



ULTIMATE SHOWDOWNS DRAG RACING SERIES

227 Victoria St., New Hamburg, ON N3A 2K5 | NAPAShowdowns.com





Competitive Advantages of Partnering with

ULTIMATE SHOWDOWNS DRAG RACING SERIES

Your Brand is Part of the Action

You're not just promoting your brand on the sidelines or creating a distraction during the event, instead your brand becomes intertwined with the drivers, the teams and the fans.

Building Brand Loyalty

The support between companies involved in motor sports and the fans is reciprocal. Most fans will appreciate your commitment to motor sports and in turn actively support your brand.

Get More for Your Money

The cost to coverage ratio for motor sports marketing programs can be one of the best in the business. With this ratio and our expertise, you can be sure that your marketing dollars will be doing more than ever before.

The Ultimate in Entertainment

As an integral part of a race series, you'll be able to offer clients, prospects and partners unprecedented access to the drivers, cars and exclusive areas.

Expanded Opportunities

- Exclusively licensed merchandise can expand your brand exposure well beyond the regular demographics and the seasonal duration.
- At track signage, promotional displays, sampling and product sales can be easily arranged.
- Driver appearances and endorsements.*

**“Racing is regarded as an exciting,
glamorous, unique and effective marketing tool.”**

The **ULTIMATE SHOWDOWN** Drag Racing Series, hosts fun, organized, family friendly events, with higher payouts.

Series Partnership Levels

Class Sponsor – ONLY \$3,500 per year

- Sole naming rights to the respective class (ie. Company XYZ Pro Modified).
- **NEW FOR 2017 - Logo displayed on official Series Poster.**
- **NEW FOR 2017 - Full Page Advertisement in Official Souvenir Program/Autograph Book.**
- Every car in respective class will display approved Sponsor's logo/sticker.
- 10 Sponsor supplied banners to be displayed at every event (in premiere locations).
- 3 Exclusive, Full distribution Press Releases per year
- "Mini releases" to be included in Event Newsletters and Email Updates
- Bio, Logo & Link on display at NAPAShowdowns.com & facebook.com/napashowdowns
- A minimum of 60 mentions over the PA address system during events
- 6 - 15 sec. advertisement mentions per event, per day. (Anticipated Live audience of over 70,000 people)
- 2 Entry Passes to every event and the year-end banquet.
- Opportunity to present trophy and "Big Cheque" to Class Winner at each event & banquet

Series Partner – ONLY \$2,000 per year

- Sponsor has the ability to present themselves as the Exclusive Service/Product Provider of the Series.
- **NEW FOR 2017 - Logo displayed on official Series Poster.**
- **NEW FOR 2017 - Full Page Advertisement in Official Souvenir Program/Autograph Book.**
- 8 Sponsor supplied banners to be displayed at every event (in premiere locations)
- 2 Exclusive, Full distribution Press Releases per year
- "Mini releases" to be included in Event Newsletters and Email Updates
- Bio, Logo & Link on display at NAPAShowdowns.com & facebook.com/napashowdowns
- A minimum of 30 mentions over the PA address system during events
- 3 - 15 sec. advertisement mentions per event, per day. (Anticipated Live audience of over 70,000 people)
- Unlimited mentions via twitter.
- 2 Entry Passes to every event and the year-end banquet.

Series Sponsor – ONLY \$1,000 per year

- **NEW FOR 2017 - Logo displayed on official Series Poster.**
- **NEW FOR 2017 - Quarter Page Advertisement in Official Souvenir Program/Autograph Book.**
- Every car in respective class will display approved Sponsor's logo/sticker.
- 6 Sponsor supplied banners to be displayed at every event (in premiere locations).
- 1 Exclusive, Full distribution Press Releases per year
- "Mini releases" to be included in Event Newsletters and Email Updates
- Bio, Logo & Link on display at NAPAShowdowns.com & facebook.com/napashowdowns
- A minimum of 60 mentions over the PA address system during events
- 3 - 15 sec. advertisement mentions per event, per day. (Anticipated Live audience of over 70,000 people)
- 2 Entry Passes to every event.
- Opportunity to present trophy and "Big Cheque" to Class Winner at each event & banquet

Series Supporter - \$500 per year

- **NEW FOR 2017 - Company Mentioned in Official Souvenir Program/Autograph Book.**
- An Exclusive, Full distribution Press Release announcing the support.
- Bio, Logo & Link on display at NAPAShowdowns.com & facebook.com/napashowdowns
- Multiple mentions via twitter.
- A minimum of 5 mentions over the PA address system during events

**CUSTOM
PACKAGES
AVAILABLE UPON
REQUEST**

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SPONSORSHIP REGISTRATION & INFORMATION

CONTACT NAME: _____

CONTACT WORK PHONE #: _____ CELL # _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ PROV: _____ POSTAL CODE: _____

EMAIL: _____ WEBSITE: _____

INVOICES WILL BE EMAILED UNLESS OTHERWISE REQUESTED

CATEGORY/TYPE OF SUPPORT

REQUESTED CATEGORY: CLASS SPONSOR (\$3,500)
 SERIES PARTNER (\$2,000)
 SERIES SPONSOR (\$1,000)
 SERIES SUPPORTER (\$500)
 BONUS AWARDS (VARIES) Which one? _____

Do you also sponsor any race teams? Y / N

If Yes, which ones? _____

If No, would you be interested in also sponsoring a race team/car? Y / N

Would you be interested in purchasing bulk tickets (25+) for any of our events? Y / N

SAMPLE BONUS AWARDS

#1 QUALIFIER - PM
#1 QUALIFIER - TS
#1 QUALIFIER - TD
BEST R/T
WORST R/T
CLOSEST RACE MARGIN
BEST APPEARING CAR
TEAM OF THE WEEKEND
MOST SPORTSMANSHIP
HARD LUCK AWARD
LONGEST TRAVELLED
MOST HOSPITABLE
Other ideas welcome.

Please provide a brief description of what your goals are with this sponsorship.
(ie. Introduce a new product, increase brand awareness)

Please remember to send us your logo (high res .jpg), a brief company bio, photos, newsletters and anything else that we can use to further promote your organization. Send all material to: info@NAPAShowdowns.com