EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

2016

SPONSORSHIP ADVERTISING OPPORTUNITIES

- KIDS BIRTHDAY PARTIES
- CORPORATE APPRECIATION
- SOCIAL MEDIA ADVERTISING OPPORTUNITIES
- EMPLOYEE APPRECIATION
- RACE SCHOOLS
- STOCK CAR TEST DRIVES

NASCAR® *Is In Your Neighborhood*

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Welcome to Edmonton Int'l Raceway's promotional and marketing guide. With great pride, Edmonton Int'l Raceway (EIR) is recognized as one of Canada's premier race facilities. Founded in 1968, EIR will celebrate it's 50 year anniversary in 2018, a true milestone for any stock car racing facility!

We invite you to consider the promotional and advertising sponsorship opportunities outlined in this folder. With the flexibility of our promotions, many ideas can be implemented.

EIR has operated continuously since 1968 and became part of NASCAR's Hometrack Program in 2004. Racing at this track continues to provide the most exciting live entertainment for Edmonton & area residents.

Corporate support and involvement in the world of NASCAR racing is welcomed by all involved in the sport. Many local businesses as well as Fortune 500 companies have recognized the success of promoting through the vehicle of NASCAR racing. Businesses large and small have capitalized on the racing audiences to maximize their marketing needs. The NASCAR Whelen All American Raceway offers you an effective and affordable way to enter the exciting world of sports marketing.

We encourage you to consider the action and excitement of short track stock car racing as part of your marketing plan. Opportunities for local, regional and national businesses are available to fit any budget. Become one of the many businesses that have decided to put their names in the fast lane and in the winner's circle!

Track Location - Just South of Edmonton in Wetaskiwin.

Edmonton International Raceway is Edmonton's only paved oval racetrack and Alberta's ONLY NASCAR Sanctioned Race Track. We feature great Stock Car Racing Saturday nights from early May to October!

Edmonton Int'l Raceway continues to have one of the highest race car counts in Western Canada. At Edmonton International Raceway our aim is to ensure our customers experience a full night of entertainment and leave our facility knowing that they received the best value for their entertainment dollar. Every race event at Edmonton International Raceway is outstanding, shows begin promptly at 6:00 PM and fans are thoroughly entertained throughout the entire evening with little to no interruptions in the race program.

ATTENDANCE FIGURES

2006 – 42,000
2007 – 36,000 (down due to rain outs)
2008 – 40,000
2009 – 51,000 (up significantly – no rain outs!)
2010 – 46,000 (down due to rain outs)
2011 – 45,000 (another weather-related year)
2012 – 62,000
2013 – 82,000
2014 – just under 100,000
2015 – 120,000

ATTENDANCE DEMOGRAPHICS

Edmonton – 30%
Calgary – 25%
Red Deer – 15%
Wetaskiwin – 10%
Camrose – 10%
Leduc – 10%

In 2014 we hosted, for the very first time, a NASCAR Canadian Tire Series Race Event. This Event was televised nationally on TSN and EIR had its highest spectator attendance ever at this event. Our fan base increased by over 40% since this event and the television airing of this event.

WEBSITE

www.edmontonraceway.com
Over 300,000 hits per year

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

NASCAR WHELEN ALL-AMERICAN SERIES

What methods are available at EIR to promote & market your business?

Sponsorship of a Race Event

Title Sponsorship of a selected Racing Division

12' X 24' or 12' X 12' Billboard Signs

4' X 8' Pitlane & Trackside Signs

Advertising in the Souvenir Program

Corporate Hospitality for your Employees, Clients or Guests – including our very popular 10 Lap Stock Car Test Drive Team Building Program!

Industry Nights/Group Rates

Pace Car Participation

Fan Premiums (Give-Aways)

P.A. Advertisement

Your Business Logo on Event Passes

Trophy Sponsorship

EIR Website Advertising & Links

Group Ticket Sales

SOME INTERESTING FACTS ABOUT USING MOTORSPORTS TO ADVERTISE YOUR BUSINESS:

Motorsports sponsorship can increase name awareness through visibility in the community, improve your revenue and your company morale. You also have the added benefit of the tax break/advertising write-off you can obtain for your business.

Motorsports sponsorship improves the loyalty of a company's employees. Racing events can be a very fun family outing - employees and their children could really appreciate a day at the track.

Even if you personally have no interest in racing, you can still take advantage of the promotional advantage it can provide for your business. Racing events can be a great environment for the prospective client or existing customer who happens to be a race fan. Again, use the opportunity to be creative and differentiate your company from other companies in your market. There is no doubt that more exposure in the community will translate into a sale down the road!

Why get involved at Edmonton Int'l Raceway?

Auto Racing is an action-packed and exciting sport!

MARKETING your business with EIR will allow you to interact with your target market while presenting a clear message to a very captive audience. Promoting your business to a motorsports audience has proven to be extremely effective. The explosion of corporate involvement with NASCAR is an excellent example.

CREATIVE… Today's advertisers are faced with rising media costs and an increase in media opportunities. To break out of the crowd of advertisers, businesses need to find a unique and creative way to reach large audiences in a cost effective manner. Sponsorship of EIR's events and facility offer a great way to increase your exposure way above the rest!

EXCITEMENT… Motorsports is one of the fastest growing spectator sports in Canada. Millions of fans attend motorsports events. The fast-paced excitement and action of stock car racing can deliver your advertising message in a unique way. Recent statistics have shown that motorsports fans are highly brand-loyal consumers. Seventy-five percent of race fans consciously purchase products and services from businesses involved in motorsports.

CUSTOMIZED….Marketing your business or product at EIR is advantageous because of our flexibility. We can customize any sponsorship package to fit your marketing objectives and budget.

DIVERSITY….The captive audiences at EIR range from low-income households to high-income households. Nearly half of all race fans are women. Individuals as well as families attend the Raceway's events for their live G-Rated entertainment needs. EIR's audiences are from a variety of demographics and many area businesses have already taken advantage of these opportunities.

ACTIVATION….Put your product and business name in front of a captive audience! Using one of our marketing and sponsorship programs, your business can meet and greet your consumers directly. High impact and excellent saturation is the trademark of our marketing and sponsorship programs.

TRACKSIDE

Event Night Sponsor $1500

- Title Name to evening's race program
- Logo on Event Poster
- All advertising for this event includes your company name
- Full page ad in Race Event Program for that event
- Opportunity for Corporate Banner Display for that event & set up corporate display with promotional give-aways
- 100 complimentary event passes for this event printed specifically with your company logo
- Your logo on EIR Website with a link to your site
- Opportunity to provide pace vehicle for this event
- Extensive "At-Track" promotion by the EIR Track Announcers
- Invitation to reserve Corporate Hospitality (catering costs extra).

Signage Programs

12' X 24' Billboard Sign
Directly facing the spectators along the
back straightaway
$3500 per year (2-Year Term Only)
$1500 for construction & installation
Includes 50 complimentary race event tickets each year

12' X 12' Billboard Sign
Directly facing the spectators along the
back straightaway
$1500 per year
$1000 for construction & installation
Includes 25 complimentary race event tickets for the year

4' X 8' Pit Lane Sign
Directly facing the spectators along pit lane
$500 per year
$300 for construction & installation
Includes 10 complimentary race event tickets for the year

Pace Car Participation $500 per race

- You bring & drive the Pace Car for an evening's night of races.
- 10 Complimentary Passes

Trackside Grandstand Signage Special $500 (60 Positions Available)

- Your corporate 2' X 4' all weather sign displayed facing the grandstand for the entire 2011 racing season (provide your full color artwork and message).
- 20 complimentary event passes printed specifically for you
- This is an excellent value geared toward small business desiring to keep their message in front of the racing fans for the entire season.

Corporate Stock Car Test Drive Program with Lunch

This is a truly unique and fun way to entertain your clients or organize a staff Team Building/Appreciation Day. Your day would start out with an hour of instruction as a group, then we suit each person up (we provide the race suits and helmets) buckle each person individually into a race car. They go out onto the race track (one person at a time) following the instructor in the pace car for 5 warm up laps and then 10 laps much faster and the instructor will go as fast as he feels that person can handle the car. We take an individual and a group photo and enlarge that to an 8 X 10 for each person. This package also includes 2 event tickets to one of our Saturday Night shows. The cost of this complete package is $170 per person.

Stock Car Race Schools

Your day would begin at the racetrack by walking the track with the Instructor as a group. Then we suit you up into a race suit and helmet (provided by EIR) and then you would drive in the 2-seater racecar with the Instructor (you driving, the Instructor in the passenger seat). After that you are given your own car and will then continue to turn laps on the paved oval. Expect to spend at least 4 hours at the track on this day. At the conclusion we take a photo of you in your race suit by the car in front of the NASCAR Winner's Circle Sign and get that enlarged to an 8 X 10 for you. You will also receive 2 complimentary race event tickets to a race event any night during our race season. Race School participants will receive a NASCAR Whelen All American Series (EIR) Hat. In addition each participant will also receive an Official NASCAR License Application (included in this package). You simply complete the application (we send it in for you) and NASCAR will send you a gift package along with your own personalized NASCAR License Card! The cost of our Stock Car Race Schools is $652 per person.

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Almost all marketing programs can be traded (Contra) for services that your company may be able to provide to Edmonton Int'l Raceway.

PROMOTIONAL EVENTS

We are very proud of our racers at Edmonton Int'l Raceway. We organize many "outside" promotional events and we always rely on the enthusiastic support and commitment from our racers. In 2013 and 2014 we participated in:

LOCAL AREA PARADES

- Leduc Black Gold Parade, Millet Days Parade, Ponoka Stampede Parade, Klondike Days Parade, Camrose Big Valley Jamboree Parade, Wetaskiwin Summer Festival Parade, Sherwood Park Parade, Calmar Days Parade

Edmonton Int'l Raceway has a very generous ticket promotion program. All organizations that approach EIR for fundraising are provided with tickets and/or Season Passes for fundraising draws. EIR Racers participate in various school-related activities (i.e. School Reading Programs). Racers will visit various schools with their Race Cars to meet with the kids and encourage their reading programs. Tickets are always provided to the kids to take home to their family.

Edmonton Int'l Raceway Racers participate in many car displays throughout the entire race season, including many businesses throughout the Edmonton area.

Our Champions Banquet is celebrated at the Fantasyland Hotel at West Edmonton Mall. The top 3 Champions in each race class at Edmonton Int'l Raceway are provided with Formal Wear by Derk's Formals and awards are presented on the "DERKS Champions Walk of Fame". This event takes place during shopping hours on the NEWCAP stage with full-scale music and video production.

HAPPY BIRTHDAY!
FROM

WHELEN
OFFICIAL PACE CAR

2014/08/09

VICTORY LANE
2014
NASCAR CANADIAN TIRE SERIES
VICTORY LANE

NASCAR
CANADIAN TIRE
SERIES
Presented by Mobil 1

Sprint
Sprint
Mobil 1
The World's Leading Synthetic Motor Oil Brand
72
DODGE