

# Noceti Group, INC.

Motorsports & Event Promotions



## Who is the Noceti Group?

The Noceti Group, Inc. was created to provide quality family motorsports entertainment in 2009. The company resurrected the Stockton 99 Speedway and renamed it to The New Stockton 99 Speedway. In 2013, the Noceti Group, Inc. expanded it's race tracks to include the Stockton Dirt Track and the Little Stockton 99 Go Kart and Motorcycle racing facility. The Stockton Dirt Track has established itself to be the premier dirt track in Northern California.

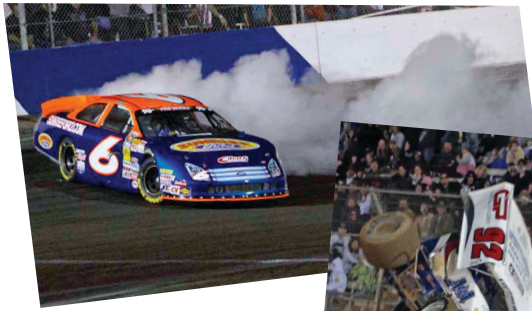
In 2014, the Noceti Group, Inc. took over the Stockton Asparagus Festival, renaming it the San Joaquin Asparagus Festival in 2015, keeping it alive and well in Stockton. In 2022, the California Garlic Festival was held at the San Joaquin Fairgrounds for the first time. These festivals have experienced continued success with many more years to come.

## More Tracks. More Action. More Events. More Fun.

### Why should YOU become a SPONSOR of our events?

Whether it's having a visual presence year round at the race tracks or a virtual presence through ticket sales, websites, social media engagements or both visual and virtual, The Noceti Group, Inc. has many marketing opportunities to direct customers to your business. By offering local impressions on the LED billboard located on Wilson Way, Stockton, CA we can help drive traffic to your business in person or to your website to make a sale. Highlighted sponsor posts on our social media accounts can direct customers to participate in promotions and create more engagements within your social media posts. Booth display spaces are available to promote your services and/or sell your products increasing direct sales and building partnerships with future clientele. We can create a valuable marketing opportunity tailored to your business's goals with successful outcomes.

# MOTORSPORTS OF ALL KINDS



## **STOCKTON 99 SPEEDWAY**

SRL SPEARS Pro Late Model Series  
SRL SPEARS Southwest Tour  
Stockton Late Models  
Street Stocks, B-4 Cylinders & Jr. B4's  
AAA Energy Systems Pro-4 Modifieds  
Legends of Kearney Bowl  
Legends Touring Series  
North State Modifieds  
Rusty Wallace Driving Experience  
Drifting Competitions

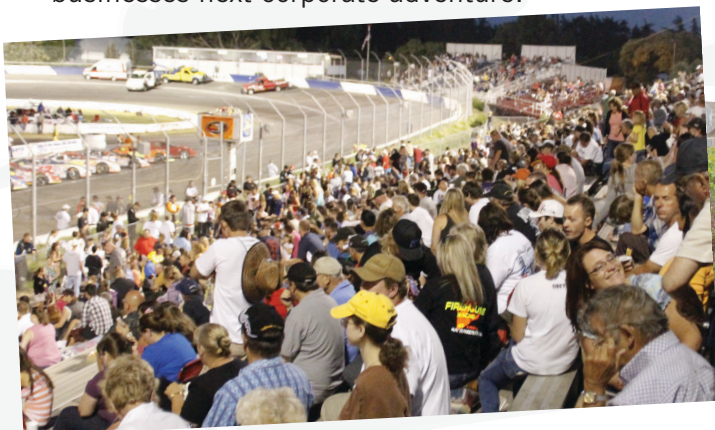
## **STOCKTON DIRT TRACK**

Monster Truck Madness  
NARC-King of the West 410 Sprint Cars  
Sprint Car Challenge Tour 360 Sprint Cars  
A-Mods, B-Mods & Hobby Stocks  
Tri State Pro Stock's  
West Coast Nationals Tractor Pulls

*Each event appeals to a diverse demographics, making your marketing dollars expand broader audiences.*

# STOCKTON 99 SPEEDWAY VIP HOSPITALITY SUITE

The VIP Hospitality Suite at the Stockton 99 Speedway includes seating for up to 125 people with catering for your special event. This hospitality suite is available at any event during the race season at the Stockton 99 Speedway. We can accommodate many types of office functions, club or organization parties, but not limited to other types of promotional events for your business. Contact us today for more information about your businesses next corporate adventure!





# MEDIA EXPOSURE FOR YOUR BUSINESS

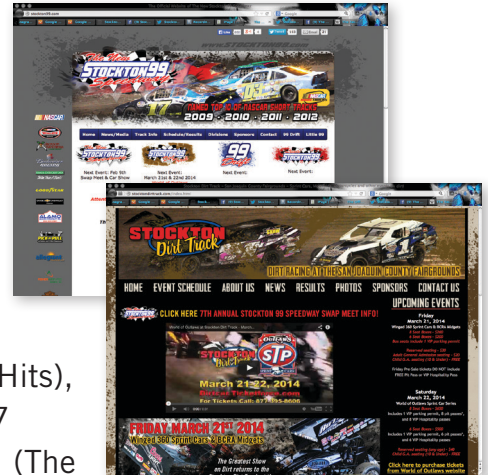
TV advertising in the Northern and Central California and our marketing efforts reach over 2 million people annually.



The Noceti Group offers media exposure through radio and TV commercials. Radio advertisements are regularly heard on KAT Country 103 (Valley's #1 Rated exclusive Country Radio Station), KHOP 95.1 (Today's Hits), KJOY 99.3 (Lite Rock. Less Talk), KWIN 97.7

(Mainstream Urban) and The Hawk 104.1 (The Valley's Classic Rock Station) which are all

Cumulus Media stations covering both Modesto and Stockton, and Redding to Bakersfield. The combined radio markets contain an estimated listening audience of around 989,500+ consumers at their homes, work or in their cars and 797,500+ followers on Facebook.



The Stockton 99 Speedway, Stockton Dirt Track and San Joaquin Asparagus Festival have been published in various newspapers and highlighted on Live TV segments that cover San Joaquin and Sacramento counties, as well as surrounding areas and national levels.

Advertising and promotional materials, include but are not limited to; event posters and postcards, schedules, magazine and newspaper ads, road signs, digital billboards, and social media posts on several platforms.



[facebook.com/stocktondirt](https://facebook.com/stocktondirt) (10,453+ FOLLOWERS)

[facebook.com/TheNewStockton99](https://facebook.com/TheNewStockton99) (11,709+ FOLLOWERS)

[facebook.com/SanJoaquinAsparagusFestival](https://facebook.com/SanJoaquinAsparagusFestival) (10,032+ FOLLOWERS)



[instagram.com/stocktondirttrack](https://instagram.com/stocktondirttrack)

[instagram.com/sanjoaquinaspargusfestival](https://instagram.com/sanjoaquinaspargusfestival)

# SPONSORSHIP OPPORTUNITIES

How Can We Help You Help Us?



# OF MONTHLY COMP TICKETS	40	20	10	5		
<b>PRE-EVENT RECOGNITION</b>						
Social Media Promotion (Facebook, Twitter, Instagram)	●	●	●			
Website Presence w/Link	●	●	●	●		
Print Advertisements	●	●	●			
Event Flyer	●	●	●			
Radio Advertising	●	●				
TV Advertising	●	●				
Official Sponsor of Race	●					
<b>ON-SITE RECOGNITION</b>						
Banners (3'x8')	8	6	4	2		
K-Rail Banners (2'x16')	2	1	1	1		
PA Announcements	6	4	2	1		
Back Stretch Billboard (8'x16')	1	1				
Vendor Space 10'x10'	1	1				
LED Billboard	●	●				●
VIP Hospitality Suite w/ Catering	●				●	
VIP Pit Passes & Admission	125				125	
Exclusive Track Night Naming	●				●	

8' x 4' LED Billboard is located at the entrance of the Stockton 99 Speedway, 4105 N. Wilson Way, Stockton, CA 95205. Ads rotate every 6 seconds with an average of 15 rotating ads, 40 print per hour, 518,400 monthly impressions.