EDMONTON INTERNATIONAL RACEWAY
IN WETASKIWIN

LUXXUR 300 BAYER

NASCAR

JULY 27

EdmontonRaceway.com | @EIRNASCAR

PARTNERSHIP OPPORTUNITIES 2019

www.edmontonraceway.com
Hotline: (780) 467-9276

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 celebrated 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.

We totally understand that this economy right now is very tight and we know that it is very difficult to determine what advertising works and how to measure if it indeed works! By advertising/partnerinng with EIR you will know that your message and branding will be focused and presented directly to EIR fans seated in our bleachers and to our Facebook and Twitter Followers and our solid Email Fan List!

We look forward to tailoring a program to meet your needs. WE can offer the right partnership just for you, based on your company's budget!

EDMONTON INT'L RACEWAY is Western Canada's ONLY NASCAR Sanctioned Raceway

WHAT WE CAN OFFER!

NASCAR 101

Available Saturday Night from May 11th to September 28, 2019
Racing Starts at 6 PM & runs until 9:30 PM

Includes:

- VIP Seating for the NASCAR Race,
- Hospitality (Dinner/Beverages),
- Race Pit Tour,
- Introduction to NASCAR Racers & introduction to the Sport of NASCAR Racing.

Your experience will take you through an entire afternoon at the Raceway & the Race Day life of a NASCAR Racer at the Track!

Regular Price: $60 per person (Min. 10 guests)
Net Price: $40 per person (Min. 10 guests)

LEARN TO DRIVE A RACE CAR * – DRIVE A REAL RACE CAR ON A REAL NASCAR TRACK!

Available Mid-Week from May to September
2-3 hours

Includes:

- On-Track instruction by EIR's qualified instructor,
- 15 Laps in the car with **YOU** driving,
- Race suits & helmets provided,

Challenge your "Team Mates" to an EIR Pit Stop Challenge! You will also go home with a Souvenir Photo & tons of exciting memories!!

Regular Price: $175 per person (Min. 10 guests)
Net Price: $155 per person (Min. 10 guests)
Add Lunch - $25 (Each)

RACE CAR RIDES in a REAL NASCAR RACE CAR!

Available Mid-Week from May to September
1-2 Hours

Includes:

- On-Track instruction by EIR's qualified instructor,
- 15 Laps in the car driven by an experienced racer,
- Race Suits & Helmets provided,
- Participation in EIR Pit Stop Challenge,
- Souvenir photo

Regular Price: $160 per person (Minimum 10 Guests)
Net Price: $145 per person (Minimum 10 Guests)
Add Lunch - $25

Edmonton Int'l Raceway (EIR)

Contact: Loretta Thiering
speedway@syban.net
Office: 780-467-9276
Cell: 780-497-8262
www.edmontonraceway.com

* ***Driver's license required***

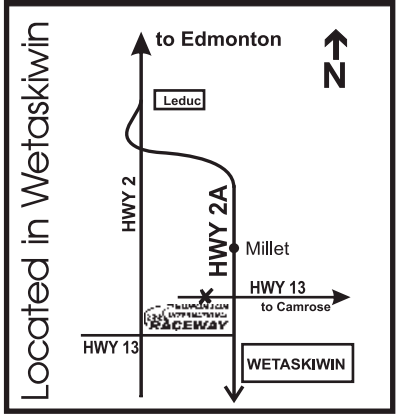
EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

LESS THAN 30 MINUTES SOUTH OF THE EDMONTON INTERNATIONAL AIRPORT

LUXXUR 300 BAYER

NASCAR™

outh on Hwy 2 & take
wy 2A exit just past
Leduc to Wetaskiwin.
Watch for our signs!!



EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

NASCAR WHELEN ALL-AMERICAN SERIES

WHAT PARTNERSHIPS 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!

SÉRIE NASCAR PINTY'S SERIES

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

LUXXUR 300

SATURDAY, JULY 26 & 27, 2019

(INCLUDES BONUS RACE EVENT ON FRIDAY, JULY 26)

General Admission Tickets **$50.00**
General Admission Seating on Front Straightaway Bleachers (Rows 1 - 15)

General Admission Tickets in Turn 4 Grandstands **$55.00**
Rows 1 up to 20 of the 1st Turn 4 Grandstands

Reserved Seating **$60.00**
Front Straightaway Bleachers (Rows 15 up to 20)

Start/Finish Line **$70.00**
Start/Finish Line on Front Straightaway Bleachers

Reserved Seating in Turn 4 Grandstands **$70.00**
The Top 5 Rows of the 1st Turn 4 Grandstands

Reserved Seating with Catered Dinner in VIP Tent **$90.00**
Includes Reserved Seating in either the Front Straightaway Bleachers or 1st Turn 4 Grandstands

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Family Pass to the NASCAR LUXXUR 300 - 2 Adults & up to 3 Children . . **$105.00**
THIS IS A GREAT DEAL! Includes General Admission in either the Front Straightaway Bleachers or 1st Turn 4 Grandstands

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VIP Seating in Corporate Sea Can Suites **$250.00**

Reserved Seating in the Best Seats in the House! Includes Hospitality on Friday Night (Domino's Pizza & Soft Drinks) & Catered Dinner in the VIP Tent on Saturday Night. Includes Soft Drinks. Licensed Beverages will be available for purchase from your VIP Server.

INCLUDES BONUS RACING EVENT ON FRIDAY NIGHT! COME EARLY TO RESERVE YOUR SEAT!

KID'S TICKETS ½ PRICE (does not include the VIP Corporate Sea Can Towers)

PARKING - FREE ON FRIDAY | $10 ON SATURDAY

TRACK

Event Night Sponsor

- 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).
- Pace Car Available

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

EDMONTON INTERNATIONAL RACEWAY

PHONE 780 467-9276 • FAX 780 449-4930

WWW.EDMONTONRACEWAY.COM

SIDE

Trackside Grandstand Signage Special (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

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 $177.40 per person.
Include Lunch - $25 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.

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

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

NASCAR WHELEN ALL-AMERICAN SERIES

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.

WE'RE TRYING SOMETHING NEW AT EIR!

BRING YOUR OWN CAR OUT to EIR on Friday, May 24 or Friday, June 14 and try out EIR's Semi-Banked, Paved Oval in your own car for 20 Laps for only $50!

See how your "Street" Car measures up on Western Canada's ONLY NASCAR Race Track!

"Sign-in" starts at 6 PM and "Driving" goes until 9 PM

Helmets are mandatory - EIR can rent you a helmet for $5

www.edmontonraceway.com

For more information contact Loretta at speedway@syban.net or 780-467-9276

NASCAR™

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

"YOUR CAR - OUR OVAL!"

Your session will include:

- Instruction & introduction to EIR's paved oval as you walk the race track and learn the racing line and general safety by our instructor.
- Our officials will record your lap times and these will be provided to you at the conclusion of the session.
- (15 lap) sessions on the oval.
- An EIR flagman will flag your sessions.
- 2 Race Night tickets valid for one of our regular night events (an added value of $30).
- Photo
- A helmet.
- You must sign a waiver to participate.
- EIR does not take any responsibility for any damage to your car and any damage done to your car will be your responsibility.

This program can also be designed for a Dealer Corporate Driving Experience. This is an excellent venue to offer your (customers/clients/staff/management) the opportunity to experience something that is totally unique! You can invite potential new customers out to test drive your cars or have them put their own cars to the test on this race track.

We can cater with beverages & refreshments and a full lunch or dinner menu!

Contact Loretta at
info@edmontonraceway.com
or 780-467-9276

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

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NASCAR WHELEN ALL-AMERICAN SERIES

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 DEMOGRAPHICS

Edmonton | Calgary | Red Deer | Wetaskiwin | Camrose | Leduc

Great Family Entertainment!

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

HIT TO PASS

IS COMING BACK TO EIR!

Saturday August 31 2019

It's been over 4 years but we are hosting a bigger & better

Hit to Pass.

Mark your Calendars!!

www.edmontonraceway.com

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

EDMONTON INTERNATIONAL RACEWAY IN WETASKIWIN

Edmonton Int'l Raceway brings you the CTV NASCAR Super Late Model Series at EIR for 2019!

Saturday, May 18
Saturday, June 15
Saturday, July 6
Saturday, August 24 - the NASCAR Super Late Model Western Canada Show Down!

This is the biggest Super Late Model Series in Alberta! Don't Miss It!

NASCAR™

edmontonraceway.com
Hotline: 780-467-9276

EXECUTIVE ROYAL HOTEL®
LEDUC-NISKU, EDMONTON AIRPORT, ALBERTA

8450 Sparrow Drive, Leduc, AB | 1-888-202-3770
Booking Code - EIR Racing

Be a CTV partner with us!
Contact Loretta at speedway@syban.net

SEA-CAN CORPORATE SUITES -

BEST INVENTORY AVAILABLE WITH THE ABSOLUTE BEST SEAT IN THE HOUSE!

Includes EVERY Race Event at EIR for 2019. Each suite can accommodate up to 16 guests. Hospitality and licensed beverage service is available at each event at an additional cost.

The view from the Sea Can Corporate Tower Suites truly gives you the very best seats in the house.

There are three levels to the Sea Can Corporate Tower Suites.

Have your birthday party at the track. This is an extremely popular way for children to celebrate their birthday. Parties are held on the Saturday nights that we race.

On a Saturday Night Birthday Party we ask that you come about 3:30 pm. You will sign in and pay at the Front Gate and then be directed to our Party Tent where the kids will have their dinner. Close to 5 pm the kids will go for their birthday ride and have their photo taken. Our race program begins at 6:00 pm. You would then enjoy the show. You can choose to have your cake right after your meal or ask to have it at Intermission (typically around 7 pm). Our Race Season schedule is early May to early October each year.

Party Includes:

- Admission for the Birthday Party Guests
- Dinner (Hot Dog, Chips, Soft Drink)
- We provide the birthday cake decorated with a Racing Theme
- The Birthday Child is presented with a trophy engraved with "Happy Birthday from Edmonton Int'l Raceway"
- All the kids get a ride (a few laps around the track) in a race car
- The Announcer will announce the Child's name and wish him/her Happy Birthday over the speakers along with the name of the guests in the party.
- A photo is taken of the group on the Track with the Racer and Race Car and the Guests and we enlarge this photo and mail that back to you.
- Cost: $20 (plus GST) per Child. A minimum of 6 party guests is required
- Adults attending the Birthday Party would just pay their regular admission that evening.