



MERRITTVILLE Speedway

FAST & FUN
FAMILY ENTERTAINMENT

**ADVERTISING &
SPONSORSHIP
OPPORTUNITIES**





About Merrittville Speedway



Located in Thorold, Ontario, Merrittville Speedway has been hosting dirt racing for over 70 years. Every Saturday night, from late April to mid September you will find the most entertaining show there is - right here in the "Heart of Niagara".

The 3/8 mile dirt oval boasts a fast, smooth surface that attracts some 100 competitors in five divisions. In addition to the 358 Modifieds, Sportsman, Mod-Lites, Hoosier Stocks, and 4 Cylinder divisions that run on a weekly basis, there are a number of special events that take place at Merrittville Speedway throughout the season.

What's more, Tuesday nights under the lights brings WKA (World Karting Association) style go-karts racing to Merrittville Speedway. For nearly 30 years the kart racing has been the starting point for many stars on that compete on Saturday nights.



About Merrittville Speedway

The Speedway enjoys a weekly attendance that averages 2,500 people over twenty-four race events per season. Located in the core of the Niagara Peninsula, Merrittville Speedway reaches over 1 million potential consumers in the market. It provides a number of affordable and effective marketing packages to reach new customers through unique and exciting mediums.

Today's advertisers, faced with an ever increasing number of media options and rising media costs, are demanding more cost efficient, creative and effective ways to reach large audiences.

Motorsports marketing has won the widespread approval and favour of the corporate community generating maximum results and return on investment. Recent studies have shown that motorsports fans are affluent, educated, upscale, and most importantly, brand loyal consumers.

In the "Heart of Niagara", Merrittville Speedway offers several unique methods of advertising that can be tailored for small businesses and large corporations alike. No matter the size, there is an attractive package to fit your needs and goals. Merrittville Speedway is dedicated to providing you the best form of advertising through motorsports marketing.

We invite you to be a part of the excitement at Merrittville Speedway, and if we can assist you and your company in any way, please feel free to give us a call. We look forward to being your hosts!





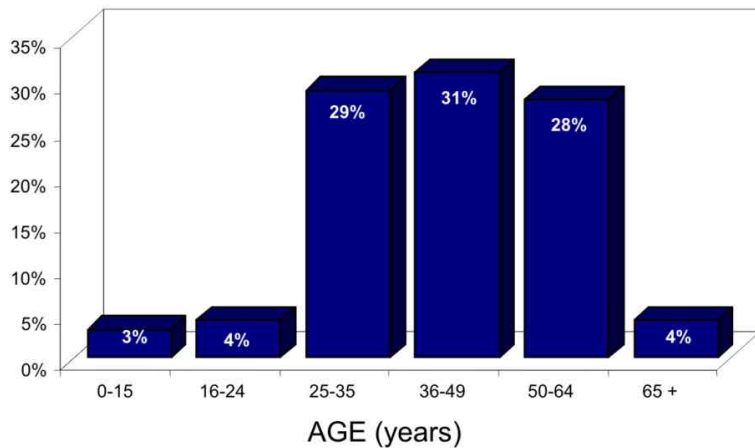
Demographics & Geographics

GENDER OF OUR FANS:

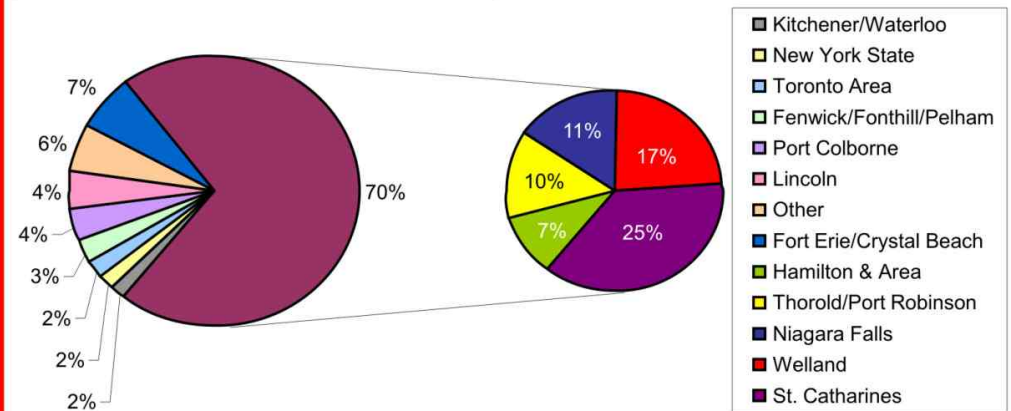
MALE - 52%

FEMALE - 48%

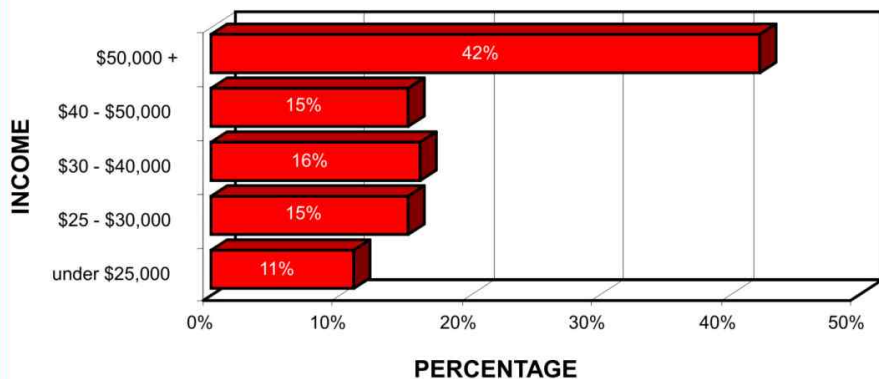
AGE OF OUR FANS:



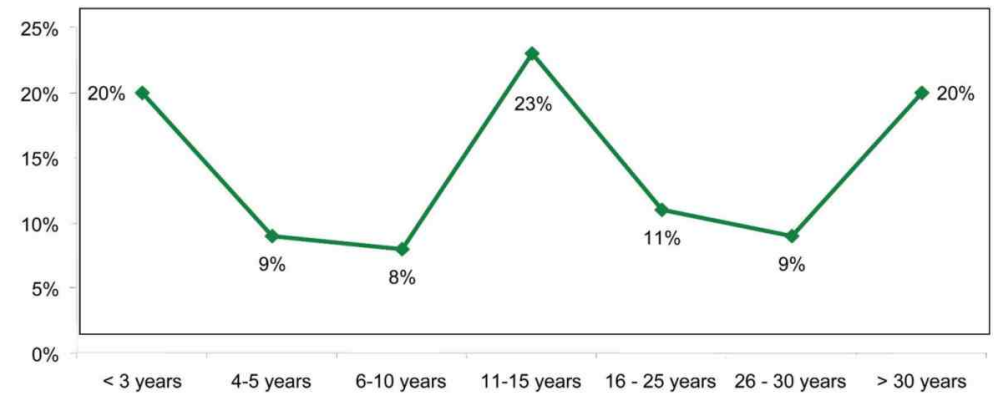
WHERE OUR FANS LIVE:



INCOME OF OUR FANS:



HOW LONG OUR FANS HAVE BEEN COMING:





Race Night Hospitality Options



Bronze Level Hospitality Night

- Restricted access to Merrittville Speedway's Private VIP Suite for 14 guests (includes children)
- Complimentary Pepsi Products

The cost of this Hospitality Package is \$500.00 plus applicable taxes.



Silver Level Hospitality Night

- Restricted access to Merrittville Speedway's Private VIP Suite for 14 guests (includes children)
- VIP Food Hospitality at our Private Honker's Bar and Hall
- Pre-Race tour of the Restricted Pit Area prior to the nights events
- Complimentary Pepsi Products

The cost of this Hospitality Package is \$600.00 plus your applicable Food Package (varies from \$250-\$400 depending on choice of menu) Applicable taxes extra.





Gold Level Night Sponsorship + Advertising

- Restricted access to Merrittville Speedway's Private VIP Suite for 14 guests (includes children)
- VIP Food Hospitality at our Private Honker's Bar and Hall
- Pre-Race tour of the Restricted Pit Area prior to the nights events
- Complimentary Pepsi Products
- Co-Sponsorship of the night's event with Your Companies name being printed on 30,000 schedule brochures
- 15 General Admission Tickets to be distributed as you see fit to additional guests.

The cost of this Hospitality Package is \$1,000.00 plus your applicable Food Package (varies from \$250-\$400 depending on choice of menu) Applicable taxes extra.



Race Night Sponsorship Options



Platinum Level Night Sponsorship + Advertising

- ✓ Your Company will become the main presenter of auto racing through the sponsorship of a night of racing. The majority of your sponsorship dollars are used in the payment of purse money awarded to the race teams competing at the Speedway.
- ✓ Your Company name and/or logo will appear on 30,000 schedule brochures. Whenever possible we will include Your Company Name and/or logo in all pre-race advertising (ie. on 97.7 HTZFM).
- ✓ You and Your Company's key representatives will have exclusive use of our VIP tower & deck.
- ✓ You will be able to relax and enjoy your event in our glass enclosed, air conditioned suite which overlooks our track from the Front Stretch.
- ✓ The VIP Suite can hold up to 32 people, in comfort, and is a special place to watch the races.
- ✓ As our special guests on Your Company's sponsored night, you and Your Company's key representatives will be catered a pre-race dinner.
- ✓ Following the pre-race dinner, Your Company's guests will be taken to the Restricted Pit Area for a pre-race tour.
- ✓ We will provide Your Company with twenty-five (25) General Admission Grandstand tickets.
- ✓ Your Company is encouraged to fabricate a public address spot that is 30 to 45 seconds in length detailing Your Company and the goods and/or services you provide. The spot will be used the week prior to Your Company's sponsored event as well as the night of Your Event.
- ✓ As the sponsor of the night, Your Company will be given the honour of participating in all victory lane ceremonies to better expose Your Company.
- ✓ Your Company will receive advance press notice naming Your Company as well as explaining the goods and/or services Your Company provides. Press notices are distributed to radio, daily newspapers, trade papers, websites, competitors, fans and our highly visited website.
- ✓ As the sponsor of the night, Your Company will have the exclusive rights to display and market Your Company and it's products and/or services at our Front Gates, providing you direct access to our loyal fan base.
- ✓ Your Company logo and link to Your Company's website will be provided on the Merrittville Speedway website all season long.

The cost of this Hospitality Package is \$2,000.00 plus your applicable Food Package (varies from \$350-\$500 depending on choice of menu) Applicable taxes extra.



Billboard Advertising



Illuminated Highway Billboard

Your Company logo and information will be professionally lettered on a 10' x 20' billboard facing the busy Merrittville Speedway Highway with high visibility, yearly exposure and illuminated from dark until 1AM 365 days a year. Advertising opportunity is based on current availability of a billboard.

The cost of this Advertisement is \$2,800.00 a year, for a 3-year term, plus artwork and taxes.

Inside Television Billboard

Your Company logo and information will be professionally lettered on a 10' x 20' billboard facing turns 3 and 4 of the racetrack with exposure in front of captive audiences 2 nights a week.

Advertising opportunity is based on current availability of a billboard.

The cost of this Advertisement is \$1,800.00 a year, for a 3-year term, plus artwork and taxes.





Billboard Advertising

Spectator Entrance Billboard

Your Company logo and information will be professionally lettered on a 8' x 12' billboard lining our grandstand spectator entrance, facing Holland Road for season long exposure. Advertising opportunity is based on current availability of a billboard.

The cost of this Advertisement is \$1,200.00 a year, for a 3-year term, plus artwork and taxes.



Wheel Fence Billboard

Your Company logo and information will be professionally lettered on a 2' x 8' billboard facing the spectator grandstands for season long exposure. Advertising opportunity is based on current availability of a billboard.

The cost of this Advertisement is \$500.00 a year, for a 3-year term, plus artwork and taxes.

Grandstand Billboard

Your Company logo and information will be professionally lettered on a 4' x 8' billboard lining our grandstands for season long exposure. Advertising opportunity is based on current availability of a billboard.

The cost of this Advertisement is \$500.00 a year, for a 3-year term, plus artwork and taxes.

Title Sponsorship Includes:

- Your Company as the sole division title sponsor - Corporate VIP Admission Tickets
- Discounted General Admission Tickets - Complimentary display space at weekly events
- Weekly press release with Your Company name and Sponsorship mentioned
- Division points will list Your Company as division sponsor
- Weekly Pit Notes distributed to our race teams will include Your Company name
- Complimentary banner ad and event sponsorship featured on Merrittville Speedway's website
- Weekly Public Address announcements detailing Your Company as division sponsor
- Ability to have representatives participate in Victory Lane ceremonies at your handiness
- Year-end trophies inscribed with Your Company name
- Complimentary year-end banquet tickets

Cost varies by division and is subject to availability.

Please contact us for more information.



Enduro Series Sponsorship Includes:

- Your Company will become the primary sponsor for 4 events
- Your Company will be advertised all season long via press releases, website advertisements, weekly public address announcements at the track by our announcers, radio advertisements, and on our 30,000 schedule and posters that are printed and distributed in the Niagara Region and beyond
- Your Company will receive 15 General Admission tickets for each event
- Your Company will have use of our VIP Suite and Deck for 32 guests for the Main Event
- A Company representative will be invited to be our Honourary Starter for the Main Event
- Your Company will be invited to use our Front Gate Display area for each of the four events to display information regarding your company to our loyal fans as they enter the speedway
- Your Company will be invited to place banners or other promotional material around the speedway on each event night
- All event winners will receive a trophy with your name and company logo on it

Cost of this package is \$2,500.00 plus applicable taxes.





Ticket Back Advertising



All admission tickets purchased at the Speedway are two sided - the back side is reserved for an advertiser (as indicated in the picture below).

This advertising option includes:

- ✓ Exclusive advertising on the back of all spectator admission tickets
- ✓ Public Address announcements throughout our events detailing your business and/or the coupon you offer on the admission tickets
- ✓ A link to your website on our highly traveled website www.merrittvillespeedway.com
- ✓ 50 General Admission tickets for your use throughout the race season
- ✓ Opportunity to use our Front Gate display area to display your products and/or services you offer.

Merrittville SPEEDWAY.com
The Best Daily Entertainment in Niagara

WWW.MERRITTVILLESPEEDWAY.COM

HOOTERS

**Buy 10 Wings
Get 10 Free**

6357 Stanley Ave.
Niagara Falls, Ontario
905-357-HOOT
(4668)

In accepting this ticket holder releases management and owners from all liability in event of accident, damage or theft while on the premises. Management reserves the right to cancel any ticket at any time upon refunding purchase price.

***Cost of this Advertisement is \$4,000.00
per year for a 3 year term
plus applicable taxes.***



OPTION 1: VIP Tower Naming Rights with General Admission Tickets

Your Company will have exclusive VIP Tower Naming Rights as well as 100 General Admission tickets for your use throughout the race season.

Cost of this package is \$7,000 per year for a 3 year term and includes the cost of signage artwork and production.

OPTION 2: VIP Tower Naming Rights with VIP Suite

Your Company will have exclusive VIP Tower Naming Rights as well as a VIP Suite with 14 tickets per night for your use throughout the race season.

Cost of this package is \$10,000 per year for a 3 year term and includes the cost of signage artwork and production.

Tower Naming Rights option includes:

- ✓ Your Company will have exclusive right to our VIP Tower that is composed of 7 VIP Suites and our Officials Control Room
- ✓ This VIP tower can accommodate over 125 VIP guests
- ✓ Your Company name and/or logo will be affixed to the building as seen in the photo (top left).
- ✓ Your Company will receive mentions throughout the night on our Public Address System
- ✓ Your Company will receive word and logo mentions on our highly traveled website
- ✓ Your Company will receive extra exposure through photos that are sent to newspapers, trade papers, trade websites as well as our website
- ✓ Your Company will have the opportunity to use our front gate display area throughout the season to reach our loyal fan base on a one-on-one basis
- ✓ Your Company will have the opportunity to purchase group rate tickets for Your Company and its guests

MERRITTVILLE *Speedway*

FOR MORE INFORMATION

LORRAINE SPIECE

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Email: lorraines.merrittvillespeedway@gmail.com

