



21 Flint Hill Road, Caledonia, New York 14423

🌐 LRSpeedway.com 📞 (585) 993-7006

The 2024 Season for **Limerock Speedway** is scheduled to begin on Saturday, May 4. As we are gearing up for another exciting season at The ROCK we hope that you are making plans to join us as a Marketing Partner. If you choose to advertise your business with us, you are guaranteed to make your dollars go farther than they would through most other forms of advertising. We have a very loyal fan base that not only frequents our facility throughout the summer, but they follow us on social media all year long. A little background on us – Our competitors race Micro Sprints and Quarter Midgets on Saturday Nights throughout the spring, summer and early fall. We are a family friendly facility that is club owned and operated. By choosing to advertise with us, you are supporting local dirt track racing. By signing on as a Marketing Partner you will receive a great amount of exposure to our followers. Upon signing on we will introduce your business on social media with a welcome post. If you choose a package that includes a banner, we will use your logo to create a banner that will hang on the fence surrounding the race surface. This placement puts your logo in the background of many of the photos taken each week during the racing action. Every level of sponsorship includes nightly promotion by our Announcer. He works hard to make sure that everyone in attendance knows your business's name and what you have to offer.

Even in the offseason - spectators and competitors alike are actively interacting with us on social media expressing their enthusiasm for the coming season. You can check out our Facebook page at: <https://www.facebook.com/LimerockSpeedway/> I encourage you to like and follow us on Facebook. We currently have 6,327 followers of our Facebook page, with an average reach of 19,563 and these numbers continue to grow. Our fans are highly engaged and support the local businesses that support us. We expect that our partnership in 2024 will help to bring new customers to your business.



Photo courtesy of Dirty Lens Photography
Parade Lap on the Back Stretch – September 25, 2022

We are constantly refreshing our official website. It can be found at <http://www.lrspeedway.com>. Each of our sponsorship levels include placement of your logo on our website listed as a Marketing Partner including the ability to have visitors click on your logo and be linked directly to your website. Our website has a strong following and continues to grow. In 2023 we had over 31,000 page views. 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 Marketing Partner for 2024, we will create Facebook and Instagram posts thanking you and reintroducing 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. In 2023, our followers especially looked forward to our Saturday night race results updates that were posted throughout the night.

In recent years, we have begun to use the page to handle the sale of things like banquet tickets, pre-registration for larger events, and most recently Limerock Speedway Apparel. As we work to streamline these processes, we are increasing traffic to our website as well as exposure for your business.



Screenshot of our 2022 Marketing Partner acknowledgements on LRSpeedway.com

We are looking forward to the spring when we will once again hang up the banners for our Marketing Partners. By signing on now, you are ensuring that your banner will be hung promptly on the fence in the spring. Space is limited. Just like last year, the banners will be on display along the fence in turns 3 and 4 and at the end of the backstretch. This placement ensures that they are often captured in the background of racing photos by our official track photographers. This section of fencing is visible in the grandstands, VIP Booth, and from our highly sought after spectator trackside parking. This end of the track is a focal point throughout each race night, especially during the playing of our National Anthem.



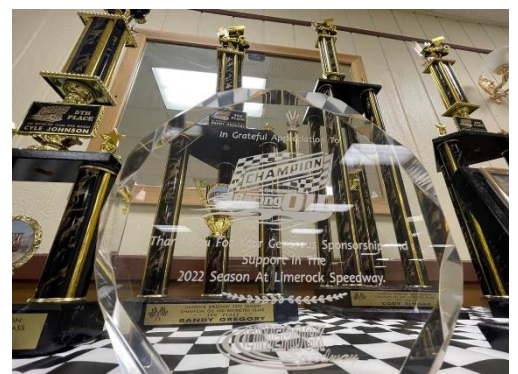
By selecting the **Event Sponsor Package at the \$1,000 level**, you will be able to visit the track and spend the evening in our **VIP Tower** – AKA Kelly's Condo. Here is what your \$1,000 will deliver: A Facebook and Instagram acknowledgement of your sponsorship promoting your business, placement of your logo on our Marketing Partners Page on LRSpeedway.com 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!) The 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. We will welcome your group on Facebook that day. Our Announcer will welcome your group over the P.A. system and interview you if you would like as well as promote your business throughout the evening. If desired 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 will fill up fast – So don't delay, book your night today!



Photo courtesy of Scott Cruickshank



We are also seeking Marketing Partners that would like to be known as the **Title Sponsor** for one of our classes. Last year we had **The All Metal Works Winged 600s**, **The Planter Box Direct Wingless 600s**. We are in the process of renewing those partnerships. If you would like to take our partnership to a higher level, consider signing on as a class sponsor. By selecting the **Title Sponsor Package at \$2,000 level**, you will receive everything that the Event Sponsor Package includes as well as having your banner hung on the fence and your business acknowledged every night, each time the class hits the track. Your logo will appear on our Facebook ads promoting said class. You will be invited to attend our annual awards banquet as our guest where your business will be acknowledged and thanked as the title sponsor of the class. This package is by far the most prominent way to advertise with us.



2022 Class Sponsor Acknowledgements at our Annual Awards Banquet

We look forward to welcoming you as a Marketing Partner for the 2024 Season.
Thank you for your support of local dirt track racing.
Please reach out if I can answer any questions for you regarding the Marketing Partner options.

Mike Austin

2024 Tri-County Racing Club, Inc. Vice President
Email: tricountyracingclub@gmail.com



2024 Marketing Partner Rates

2024 Class Sponsor: \$2,000

4'x 8' Banner displayed trackside in 2024 Race Season
VIP Tower reservation for one night in 2024 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 2024 Race Season
Logo and click-through link on the sponsorship page of our official website
Facebook & Instagram acknowledgement at sign-on

Event Sponsor: \$1,000

VIP Tower reservation for one night in 2024 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 & Instagram welcome that day of your event

Banner Package: \$400

4' x 8' Banner created and displayed trackside in 2024 Race Season
Your business announced multiple times nightly as a **2024 Season Sponsor**
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 & Instagram acknowledgement at sign-on

2024 Season Sponsor: \$150

Your business announced multiple times nightly as a **2024 Season Sponsor**
Logo and click-through link on the sponsorship page on our official website
Facebook & Instagram 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

If you'd like to pay electronically we can enable payment via the invoice. (A service fee will apply.)