

ANDERSON MOTOR SPEEDWAY

PROMOTIONAL OUTLINE:

OVERVIEW

- Create advertising and promotional event by showcasing the “Supertrack of the Carolinas”
- Sponsor receives direct benefit from 20 weeks of continuous advertising and promotion
- Substantial promotional lift for sponsor
- Excellent cross-promotional compatibility between track and sponsor
- Increase customer base through at-track visibility; use the excitement of auto racing at Anderson Motor Speedway to entertain and sell
- Secure grass roots exposure for sponsor by becoming a regular part of the weekly program; capitalize on media coverage and public relations benefits.
- Provide dealers, distributors, retailers and sales staff with the opportunity to earn the privilege of VIP treatment at Anderson Motor Speedway

OBJECTIVE

- Build a positive image for sponsor through the unique entertainment at Anderson Motor Speedway.
- Project sponsor products/services in hundreds of thousands of Greenville-Spartanburg-Anderson metro area through special events as well as electronic and print media campaigns

ANDERSON MOTOR SPEEDWAY RACE FAN DEMOGRAPHICS

Age:		Residential Status:	
18 – 24	15%	Own	72%
25 – 34	29%	Rent	28%
35 – 44	25%	Occupation:	
45 – 54	16%	Professional/Management	27%
55 +	8%	Technical/Clerical/Sales	21%
Gender:		Other	17%
Male	58%	Craftsmen	13%
Women	42%	Employment:	
Marital Status:		Full-time	72%
Married	64%	Part-time	10%
Single	22%	Retired/Unemployed	18%
Divorced/Widowed	14%	Annual Income:	
		\$50,000 or more	34%
		\$40,000 - \$49,999	14%
		\$30,000 - \$39,999	19%
		\$20,000 - \$29,999	17%
		Less than \$20,000	16%

ANDERSON MOTOR SPEEDWAY SPONSORSHIP OPPORTUNITIES

Billboard

One of the most popular ways to reach the large number of people who pass through the gates at Anderson Motor Speedway during the year is with a billboard sign at the track. This can be an attractive 4 x 16 (8 x 8), 8 x 16 or 8 x 24 foot sign located on the back straightaway, easily visible for patrons sitting in the Grandstand area or on Trackside parking. This will guarantee exposure multiple times throughout each weekly event. This sign may have any design, company logos, colors and available position that you desire. When a company participates in the billboard advertising program they will receive free bonus public address announcements at each event. Any special promotions of the company will be promoted by Anderson Motor Speedway provided that the materials are provided by the sponsor organization.

Billboard Pricing*

4 x 16 (8 x 8) foot \$995 initial/\$795 renewal
8 x 16 foot \$1850 initial/\$1500 renewal
8 x 24 foot \$2295 initial/\$1895 renewal

*This amount includes all painting, as well as, erecting the sign.

*Renewals for subsequent seasons – amount will be reduced as indicated above.

Hospitality Suite

Anderson Motor Speedway can provide fun, family entertainment for your clients, employees, family and friends. Combine your annual picnic with a trip to the races or organize a Speedway Special – social event package. Anderson Motor Speedway staff can organize a fun and exciting evening of entertainment for you and your group. An exciting night at the Supertrack of the Carolinas is guaranteed to make a great impression on your guest!

RACE SPONSORSHIP OPTIONS

Option 1: “A Night at the Races”

Benefits include a race night with the business name in the title, 20 complimentary VIP passes to the event, exclusive use of the VIP Tower facilities, a catered buffet for guests, company banners may be placed throughout the speedway facility, all media advertising leading up to the event will carry the sponsor’s name as the official race sponsor and company representatives will be given the opportunity to present the winners in each of the divisions with their trophies in the Winner’s Circle (photographs supplied by Track Photographer).

Option II: Special Event/Championship Sponsorship

Benefits include 30 complimentary VIP passes to the event, exclusive use of the VIP Tower Facilities, catered buffet and all advertising will carry the sponsor’s name. Banners from the sponsor will be placed around the speedway and used in all Winner’s Circle activities.

Sponsor will receive all winner circle photos and press releases for promotional purposes. Special event sponsors will receive sampling rights to distribute trial samples of their product to Anderson Motor Speedway fans and drivers.

Option III: Division Sponsorship

Choose from any one of our six weekly divisions

Sponsor Benefits:

- 1) Division entitled with the sponsor's name and will always be referred to by this name throughout the entire race season
- 2) Seventy percent of this money is placed in a Point Fund for drivers and is distributed to top point finishers at the season's end.
- 3) Sponsor logo is prominently displayed on each competitors car (sponsor organization to provide decal). Drivers must display decal to be eligible for point money.
- 4) Sponsor is promoted regularly via the Public Address system as the "Official Series Sponsor".
- 5) All advertising (newspaper, radio, television) will include the mention of sponsor name when referring to this division
- 6) Sponsor receives 2 weekly Grandstand passes to use as they wish throughout race season.

Option V: Hard Charger Award

The Hard Charger Award will be presented to one driver in each division at each weekly event. The Hard Charger is determined by the driver who advanced the most from their starting position throughout the length of the race in each respective division. The Trackside Announcer will make the presentation to this driver based on the Scoring Tower's assessment of who made the greatest advance following each main event.