

Texas Motor Speedway Sponsorship Breakdown 2020:

Gift of Lights Sponsor: \$2,500

- Signage sponsoring display in Gift of Lights
- Company Logo Featured on 50,000 Printed General Admission Tickets
- Company logo included on print media and social media
- 10 Complimentary Tickets to Gift of Lights

Gift of Lights Corporate Sponsor

\$5,000: Corporate Sponsors will have a Custom logo display at Gift of Lights for the duration of the event

- Custom logo sign in Gift of Light show
- Company Logo Featured on 50,000 Printed General Admission Tickets
- Company logo included on print media and social media
- 10 Complimentary Tickets to Gift of Lights

Gift of Lights Media Sponsor

\$7,500: Sponsor of an entire scene at Gift of Lights for the duration of the event

- Signage sponsoring entire scene of your choice
- Custom logo sign in Gift of Light show
- Company Logo Featured on 50,000 Printed General Admission Tickets
- 20 second ad space in Gift of Lights HO HO Radio loop
- Company logo included on print media and social media
- 15 Complimentary Tickets to Gift of Lights

Santas Village Activity Sponsor

\$10,000: Headline sponsor of a Feature Activity in Santa's Village includes:

- Visible signage of sponsored activity in Santa's Village
- Custom logo sign in Gift of Light show
- Company Logo Featured on 50,000 Printed General Admission Tickets
- 30 second ad space in Gift of Lights HO HO Radio loop
- Company logo included on print media and social media
- 20 Complimentary Tickets to Gift of Lights

Headline Santa's Village Sponsor

\$15,000: Headline sponsor of Santa Village package will include:

- Signage sponsoring entire scene in show
- Custom logo sign in Gift of Light show
- Company Logo Featured on 50,000 Printed General Admission Tickets
- 40 second ad space in Gift of Lights HO HO Radio loop
- Company logo included on print media and social media
- 30 Complimentary Tickets to Gift of Lights

Season Pass/ Comp Ticket Sponsor

\$20,000: Headline sponsor of Season Pass/Comp Tix Includes:

- Company Logo and name printed sponsoring season pass/ comp ticket on each ticket
- Signage sponsoring entire scene in show
- Custom logo sign in Gift of Light show
- Company Logo Featured on 50,000 Printed General Admission Tickets
- 50 second ad space in Gift of Lights HO HO Radio loop
- Company logo included on print media and social media
- 40 Complimentary Tickets to Gift of Lights

Headline Sponsor of Gift of Lights at Texas Motor Speedway

\$25,000: Headline sponsor of Gift of Lights for the entire duration of event

- Presenting sponsor on all 50,000 Printed General Admission Tickets
- Signage throughout show and Santa's Village Experience
- Custom logo sign in Gift of Light show
- Signage sponsoring Feature Scene in light show
- 60 second ad space in radio loop,
- Company logo as presenting sponsor included on print media and social media
- 50 Complimentary Tickets to Gift of Lights

