

VICTORY LANE SPEEDWAY

victorylanespeedway.ca

Sponsorship Opportunities

2021

April 7, 2021



New Ownership

New Name

We are incredibly excited to have purchased the iconic Victory Lane Speedway! Yes, the track's name will again be Victory Lane Speedway.

We know we are a little late to the starting grid with this sponsorship package, but there were many many months of negotiations to get to this point. You will notice we do not even have a logo or professional graphics yet, but they are on the way!

This coming year will be filled with unknowns, from the number of fans in the stands, to whether drivers will be able to race at other neighbouring tracks. But what is known, is that we do need your support to rebuild the track to the grandeur it once was.

We have many rebuilding plans, but we can't do everything at once, especially during these uncertain times. In order to return to an affordable family friendly night out, we started by lowering ticket prices. Sponsorship package prices are also significantly reduced, and our new *Pick-a-Race/Pick-a-Class* sponsorship package makes it affordable for almost any person or business to support the speedway and drivers to ensure that both will be around for years to come!

We plan on building a robust social media presence, and together with our new website, we will ensure that your business is promoted as a partner of the speedway. We would be extremely grateful for your sponsorship and look forward to your attendance at the races this coming season!

Sincerely,

Brenda Stutsky PhD, President and CEO

Robert Stutsky, Vice President

Email: info@victorylanespeedway.ca

New Vision/New Values

VISION

**To be a premier North American
dirt track racing facility.**

VALUES

Family Fun

Affordability

Customer Service

Respect

Being a Good Sport

St. Andrews, Manitoba, Canada

New: Electronic Ticketing System, Reserved Seating, and Lower Prices

No more waiting
in line.

Buy from home
and be scanned at
the gate.

Or, buy on-site.

Regular Admission

Kids 10 and under: FREE

Students 15 and under: \$10.00

Adults/Senior: \$17.00 (All taxes/fees
included)

Box/Deck Seating for a Group (Minimum of 8 Maximum of 10 People)

Kids 10 and under: FREE

Students 15 and under: \$12.00

Adults/Seniors: \$22.00 (All taxes/fees
included)

No more surprise ticketing fees or taxes
on checkout. The price you see is the price
you pay!

No more rush seats. All seats will be
numbered with auto physical distancing
rules separating fans.

Visit our Website
for Season Ticket
Pricing

[victorylanespeedway.ca/
tickets](http://victorylanespeedway.ca/tickets)

Ticket Prices Reduced by Up to 40%

Track Configuration & Facts



- 10 minutes south of Winnipeg on Highway 75
- 0.4 mile track
- 6 Stock Car Classes (Late Models, Modified, Midwest Modified, Super Trucks, Pure Stock, 4 Cylinder)
- Approximately 200 annual race car drivers
- Seating capacity 3,000
- Concessions and liquor license

New: Trackside Advertising Packages

Opportunities

- **Turns 1 & 2:** \$1,500.00
- **Back Straightaway:** \$1000.00
- **Front Straightaway Backlit:** \$1500.00
- **Front Straightaway:** \$750.00
- **Top of Scoreboard:** \$10,000.00 (Total for 2 years)
- **Flag Stand:** \$5,000.00 (Total for 2 years)
- **Top External Side of Suites:** \$10,000.00 (Total for 2 years)
- **External Side of Announcer's Booth:** \$10,000.00 (Total for 2 years)

More Affordable Packages!
No More Ticket Wastage or Paying for Unused Tickets

Included in All Trackside Advertising Packages

- **50% discount on event tickets:** You will receive a promo code for 2 adult tickets (available seats [box or regular] of your choice) discounted at 50% for each race (no cash value). No discount on \$1700 box/deck season tickets.
- **Payment of \$200.00 in prize winnings in your business name to the driver class of your choice (Not in addition to the normal winnings).**
- The option to include your **business coupon** on all electronic/printable entrance tickets for 1 (one) race.
- At least **5 social media posts in 2021** promoting your business.
- **Link to your website** from victorylanespeedway.ca.

Note: Design, production, and supply of all boards is the responsibility of the client.

The speedway installs boards free of charge.

The speedway is not responsible for potential damage to boards.

The client is responsible for sending the speedway a mock-up of the board prior to production.

New: Trackside Annual Advertising Board Packages \$750.00 - \$1500.00

Turns 1 & 2



\$1,500.00

8 feet high x 16 feet wide

Back Straightaway



\$1,000.00

8 feet high x 16 feet wide

Front Straightaway: Backlit



\$1,500.00

4 feet high x 8 feet wide

Front Straightaway



\$750.00

4 feet high x 8 feet wide

Note: Price includes all extras as outlined on Page 6.

New: 2021/2022 Trackside Advertising Packages

Top of Scoreboard



\$10,000.00 (Total for 2 Years)

Flag Stand



\$5,000.00 (Total for 2 Years)

Top External Side of Suites



\$10,000.00 (Total for 2 Years)

External Side of Announcer's Booth



\$10,000.00 (Total for 2 Years)

Due to the installation costs and prominence of these options, prices are for a 2-year period paid in full the first year. Price includes all extras as outlined on Page 6.

New: Promenade Annual Advertising Packages \$400.00 - \$800.00

Opportunities

- **Entrance: East Side Fence Facing East (or Double Sided): \$400.00**
- **Turn 4 Facing Promenade: \$750.00**
- **Walking Hill: Fence Facing South: \$400.00**
- **Main Promenade: Fence Side Facing South (or Double Sided): \$400.00**
- **Main Promenade: North Stands Facing North: \$400.00-\$800.00**

Included in All Promenade Advertising Packages

- **50% discount on event tickets:** You will receive a promo code for 2 adult tickets (available seats [box or regular] of your choice) discounted at 50% for each race (no cash value). No discount on \$1700 box/deck season tickets.
- **Payment of \$100.00 in prize winnings in your business name to the driver class of your choice (Not in addition to the normal winnings).**
- The option to include your **business coupon** on all electronic/printable entrance tickets for 1 (one) race.
- At least **5 social media posts in 2021** promoting your business.
- **Link to your website** from victorylanespeedway.ca

Note: Design, production, and supply of all boards is the responsibility of the client.

The speedway installs boards free of charge.

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The client is responsible for sending the speedway a mock-up of the board prior to production.

New: Promenade Annual Advertising Board Packages \$400.00 - \$750.00

Entrance: East Side Fence Facing East (or Double Sided)



\$400.00

4 feet high x 8 feet wide

Turn 4: Facing Promenade



\$750.00

8 feet high x 16 feet wide

Walking Hill: Fence Facing South



\$400.00

4 feet high x 8 feet wide

Main Promenade: Fence Side Facing South (or Double Sided)



\$400.00

4 feet high x 8 feet wide

Note: Price includes all extras as outlined on Page 9.

New: Promenade Annual Advertising Board Packages \$400.00 - \$800.00

Main Promenade:



\$400.00

4 feet high x 8 feet wide

Main Promenade: North Stands



\$800.00

8 feet high x 8 feet wide



Note: Price includes all extras as outlined on Page 9.

New: Pit Side Annual Advertising Board Package \$250.00



Opportunity

- **Turn 1 & 2 Pit Side Boards - 8 ft high x 16 ft wide: \$250.00**

Included in All Pit Side Advertising Packages

- **50% discount on event tickets:** You will receive a promo code for 2 adult tickets (available seats [box or regular] of your choice) discounted at 50% for each race (no cash value)
- **At least 2 social media posts in 2021** promoting your business
- **Link to your website** from victorylanespeedway.ca

Note: Design, production, and supply of all boards is the responsibility of the client.

The speedway installs boards free of charge.

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New: Race Day Sponsorship

\$1500.00

Included in Your Race Day Sponsorship

- **Private indoor suite** for up to 8 people including **8 free regular adult race day tickets (including pit passes)** for the day of sponsorship. You will receive a promo code for the free tickets (no cash value). Note: The number of individuals allowed in the suite will depend on Public Health physical distancing rules.
- **Payment of \$500.00 in prize winnings in your business name to the driver class of your choice (Not in addition to the normal prize winnings).**
- **Up to 50 adult race day tickets at 50% off.** You will receive a promo code for the tickets (available seats [box or regular] of your choice) discounted at 50% (no cash value).
- **Your business name included in all race day advertising** (i.e., website, social media, electronic/printable tickets).
- Ability to **provide your own give-aways to fans** (Note: Give-aways must be pre-approved by the speedway).
- **Area at the east end of the promenade for product displays, banners, give-aways** (Note: Give-aways must be pre-approved by the speedway).
- A member of your group can **wave the green flag** for one actual race.
- Members of your group can **ride in the pace vehicle** (limited by the size of the pace vehicle): one group pre-intermission and the other group post-intermission.
- The option to include your **business coupon on all electronic/printable entrance tickets for the race.**
- **Scripted ad broadcast by race day announcers at least 4 times.**
- At least **5 social media posts in 2021** promoting your business.
- **Link to your website** from victorylanespeedway.ca.

2021 Race Days: Subject to Change

May 6

May 13

May 20

May 27 & 29

June 3

June 10

June 17 & 19

June 24

July 1

July 8

July 15

July 22

July 29

August 5 & 7

August 12

August 19

August 26

September 3 & 4: Prairie Classic & WISSOTA Track Points Cut-Off Date

September 9

September 25

More races to promote your business including Tuesday practices.

Start racing in May instead of June. Finish all major races before the weather changes in September and races are potentially cancelled.

If provincial borders and/or the Canada/USA border remains closed, additional races may be added!

SCHEDULE SUBJECT TO CHANGE

New: Class Sponsorship

\$40.00 Minimum

Support the pool of prize money that drivers receive by sponsoring a race date and a class. All sponsorship money goes directly to the prize money drivers receive based on their finish in the race and is added to the total standard winnings distributed.

Sponsor any amount in \$40 increments.

\$40.00 minimum

Classes include:

- 4 Cylinder
- Pure Stock
- Super Trucks
- Midwest Modified
- Modified
- Late Models

- **Receive one free ticket and pit pass (for every \$40.00) for the race you sponsored.**
- **Your name/business will be included in our website advertising related to the sponsored race.**
- **Link to your website from victorylanespeedway.ca.**

Pick-a-Race/Pick-a-Class