



Become The Title Sponsor

BENEFITS:

1. Category exclusivity
2. Logo incorporation with official Event logo (conditions apply to NBC broadcast events)
3. Verbal mentions in live streaming and TV broadcasts
4. Up to 1,000 feet of repeater signage placed trackside (conditioned upon compliance with network protocol/standards/restrictions)
5. Two (2) 4' x 20' or Four (4) 4' x 10' banners placed on trackside with one premier TV location
6. Logo placement on infield Event sponsor billboard
7. Opportunity to conduct fan surveys and/or collect data with activation space
8. Sampling opportunities
9. Space for private hospitality area with live race feed
10. Sponsor introduction / interview during opening Ceremonies
11. Opportunity to present awards to race winners
12. Logo on some staff attire and official event souvenir merchandise
13. Exposure on Event websites relative to national events
14. Logo on Event marketing/ promotional materials (e.g., ads, posters, postcards, fliers, tickets, etc.)
15. Logo on venue gate entrances and throughout the venue
16. Brand mentions in advertising (i.e., radio, TV, email blasts, text blasts, etc.)
17. Brand mentions in pre- and post-Event media promos and press releases
18. Four (4) PA announcements
19. 100 General admission tickets
20. Access to Event direct/ email lists and databases for marketing purposes
21. Opportunity to drive customers to retail locations to purchase advance tickets
22. Up for discussion for special promotion

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