

To Whomever it may concern,

You are receiving this because we believe your company would be a good fit for our series.

Started in 2001, Arroyo Seco Motorcyclist Association, known as ASMA, is a motorcycle roadracing series and trackday organization that operates in New Mexico and Arizona. As with all groups, we focus on safety and sportsmanship, as well as keeping costs as low as possible to allow more riders to be able to race with us in what is a fairly expensive sport for all involved. To help achieve this, we rely on business such as yours to help us with costs of promotion and circuit rental costs. It isn't a one way street, I promise, we do our best to advertise our partners at each of our events, as well as social media and our website, www.asmaracing.com. We believe we are the best bang for the buck advertising source available for sportbike motorcycle business such as motorcycle shops and accessories for riders and racers.

We offer low cost, yearly class sponsorships as well as series and event title sponsors and event associate sponsorships. For title and event sponsorships, most of the proceeds are used for social media advertising, assuring your companies name and logo as well as web links are in front of prospective customers that benefit both your company as well as our series. We strive to offer the best ROI in the industry for low cost, locally targeted promotions and have happily forged great relationships with our partners for many years. Evan Steel Performance, the title sponsor for our top class, Formula Arroyo by Evan Steel Performance, has been with us since 2005. Most of our sponsors stay with us for many years because of the value we offer.

Class sponsorships start out at \$250 a year for Formula Femme, \$500 a year for the majority of classes and \$1000 a year for premier classes such as Formula Amateur and Formula 500.

In addition, we are open to series title sponsorship, and of course per event title sponsorships. Both series and event sponsors receive pit passes for the weekend and a spot for canopies to display inventory at the event.

Most event title sponsorships run \$500 for the weekend, and all social media advertising and posts will refer to the event with the title sponsor name, such as "Arizona Sportbike Development Firebird Shootout". The Arizona Superbike Shootout in late April is the premier race in the Southwest and takes place at the Podium Club, which draws more racers from all over including California, Arizona, Nevada, Colorado, New Mexico and Texas and title sponsorship at that event runs \$2,000 and includes 2 trackdays and 4 pit passes for the weekend.

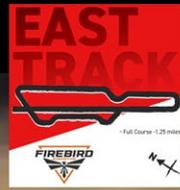
We are open to working with you to tailor sponsorships for your needs. Got an idea, let us know and see if we can become partners for the season, and hopefully the future as well.

Attached is a sample race day schedule with a few classes we have that are available.

For more information, contact Roger Heemsbergen at 575-494-4794 or email Roger@asmaracing.com

ASMA
ROADRACING

2025



February 15 Trackday Firebird East, Chandler AZ
February 16 Roadracing Firebird East, Chandler, AZ

March 15 Trackday, Arroyo Seco Cw, Deming, NM
March 16 Roadracing, Arroyo Seco CW, Deming, NM

April 26 Trackday, Podium Club, Casa Grande AZ
April 27 Roadracing, Podium Club, Casa Grande AZ

June 7 Trackday, Arroyo Seco, CCW, Deming, NM
June 8 Roadracing, Arroyo Seco CCW, Deming, NM

September 6 Trackday, Arroyo Seco CW, Deming, NM
September 7 Roadracing, Arroyo Seco CW, Deming, NM

October 4 Trackday, Arroyo Seco CCW, Deming, NM
October 5 Roadracing, Arroyo Seco CCW, Deming, NM

November 8 Trackday, Arroyo Seco CW, Deming, NM
November 9 Roadracing, Arroyo Seco CW, Deming, NM

Tentative Race Weekend Schedule



Saturday:

Gates open at 7:00am

Signups open at 7:30am

Practice 9am: 15 Min sessions

Groups as follows.

1. B/C (beginner and intermediate)
2. Expert racers only
3. Amateur racers and A group
4. Lightweight twins and singles

12:30 Lunch

1:15 Practice Resumes

Sunday:

Signups open at 8:00am, open until 9:00

Practice begins at 8:30 (3 Groups, Expert, Amateur, Lightweight)

10minute sessions.

Practice Ends at 9:30

Races begin at 10:00am

Races are 5 laps except as noted.

1. 350 Superbike by Fast by Few
Formula Femme **AVAILABLE**
2. Unlimited Superbike by KurveyGirl.com
3. Lightweight Grand Prix by Brake Free
4. Formula 40 **AVAILABLE**
5. Beginner by Adrenaline Performance
6. Middleweight Superbike by Law Tigers
7. Ultralight Grand Prix by Dori-Joe Farms

Lunch

8. Formula Amateur by Arizona Sportbike Development (7 Lap)
9. Formula Arroyo by Evan Steel Performance (9 Lap)
10. Formula 500 (5 laps) **AVAILABLE**
11. Middleweight Superstock by Sportbike Performance Center
12. Unlimited Superstock **AVAILABLE**
13. Southwest Thunder by Xcel Trackdays

