



2024

Sponsorship  
Package



✉ [hythespeedway@gmail.com](mailto:hythespeedway@gmail.com) ☎ Chris Moore 780-228-3469

🌐 [www.hythespeedway.com](http://www.hythespeedway.com) ☎ Ian Burgess 587-830-6826





# 2024 Race Season Sponsorship Packages

## Event Sponsorship: \$7000.00/weekend

Be the Title Sponsor of one of our weekend events. Your business will be featured on all advertisements including Radio, Social Media, Live Streams, and On-site. Customizable packages that can include: complete VIP section, Pace vehicle, multi-car show and shine. \*Full description on Pg. 3

## Class Sponsorship: \$3000.00/season

Be the Title Sponsor of one of our racing divisions on the track. Your business will be featured on all advertisements including Radio, Social Media, Live Streams, and On-site. Your business name will be mentioned every time the class of cars is on the track and cars will display your business logo while racing \*Business provides the decals.

## “Kids Get in Free” Sponsorship: \$2,000/weekend or \$6,000/season **SOLD New Horizon CO-OP**

Be the Sponsor that makes attending an event at the Hythe Motor Speedway a bit more affordable. Sponsorship will cover gate admission for anyone 12 years old and younger. Sponsors will be featured in all advertisements and receive radio mention. If a company chooses to sponsor the entire season their logo would also be placed on all cars racing at the speedway. Weekend sponsor receives 30 1-day passes, season sponsor receives 100 1-day passes.

## Timing Tower Sponsor: \$5000.00 – **SOLD Bluewave Energy**

The live timing and scoring board will allow fans to always know who the leader is and how many laps are left in the race. This sponsor would receive exclusive naming rights to the Timing Tower and would also have an 8'x20' billboard under the tower for all to see. Sponsor will receive 20 Weekend VIP Passes and 50 1-day passes.



## Billboard Advertising:

- **Track Billboard – 8'x16' \$1250** – Mounted on the back straight away (Includes 20 1-day passes)
- **Pit Wall Board – 4'x 8' \$500** – Mounted on the pit wall along front straight away (Includes 10 1-day passes)
- **Mini Sprint/Mower Track Billboard – 4'X8' \$500** -Mounted on the fence at the small dirt track.



\*All ads are produced and proofed by the advertiser. Any logos, artwork, or links must be supplied by the advertiser. Pit and Track billboards, decals are produced at the cost of the advertiser and will remain mounted throughout the year. Updating and resurfacing billboards is done at the cost of the advertiser.



# 2024 Event Sponsorship Packages

## Platinum Event Sponsor Package \$7,000.00 (\$5,000.00 without Radio)

Title Sponsor of one of our weekend events. Your business will be featured on all advertisements including Radio, Social Media, Live Streams, and On-site. Packages are fully customizable to suit the need of the business.

- Complete VIP section to include the following:
  - Separate seating area if requested (signage to be supplied by the sponsor if desired)
  - 50 Weekend VIP Passes \*Each VIP ticket holder receives 4 drink tickets\*
  - 50 One day General Admission tickets
- Full local media advertising which includes radio, social media, on-side advertising, and live-stream advertising (when available)
- Radio coverage includes mention in every ad on every partner station for the event advertising (approximate value \$10,000)
- Event Sponsor Board at the track & Advertising throughout the event.
- Use of your company vehicle & driver as a Pace Car for main event races
- Potential Multi-car show and shine (location and timing to be negotiated)

## Live Stream Sponsor –\$2,500.00 (Per Weekend) \$7,500.00 (Whole Season)

- Live Stream promoted as “Powered by “Company Name”
- Logo placement during livestreams
- Ad/Commercial placement at the start of livestreams and throughout
- Display area for company logoed vehicle
- Decals on all cars (season sponsorship package)
- Weekend sponsor receives 40 1-day passes, season sponsor receives 125 1-day passes.

## Main Event – Gold Sponsor \$1,000.00 Supporting Class Main Event Sponsor – Advertising at the track during the event

- Use of your Company vehicle and driver as a pace car for your sponsored Main Event
- Listing on Sponsor Board at the track
- Advertising on event posters (distributed locally and provincially)
- 6 Weekend Event Passes & 24 Drink Tickets
- 20 One Day Event Passes

## Heat Race – Silver Sponsor \$500.00

- One Heat Race Sponsor – Advertising at the track during the event
- Display area for company logoed vehicle
- Listing on Sponsor Board at the track
- 4 Weekend Event Passes & 16 Drink Tickets
- 10 One Day Event Passes





# 2024 Sponsorship Opportunities

## Event Sponsorship:



### June 8 & 9 – Fan Appreciation Weekend

- Platinum Sponsor – **SOLD – Pat's Auto**
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### July 6 & 7 - Starter Stock Showdown

- Platinum Sponsor – Available
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### August 10 & 11 – INEX Legends Series Special Event

- Platinum Sponsor – Available
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### August 31 & September 1 – IMCA Super Nationals & Street Stock Invitational

- Platinum Sponsor – Available
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

## Class Sponsorship:

Class Sponsors receive radio mentions, social media and website ads as well as the option to have all racers in the class run their logo for the entire season. Sponsors also receive 40 1-day passes for any event of the season.



### Flag Stand Sponsorship - \$2000/year

Have your brand on display in one of the most prominent areas of the entire speedway. Company logo will be featured on three sides of the flag stand. Includes 40 1-day passes. Company responsible for design/build costs. **SOLD Traveland RV**

### Sound Tower Sponsorship - \$4000/year

This package would give your company the naming rights to the Sound Tower for the season as well as space to put up an 8' X16' billboard sign on the sound tower that every fan would see as they enter the facility. Great exposure in a high traffic location. Includes 80 1-day passes. Company responsible for design/build costs. **SOLD Paragon Oilfield Supply**



# Major Project Sponsorship Opportunities

Our facility roared to life in 1995 and has served as a hub for racers and fans throughout Western Canada for almost 30 years. There are some aspects of the facility that need a major face-lift and will incur major capital costs to our non-profit society. We hope that you would consider becoming a partner that helps our association continue to provide a community focused facility for years to come. These projects are unique in their scope and so the partnership that we engage in with companies also will be unique. We will work with partners to customize the return they get from these partnerships. Some possibilities include, naming rights to the track/structures, activation opportunities at the track and your business, advertising (radio, print, social media), VIP events at the track, etc.

## **Project 1: Major Grandstand Overhaul - \$25000 Sponsorship – Exclusive naming rights to the grandstands for 5 years**

- Remove and replace all wooden planks
- Inspect/repair grandstand structure
- Install handrails to improve access to higher rows
- Install sheeting to fully enclose the structures for additional storage and aesthetic purposes.



## **Project 2: Replace Sound tower, Promotional Booth, and Liquor booth - \$20000 Sponsorship – Exclusive naming rights to the Sound Tower/Media Centre for 5 years**

- Remove existing structures, replace with three C-Cans (club already owns)
- Renovate C-cans to act as scoring/media centre, promotional booth, and liquor booth
- Install piles to insure stability of structure
- Re-run power, sound, and fibre optic cables to all structures and regrade ground around structures.

## **Project 3: Repair/Repave the track and pits at the Speedway – Quoted cost \$1.2 Million \$125,000 Sponsorship – Exclusive naming rights to the Speedway for 5 years**

- Repave the entire 3/8-mile oval
- Remove existing base in the pits, pack, layer with geo-cloth, and refill/repave
- Pave the north side of the pits to create a large space for additional types of events like drift shows, autocross, monster trucks, driver training, dealership test-drives.



Scan QR Code for digital form.

## 2024 SPONSORSHIP COMMITMENT

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Our Company is interested in the following Sponsorship Opportunity:**

**EVENT SPONSOR:** (Check Box)

Platinum Sponsor Package (\$7000) \_\_\_\_\_ Event Date: \_\_\_\_\_

Gold Sponsor Package (\$1000) \_\_\_\_\_ Event Date: \_\_\_\_\_

Silver Sponsor Package (\$500) \_\_\_\_\_ Event Date: \_\_\_\_\_

**CLASS SPONSOR (\$3000):** (Check Box)

Mini Sprint Jr.  Mini Sprint Sr.  Starter Stock  Elite Streets.

IMCA Modified  Run-Your-Junk  Mower Mayhem

**BILLBOARD ADVERTISING:** (Check Box)

4 x 8 Billboard Sign  8 x 16 Billboard Sig \_\_\_\_\_

**LIVE STREAM SPONSOR:**  Weekend (\$2500)  Season (\$7500)

**KIDS GET IN FREE:**  Weekend (\$2000)  Season (\$6000) **SOLD – New Horizon CO-OP**

**TIMING TOWER SPONSOR (\$5000):**  **SOLD – Bluewave Energy**

**FLAG STAND SPONSOR (\$2000):**  **SOLD – Traveland RV**

**SOUND TOWER SPONSOR (\$4000):**  **SOLD – Paragon Oilfield Supply**

I hereby authorize the above noted Sponsorship/Advertising Package and authorize the use of my name/company name by Peace Area Motor Sports Association for recognition and promotional purposes related to the sponsorship campaign and the Event.

COMPANY REPRESENTATIVE

PAMSA REPRESENTATIVE

All costs are for one season, unless otherwise specified. Advertisers are responsible for notifying PAMSA if they do not wish to advertise the following season. GST will be added to the cost of all packages.





**MINI SPRINT JR./SR.**



**STARTER STOCK**



**ELITE STREET**



**IMCA MODIFIED**



**RUN YOUR JUNK**



**MOWER MAYHEM**

