



2023

RACE SEASON

**SEATING FOR
3000**

ONLINE ENGAGEMENT

284,901
SOCIAL MEDIA VIEWS

96,983
WEBSITE VISITORS



PREMIER NORTH AMERICAN
DIRTTRACK
RACING

**SPONSORSHIPS
&
ADVERTISING**

Dear Sponsor/Advertiser

After two challenging seasons, first the pandemic and then a historic flood, we are ready to take on our 3rd season. This past season we brought back fans in numbers not seen in years. We accomplished this through a robust advertising campaign that included radio and social media and plain old hard work! We are proud of what we have accomplished so far as 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:

Website:

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**

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

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

ALL 6 CLASSES	5 CLASSES	4 CLASSES
RACING	RACING	RACING
TRACK CHAMPIONSHIP	3 Trophies Per Class	

**VISIT OUR WEBSITE FOR RACING
SCHEDULE AND CLASSES**

JUNIOR FAN CLUB

SPONSORSHIP

SUPPORT THE RACERS OF THE FUTURE FOR ALL KIDS 10 AND UNDER

SPONSORSHIP IS DIVIDED UP AS FOLLOWS:

CANDY TOSS SPONSORSHIP :
\$100.00 per race.

MEDAL SPONSORSHIP :
\$500.00 for the season.
Each Junior Fan Club member will receive a medal.

POPCORN SPONSORSHIP :
\$600.00 for the season.
One free small bag of popcorn will be given to each Junior Fan Club member each race.

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.



TICKET PRICES

REGULAR ADMISSION

NEW FOR 2023 | GROUP TICKETS

Kids 10 and under: FREE

Students 11 - 15 years of age : \$10.00

Adults/Seniors: \$20.00 *(All taxes/fees included)*

GROUP TICKETS

12 General Seating Tickets: \$200.00

(\$40.00 Savings - Only sold in combinations of 12 - All taxes/fees included)

BOX / DECK

SEATING FOR A GROUP OF 8

All Tickets: \$25.00 each *(All taxes/fees included)*

All seats are numbered and reserved

Visit our Website for Season Ticket Details

WWW.VICTORYLANESPEEDWAY.CA/TICKETS



TRACKSIDE ADVERTISING

ALL ADVERTISING BOARDS INCLUDE GENERAL OR BOX SEATS

FRONT STRAIGHTAWAY	BACK STRAIGHTAWAY
STANDARD BOARD	STANDARD BOARD
Includes 2 Regular Seating Tickets Dated for Each Race (\$640.00 Value) OR a Private Box for 8 People for 3 Races (Subject to Availability)	Includes 2 Regular Seating Tickets Dated for Each Race (\$640.00 Value) OR a Private Box for 8 People for 3 Races (Subject to Availability)
FRONT STRAIGHTAWAY	URNS 1 & 2
BACKLIT	STANDARD BOARD
Includes 4 Regular Seating Tickets Dated for Each Race (\$1280.00 Value) OR a Private Box for 8 People for 6 Races (Subject to Availability) Triple size \$3000 — Includes 8 Regular Seating Tickets.	Includes 4 Regular Seating Tickets Dated for Each Race (\$1280.00 Value) OR a Private Box for 8 People for 6 Races (Subject to Availability)

All packages include a link to your website from
victorylanespeedway.ca and promotion by our track announcers.

NOTE: The cost for the design, production, and installation of boards is extra and must be completed by our print division. The design cost is dependent on the extent of work to be completed. The speedway is not responsible for potential damage to boards after installation.

BOX/DECK SEASON

TICKET ADD-ON

PURCHASE A BOX/DECK PACKAGE FOR THE FULL SEASON AND ADD AN ADVERTISING BOARD FOR 50% OFF

FRONT STRAIGHTAWAY	BACK STRAIGHTAWAY
STANDARD BOARD	STANDARD BOARD
Regular price \$750.00 + GST. Add on for only \$375 + GST	Regular price \$1000.00 + GST. Add on for only \$500 + GST
FRONT STRAIGHTAWAY	URNS 1 & 2
BACKLIT	STANDARD BOARD
Regular price \$1500.00 + GST. Add on for only \$750 + GST	Regular price \$1500.00 + GST. Add on for only \$750 + GST

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

NOTE: The cost for the design, production, and installation of boards is extra and must be completed by our print division. The design cost is dependent on the extent of work to be completed. The speedway is not responsible for potential damage to boards after installation.

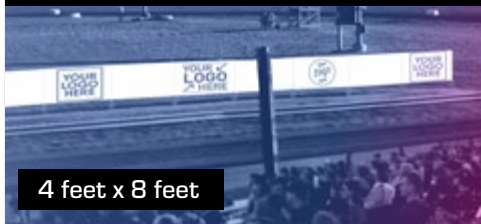
TRACKSIDE

ADVERTISING LOCATIONS

ALL ADVERTISING BOARDS INCLUDE GENERAL OR BOX SEATS

FRONT STRAIGHTAWAY

STANDARD BOARD



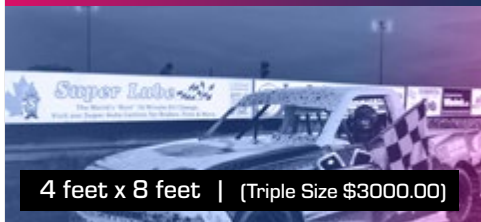
BACK STRAIGHTAWAY

STANDARD BOARD



FRONT STRAIGHTAWAY

BACKLIT



TURNS 1 & 2

STANDARD BOARD



All packages include a link to your website from victorylanespeedway.ca and promotion by our track announcers.

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RACE DAY

SPONSORSHIP

**COST: \$1000.00
FOR ONE RACE DAY**

**BRING YOUR EMPLOYEES OUT FOR A DAY AT
THE RACES AND ALSO PROMOTE YOUR OWN
BUSINESS**

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 our race day announcers.

➤ Link to your website featured on

➤ Promotion via our social media channels.



VICTORY LANE

SPEEDWAY

Located less than 10 minutes south of
Winnipeg on Highway 75

