



2022 Red Cedar Speedway Advertising Agreement

Red Cedar Racing Association, promoters of Red Cedar Speedway located at 620 17th St. SE Menomonie, Wisconsin and _____ advertiser, whose address is _____, agree to the following advertising agreement for the 2022 season. *Race passes are mailed once payment is received.

- **Track Billboards** \$ _____
 - Sign provided by track and installed by Red Cedar Racing Association.
 - Initial start-up cost for signs varies (4x8 and 30 in. x 10ft is \$500, \$300 for 2x8, \$200 for 2x4)
 - Displayed year round at all Dunn County Rec Park events.
 - Business receive complimentary grandstand passes for regular races.
 - *New for 2022: 2x4 Grandstand Concrete Wall** Yearly display fee: \$400
**Receive (4) grandstand race passes.*
 - Water Truck Billboard (2) Trucks Available** Yearly display fee: \$500
**Receive (5) grandstand race passes.*
 - 4x8 Infield or 30 in. x 10 ft. Front Stretch** Yearly display fee: \$700
**Receive (7) grandstand race passes.*
 - 4x8 Victory Lane Billboard** Yearly display fee: \$800
**Receive (8) grandstand race passes.*
 - *New for 2022: 2x8 Grandstand Top Fence Sections (Limit to 8)** Yearly display fee: \$800
**Receive (8) grandstand race passes*
 - *New for 2022: 4x8 Scoreboard Area** Yearly display fee: \$1,000
**Receive (10) grandstand race passes.*
 - *New for 2022: Flag Stand Wrap** (3) Year display contract: \$3,000
**Receive (10) grandstand race passes/yearly (initial start-up cost included)*

- **Race Night Advertisement** \$ _____
 - Title Sponsor (\$1,000) Preferred Event Date(s) : _____**
 - Includes **10** Event Tickets, Online Recognition; Website & Facebook.
 - Plugged as main event advertiser on all promotional media for event.
 - Logo on front cover of program, as well as on sponsor page with business ad.
 - Social media shout-outs week of race, PA Announcements during entire race night.
 - Area to display products and services, opportunity for fan giveaways.
 - Take flag around for National Anthem, hand out trophies and much more.
 - Business logo next to desired race night date on 2022 race schedule.

- Associate Sponsor (\$600) Preferred Event Date(s) : _____**
 - Includes **6** Event Tickets, Online Recognition, Logo on front cover of program.
 - Logo on front cover of program, as well as on sponsor page with business ad.
 - Social media shout-outs week of race, PA Announcements during entire race night.
 - Area to display products and services, opportunity for fan giveaways.
 - Take flag around for National Anthem, hand out trophies and much more.
 - Business logo next to desired race night date on 2022 race schedule.
 - *Sponsorship night subject to be split with another business**

2022 Red Cedar Speedway Advertising Agreement cont'd.

- **Division/Class Advertisement** \$ _____
 - Business logo/name in all Weekly Race Programs.
 - Includes online recognition, website and social media; your business tagged in every post/photo that includes selected division. Ex: *T.L. Sinz Plumbing Late Models*
 - Various social media shout-outs throughout the season; giveaway opportunities.
 - PA Announcements during event every time class is on the track (Hot Laps, Heats, Features)
 - Business logo displayed overhead of line-up boards in the pits for drivers and crews.
 - Business receives **15/10** complimentary grandstand passes for regular races. (\$225/\$150 value)
 - Business logo on all trophies/awards for selected division, for entire 2022 season.

(\$1,500/year) Late Model – Modified – Super Stock – Midwest Modified
 (\$1,000/year) Street Stock – Hornet

- **Kids Club \$400/year** \$ _____
 - Includes online recognition, website, social media and also PA announcements.
 - Business logo on the back of Kids Club T-Shirts.
 - Various social media shout-outs throughout the season; giveaway opportunities.
 - Full color business logos on large banner displayed on Kids Club nights.
 - Business receives **5** complimentary grandstand passes for regular races.
 - Opportunity during the season to display products/services, promotional give-a-ways.

- **Weekly Race Programs \$500/year** \$ _____
 - Includes online recognition, website, social media and also PA announcements.
 - Various social media shout-outs throughout the season; giveaway opportunities.
 - Business logo appears on every page of the program (including front cover).
 - Various business advertisements in programs; designated place for a cut-out coupon.
 - Business receives **5** complimentary grandstand passes for regular races
 - Limit of (2) businesses for entire 2022 season.

*** We are always open to collaborating on new advertising opportunities to cater to any business, please feel free to reach out with ideas beyond what is listed above.*

Advertiser Information

Company Name: _____
 Billing Address: _____
 Shipping Address _____
 (if different than Billing Address)
 Telephone # / Fax # _____
 E-mail Address _____
 Website Address _____
 Company Rep Printed Name/Title _____ / _____
 Company Rep Signature/Date _____ / _____

Red Cedar Racing Association

Mailing Address: P.O. Box 614 Menomonie, WI 54751

Speedway Race Day Phone: 715-235-6318

Marketing Email: redcedarspeedway73@gmail.com

www.redcedarspeedway.com

Facebook Page: Red Cedar Speedway

_____/_____
 Red Cedar Speedway Marketing Team Member Signature Date