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[www.edgewaterrace.com](http://www.edgewaterrace.com)

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

*Be part of the Excitement!*

Edgewater Sports Park is Cincinnati's premier drag racing facility sitting on 175 acres along the banks of the Great Miami River in Cleves, Ohio. Edgewater features weekly NHRA 1/8 and 1/4 mile drag racing and special events, car shows, swap meets, outdoor concerts, and so much more!



## Our History:

Edgewater Sports Park was founded in 1953 by 3rd generation farmer Albert Minges as a country retreat with picnicing, camping, concessions, and much more. With the sport of drag racing taking hold, sons Phil and Tom built a track on the land adjacent to the park. What started as two dirt strips was soon paved, giving way for a lifetime of drag racing excitement. In continuous operation since 1958, Edgewater has seen some of the biggest names in drag racing and has hosted national races. Along with the racing program Edgewater Sports Park continued its long heritage of "the place to be" hosting outdoor concerts with what is now recognized as some of the greatest musical artists of all times. In 1975 Motorcycle shop owner Jim Settles purchased the the facility feeding the growing motorcycle drag racing interest. In 1979 Richard "Dick" Weinle, a local speed shop owner and weekly drag racer, purchased the facility and it continues to be run by the Weinle family today! Saturday bracket racing sees well over 200 cars weekly. Special events can have over 4,000 spectators of all ages! Since Dick Weinle's passing in 2019, the Weinle family has committed to continuing the legacy investing in some much needed improvements to the track and grounds. We at Edgewater look forward to a bright future and a return to the excitement that has been building for years.

## What have to offer:

Edgewater Sports Park has the facilities to handle large crowds and small events alike! Some of our offerings include:

- A spacious family friendly facility with handicap accessibility
- On-grounds spectator parking with available VIP parking
- 1/8 mile and 1/4 mile drag racing on a freshly reworked track surface
- Ample trackside seating for up-close race spectating
- Pits are open to everyone so you can see the cars and meet the racers
- A beautiful wooded landscape allowing on-ground camping
- Fixed and portable staging for great musical concert experiences
- On-site concessions featuring some of the best track food around
- A newly remodeled "First Round Lounge" serving adult beverages and more
- (Coming soon) Remodeled race tower VIP boxes for a unique experience



## Sponsor and Advertising Opportunities

Edgewater Sports Park offers many unique opportunities to advertise your business and products and to get your message noticed! We look forward to working with you to find the right elements to help you achieve your goals. We have a wide range of features and benefits for businesses of all sizes and budgets.

## Event Sponsorship



Edgewater works hard to bring exciting, high fan draw, events to our facility. There is no better way to get noticed and have your name in lights than to sponsor one of our events or event series. Not only will you be highlighted in our pre-event media blitz, online advertising and social media blasts, but you will have a large voice in the event itself! Always wanted to have a special race, concert, car show or activity in your name? Here is your chance! Other benefits include on-site exhibit space, general admission for members of your group, your name and logo on all of our event communications, and PA announcements of your participation throughout the event. Pricing for a single event sponsorship starting at \$1500 and event series sponsorship starting at \$5000.

Are you a promoter or an organization that has an event that may be a great fit to our programs? Give us a call to discuss your proposals!





## Contingency & Class Sponsors

Edgewater has loyal racers that compete week after week for annual points championship awards and prizes plus the opportunity to compete at the NHRA Division 3 race. What a great way to show your support for the weekly racers and get noticed by the fans. Financial sponsorship, prizes, or products and services are all ways you can be involved. Benefits include online and at-track advertising.

## Track Lane Sponsors

One of the highest visibility advertising opportunity is the sponsorship of one of the race lanes. Imagine your name and logo on the time board, the announcer calling it "your" lane all evening and having your name printed on each timeslip the racers receive. Big bold and one of the best opportunities to get noticed! Pricing is \$8000 per year with a 2 year contract.



## Track Signage & Billboards



One of the first things you notice as you enter the facility, on the walls and fences around the track are the advertiser's signs! This economical method of advertising provides great exposure of your branding to the racers and spectators alike! Having your name and logo displayed throughout the year and having it appear in the background of photos taken is a great way to be noticed! Pricing starts at \$1100 with your choice of location - but sign up fast as the best spots are taken quickly!

## Winner's Circle Sponsors

The most sought after advertising space is no doubt the Winner's Circle! Where else can you assure your brand appears in photos of the evening's race winners and event champions? Pricing for Winner's Circle sponsorship starts at \$5000 annually. This opportunity can be as big as you can dream and your budget will allow!



## Time Slip & Tech Card Ads



Edgewater's most underrated advertising opportunity is on our Time Slips and Tech Cards! Imagine having your brand name on each and every timeslip printed and handed to each racer, every pass. Racers love to share their success with photos of their timeslips on social media, how better to capture this opportunity! Pricing starts at \$1000 annually.

## Exhibit/Vendor Space

What better way to reach your potential customers than face to face! Edgewater Sports Park offers plenty of space for exhibitors to show and sell their products each week! 20 x 20 spots start at \$75 per day and include admission for (2) booth workers during normal weekly programs. Special events may be additional.



## Track and Event Rentals



Edgewater Sports Park is pleased to provide facility rental for your special events. From renting the track for testing to our First Round Lounge for entertaining your guests, to even having your destination wedding at your favorite place! Track rental with nominal prep starts at \$1500. Let us work with you to put together an event your group will talk about for years to come!

**Contact us TODAY to secure your spot to be part of the Excitement that is Edgewater Sports Park! Let us help you build your brand, reach new customers and join the fun! We can offer something for nearly any budget and can offer advertising opportunities in exchange for your products and services as well. Need help with your artwork, or constructing your advertising space, or want to be part of our internet and social media advertising strategy? We are here to help and ready to work with you!**

**Contact Rob at: (513) 353-4666 robertweinle@gmail.com**



# 2023 Sponsorship Opportunities

## Track Title Sponsorship

## Track Event Sponsorships:

Outlaw ProMod Series  
2-Day \$5K Series  
Cincy Street Nights No-Prep Series  
Dick Weinle Memorial Event  
Muscle Car Days Events  
Nitro Chaos Event  
Nostalgia Funny Cars Event  
Night of Fire Event  
Quick 8 Series  
Straight Axle Mafia Series  
Super-Stock Series  
Stick Shift Racing Series  
Edgewater Points Series  
Winner's Circle

## Track Advertising:

Lane Sponsor Signage  
Winner's Circle  
Tower Signage  
Track Wall/Fence Signage/Banners  
Safety Truck Signage  
EMT/Firesuit Apparel  
Track Personnel Apparel  
ET Ticket