANY,
COMPANY,
WITH YOUR COMPANY LETTERHEAD
LETTERHEAD
AND ENVELOPE**

**ANNOUNCER WILL ANNOUNCE ANY
ANY
COMPANY WRITE-UPS YOU PROVIDE
PROVIDE**

**SET-UP BOOTH BEHIND BLEACHERS
BLEACHERS
TO GIVE AWAY INFO ON YOUR
COMPANY**

**COST \$2,000.00 AND YOU PICK THE
THE
NIGHT, SEE ATTACHED SCHEDULE
SCHEDULE**

**ALL NIGHT LONG AS OFFICAL
SPONSOR FOR THE NIGHT**

**TROPHY PRESENTED BY YOUR
COMPANY REPRESENTATIVE
WITH PHOTO ON TRACK WITH
SLM & LM FEATURE WINNER**

**\$20.00 PURSE MONEY TO SLM &
LM
TOP TEN PLACES IN FEATURE
IN RECOGNITION OF YOUR
WITH YOUR COMPANY
AND ENVELOPE**

**ANNOUNCER WILL ANNOUNCE
COMPANY WRITE-UPS YOU**

**SET-UP BOOTH BEHIND
TO GIVE AWAY INFO ON YOUR
COMPANY**

**COST \$1,500.00 AND YOU PICK
NIGHT, SEE ATTACHED**