



2022

Sponsorship/Advertising Opportunities





Dear Sponsor/Advertiser

Well, we made it through our first season and during a pandemic! That in itself is an incredible accomplishment that we are proud of. We brought back excitement to the speedway and returned it to an affordable family night out.

We have many rebuilding plans, and to fulfill those plans we do need your support to make it a premier dirt track facility. 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

Website: <https://victorylanespeedway.ca>



VISION

To be a premier North American dirt track racing facility.

VALUES

Family Fun

Affordability

Customer Service

Respect

Being a Good Sport



Pick-a-Race/Pick-a-Class

A POPULAR WAY TO SUPPORT OUR RACERS

Add to 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. All Drivers are notified of the amount sponsored.

Sponsor any amount!

Receive one free ticket for every \$40.00 you sponsor (Note: Minimum of \$40.00 to receive a free ticket).

You decide how you want the money distributed.

Your name/business will be included in our advertising related to the sponsored race.



Trophy Sponsorship

**HAVE YOUR COMPANY LOGO ON RACE TROPHIES
AWARDED TO THE 1ST PLACE DRIVER IN EACH CLASS**

Per Event Cost:

All 6 Classes Racing: \$350.00

5 Classes Racing: \$300.00

4 Classes Racing: \$250.00

Track Championship (3 Trophies Per Class): \$300.00/Class

Trophy Sponsorship Promoted on Our Website, Social Media Channels, and by Our Track Announcers

Visit our Website for the Racing Schedule and Classes
<https://victorylanespeedway.ca/race-schedule>



Junior Fan Club Sponsorship

**Support the Racers of the Future
For All Kids 12 and Under**

Sponsorship is divided up as follows:

- **Candy Toss Sponsorship:** \$500.00 for 5 races. \$2000.00 for the season.
- **Medal Sponsorship:** \$300.00 for 1/2 of the season or \$600.00 for the full season. One medal, with your company logo, will be given to a child in the crowd by the 1st place driver in each race. Approximately \$5.00/medal.
- **Popcorn Sponsorship:** \$300.00 for 1/2 of the season or \$600.00 for the full season. One free small bag of popcorn will be given to each Junior Fan Club member each race.
- **Birthday Card Sponsorship:** \$500.00. Each Junior Fan Club member will receive a mailed birthday card during the month of their birthday. Your company logo will be on the card.
- **All sponsors names/logos will be on the Junior Fan Club Membership Card.** You will have a link to your website from victorylanespeedway.ca and promotion via our social media channels and track announcers.



Trackside Advertising Opportunities

Turns 1 & 2: \$1,500.00 (Plus GST)

Includes 4 Regular Seating Tickets Dated for Each Race (\$1360.00 Value)

All Advertising Boards Include Tickets for Every Race!

Back Straightaway: \$1000.00 (Plus GST)

Includes 2 Regular Seating Tickets Dated for Each Race (\$680.00 Value)

Front Straightaway Backlit: \$1500.00 (Plus GST)

Includes 4 Regular Seating Tickets Dated for Each Race (\$1360.00 Value)
Triple Size \$3000.00—Includes 8 Regular Seating Tickets

Front Straightaway: \$750.00 (Plus GST)

Includes 2 Regular Seating Tickets Dated for Each Race (\$680.00 Value)

All Packages: Link to your website from victorylanespeedway.ca and promotion by our track announcers.

Note: Design, production, and supply costs 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.



Ticket Prices Unchanged from 2021

Regular Admission

Kids 10 and under: FREE

Students 15 and under: \$10.00

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

Early Bird Season Tickets: \$195.00 Plus GST (Paid by December 31, 2021—Cost Per Ticket Only \$9.75 Plus GST)

Regular Season Tickets: \$215.00 Plus GST (Paid after December 31, 2021—Cost Per Ticket Only \$10.75 Plus GST)

Box/Deck Seating for a Group of 8

All Tickets: \$22.00 each (All taxes/fees included)

Early Bird Season Tickets: \$1995.00 Plus GST (Paid by December 31, 2021—Cost Per Ticket Only \$12.47 Plus GST))

Regular Season Tickets: \$2195.00 Plus GST (Paid after December 31, 2021—Cost Per Ticket Only \$13.72 Plus GST)

All seats are numbered and reserved.

Visit our Website for More
Season Ticket Details



Box/Deck Season Ticket Add-On

**Purchase a Box/Deck Package for the Full Season
and Add an Advertising Board for 50% Off**

Turns 1 & 2 Advertising Board: Add on for **Only \$750.00** (Plus GST—Regular \$1500.00)

Back Straightaway Advertising Board: Add on for **Only \$500.00** (Plus GST—Regular \$1000.00)

Front Straightaway Backlit: Add on for **Only \$750.00 4x8 size**
(Plus GST—Regular \$1500.00)

Front Straightaway Advertising Board: Add on for **Only \$375.00** (Plus GST—Regular \$750.00)

All Packages include a link to your website from victorylanespeedway.ca
No additional seats/tickets included when purchasing as an add-on.

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Turns 1 & 2



\$1,500.00 Includes 4 Regular Seating Tickets
Dated for Each Race (\$1360.00 Value)
8 feet high x 16 feet wide

Back Straightaway



\$1,000.00 Includes 2 Regular Seating Tickets
Dated or Each Race (\$680.00 Value)
8 feet high x 16 feet wide

Front Straightaway: Backlit



\$1,500.00 Includes 4 Regular Seating Tickets
Dated for Each Race (\$1360.00 Value)
4 feet high x 8 feet wide
(Triple Size \$3000.00)

Front Straightaway



\$750.00 Includes 2 Regular Seating Tickets
Dated for Each Race (\$680.00 Value)
4 feet high x 8 feet wide

Note: Design, production, and supply costs 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.

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Race Day Sponsorship

Bring Your Employees Out for a Day at the Races and Also Promote Your Own Business

Cost: \$1000.00 for one race day.

Race Day Sponsorship includes the following:

- **Access to a private indoor suite** for the race day.
- **50 adult race day tickets (\$850.00 value)**. Valid for the sponsored race day only. No carry-over to other dates.
- Ability to **provide your own give-aways to fans**.
- **Area at the east end of the promenade for product displays, banners, give-aways** (Note: All give-aways must be pre-approved by the speedway).
- **Scripted ad broadcast** by race day announcers.
- **Link to your website** from victorylanespeedway.ca
- **Promotion** via our social media channels.