



Dear Advertising Partner:

*Since 1948, The New Paris Speedway has been providing continuous racing entertainment during the spring, summer and fall seasons. 2024 marks the **76th Anniversary** of The New Paris Speedway. Each year the New Paris Speedway attracts over 50,000 drivers, crew members, and fans from not only the Great lakes states, but also as far out as Florida and Canada. It has always been the New Paris Speedway's belief to provide a safe and affordable family entertainment venue for people from all walks of life to enjoy. The New Paris Speedway is the only racetrack in the region to offer track-side, tailgate style parking as well as allowing its patrons to bring their own refreshments and a grill to include a cookout in their evening plans. For special events, those who wish to camp overnight are encouraged to do so at no additional charge. It is our never-ending mission to continue expanding and build upon the legacy that is "The New Paris Speedway"! Enclosed you will find the 2023 sponsorship opportunities that are both surprisingly affordable and will provide a great return on investment. This will not only come from the trackside exposure you will receive, but also the worldwide exposure for your business on the New Paris Speedway website (www.newparisspeedway.com). We sincerely thank you for the chance to present these great opportunities to help broaden your organization's exposure as well as grow with us.*

Sincerely,

Tracy and Chris

New Paris Speedway



New Paris Speedway Advertising Facts:

Years in Operation: 76

Average Annual Attendance: 50,000 plus

Operational Dates: Mid-April through Mid-October

Annual Events: 27-30

Average Event Attendance:

Regular Racing Events: 1200-1750 +/- attendees

Premium Racing Events: 2500-3000 +/- attendees

Nights of Destruction: 3500 +/- attendees

Website: www.newparisspeedway.com

Facebook: New Paris Speedway 22,864 followers

Geographical Reach: Drivers and fans from Indiana, Illinois, Michigan, Ohio, Kentucky, Minnesota, Wisconsin, and Florida

2024 Sponsorship Packages

Racing Class Sponsorships (includes 8'x12' Banner on Billboard Backstretch, Logo with website link on NPS website plus Nightly PA Announcements plus inclusion in radio ads and mentions on Track Tunes)

Hornet Class: \$1,600.00, Points Fund Sponsorship: \$600.00

Outlaw Front Wheel Drive Class: \$1700.00, Points Fund Sponsorship: \$700.00 (Sold)

Mini Stock Class: \$1,800.00, Points Fund Sponsorship: \$950.00

Street Stock Class: \$2,000.00, Points Fund Sponsorship: \$1,500.00

Limited Late Model Class: \$2,000.00, Points Fund Sponsorship: \$1,500.00

Modified Class: \$2,000.00, Points Fund Sponsorship: \$1,500.00

Night of Destruction All Event Sponsorship: \$2,000.00

Winner's Circle Sponsorship

2-4'x8' Sign and website logo placement with link: \$800.00 each

Backstretch Billboard Sponsorship

8'x12' Sign and website logo placement with link: \$1,000.00

8'x16' Sign and website logo placement with link: \$1,400.00

Front Stretch Bleacher Sponsorship 5'x4'Sign (20 available)

\$500.00 includes website logo placement with link

Main Concession Stand and Restroom Billboard Sponsorship (30 available)

\$300.00 for 2' x 2', \$600.00 for 4' x 4' includes website logo placement with link

Scoreboard Sponsorship

1 Year Sponsorship: \$2,000.00

3 Year Sponsorship: \$5,000.00

10 Year Sponsorship: \$15,000.00

Full Season Ticket Booth Sponsorship (2 Available)

\$1,000.00

Custom Sponsorship Programs

- *Full Night Event Sponsorships. i.e: Summer Sizzler, Sprint Car Night, Night of Destruction, Championship Night, Blowout Weekend etc.*
 - *Feature race Sponsorships (single or multiple class)*

**PLEASE REMIT ALL NEW PARIS SPEEDWAY SPONSORSHIP
INQUIRIES TO:**

newparisspeedway@gmail.com