



The 2021 Season for **Meyer's RV Superstores Limerock Speedway** is scheduled to begin on Saturday, May 1st. We are excited about the growth our roster has seen in the winter months and are expecting to host some of the best racing our facility has known. I look forward to having your company join our team as a sponsor this season. Our facility has undergone a major expansion project over the last two winters. We have taken our 1/8th mile track and turned it into a 1/5th mile. This increase allows our competitors to reach higher top speeds while they compete on a wider surface. It is now possible for drivers to go three wide into the turns, making for more lead changes and even greater excitement in the stands. Last winter we purchased 90 loads of clay to make our racing surface the best in New York State. Our expansion has been of great interest to the racing world. Spectators and competitors alike are actively interacting with us on social media expressing their enthusiasm for the coming season. We have documented every step of the expansion on our website as well as on our Facebook page: <https://www.facebook.com/LimerockSpeedway/> I encourage you to like and follow us on Facebook. We have over 3,000 regular visitors to our Facebook page, and it continues to grow. Our fans are highly engaged and support local businesses that support us.



Action shot of the Wingless 600 feature courtesy of Scott Cruickshank

We have recently reworked our official website. It can be found at <http://www.lrspeedway.com> Each of our sponsorship levels include placement of your logo on our **Sponsors Page** including the ability to have visitors click on your logo and be linked directly to your website. Our website has averaged 2,300 page views a week since its launch in mid-February 2019. Our club members and fans of the speedway have been frequenting the website to learn about our exciting plans for the upcoming season. When you sign on as a sponsor we will create Facebook and Twitter posts thanking you and introducing you to the followers of our page. This welcome will also be displayed on our website. We plan to keep up the momentum that our social media team has been building by providing racing updates throughout the season.

THANK YOU TO OUR TRACK SPONSORS



Meyer's
RV Superstores

EXPERIENCE THE DIFFERENCE

THE DIFFERENCE IS... 6 LOCATIONS TO SERVE YOU!

CHURCHVILLE, NY	SYRACUSE, NY	BATH, NY	CALEDONIA, NY
855.564.4196	855.825.2602	877.836.6328	855.213.9945
	HARRISBURG, PA	FARMINGTON, NY	
	855.410.8198	844.266.8189	







585-538-6640









(585) 478-7171



Electro Lines, Inc.

111 Halfway St.
Syracuse, NY 13208

Phone: (315) 465-5701
Fax: (315) 465-7114















We Do Parts Jobs Right For All Occasions









Screenshot from our 2020 Sponsor Page on LRSpeedway.com

In addition to having your logo on our website, several package options include the creation and display of a banner with your company's name on it. We have rebuilt our fences to meet the safety standards required for a track of our new size. The banners will be on display along the fence and often captured in the background of racing photos by our official track photographers. Here is what the banners looked like last year. This section of fencing faces the grandstands, VIP Booth, and is visible from our highly sought after spectator trackside parking. Our track announcer will also be mentioning your business frequently each and every race night.



By selecting the **Event Sponsor Package at \$1,000** you will be able to visit the track and spend the evening in our **VIP Tower** – AKA Kelly's Condo. Here is what your \$1,000 will deliver: A Facebook and Twitter acknowledgement of your sponsorship promoting your business, placement of your logo on our Sponsor Page of the website with a click through link to your website, an evening in the VIP tower for 20 people on your guest list. (Bring your family, staff, clients, or some of each!) These 20 guests will receive pit passes, (Valued at \$500) food and drink (Valued at \$400) and the best seats in the house. Here you can enjoy the races in an air-conditioned booth complete with stadium seating. The spacious counters inside are the perfect place to enjoy a snack while the dirt flies outside! The VIP Tower is located just steps away from our crowd-pleasing concession stand run by **Reminisce Soda Fountain** of Caledonia. We will welcome your group on Facebook and Twitter that day. Our Announcer will welcome your group over the P.A. system and interview you if you'd like. He will promote your business throughout the evening. We will provide an area for you to display materials and products related to your business for the spectators and drivers to see on their way to the concession stand. By selecting the **Event Sponsor Package** you are getting a great return on your investment and supporting your local dirt track. This package option could be the perfect retreat for a night out with your staff or most valuable clients. Dates are filling up fast – So don't delay, book your night today!



I look forward to welcoming you as a sponsor for the 2021 Season. Thank you for your support.

Bill Coffey

2021 Tri-County Racing Club, Inc. President

Email: tricityracingclub@gmail.com

2021 Sponsorship Rates



2021 Class Sponsor: \$2,000

4' x 8' Banner displayed trackside in 2021 Race Season
VIP Tower reservation for one night in 2021 Race Season
20 Pit Passes & Food provided to your VIP Guests that night as per your guest list
Exhibit space provided for marketing materials related to your business that night
Your business announced as **The Class Sponsor** for the entire 2021 Race Season
Logo and click-through link on the sponsorship page of our official website
Facebook & Twitter acknowledgement at sign-on

Event Sponsor: \$1,000

VIP Tower reservation for one night in 2021 Race Season
20 Pit Passes & Food provided to your VIP Guests that night as per your guest list
Your business announced as **The Evening's Event Sponsor** that night
Exhibit space provided for marketing materials related to your business that night
Facebook & Twitter welcome that day of your event

Banner Package: \$300

4' x 8' Banner created and displayed trackside in 2021 Race Season
10 Single-use **General Admission Passes** to provide to your staff and customers
Logo and click-through link on the sponsorship page on our official website
Facebook & Twitter acknowledgement at sign-on

2021 Season Sponsor: \$150

Your business announced multiple times nightly as a **2021 Season Sponsor**
Logo and click-through link on the sponsorship page on our official website
Facebook & Twitter acknowledgement at sign-on

Sponsor Information

Name: _____

Address: _____

Website: _____

E-mail: _____ Phone: _____

Sponsor Signature: _____ Date: _____

T.C.R.C. Authorization: _____ Date: _____

****Please make all checks payable to:**

Tri-County Racing Club, Inc., P.O. Box 42, Caledonia, NY 14423

Or Log-on to LRSPEEDWAY.COM and pay via [PayPal](https://www.paypal.com). (Service charges applied.)

Have questions? Contact **2021 TCRC Vice President** Irene Buchanan Fink at TriCountyRacingClub@gmail.com