



# 2026

## Sponsorship Package



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## **ABOUT:**

The Hythe Motor Speedway opened in 1995 and is a completely volunteer run non-profit organization. Our mission is to provide a safe facility for racers to compete and provide exciting family friendly entertainment in the summer months. We welcome racers from all over Western Canada and our competitors range from as young as 5 years old to 70+.

We partner with numerous companies to provide sponsorship and advertising opportunities. These partnerships allow us to operate and maintain the facility and provides companies with exposure to some of the most brand-loyal clients in the world.

## **OUR REACH IN 2025:**

**2.0 Million views on  
Facebook**

**200K+ Visits on  
Facebook & Instagram**



**Over 5000  
Spectators**

**370 Racers, Crew &  
Volunteers**





# 2026 Race Season Sponsorship Packages

## Event Sponsorship: \$7000.00/weekend – 2 Weekends Available

Be the Title Sponsor of one of our weekend events. Your business will be featured on all advertisements including Radio, Social Media, Live Streams, and On-site. Customizable packages that can include: complete VIP section, Pace vehicle, multi-car show and shine. **\*Full description on Pg. 3**

## Class Sponsorship: \$3000.00/season – 6 Classes Available

Be the Title Sponsor of one of our racing divisions on the track. Your business will be featured on all advertisements including Radio (alternating events), Social Media, Live Streams, and On-site. Your business name will be mentioned every time the class of cars is on the track and cars will display your business logo while racing **\*Business provides the decals.**

## Kids Zone Sponsorship: \$3,000/weekend – 5 Weekends Available

The “Your name here” Kids Zone will be an engaging space for our young spectators. Sponsorship will allow rental and staffing of a couple bouncy castles and face painting (pending availability). Your business will be featured on social media and we will create signage on-site with name and logo in the Kids Zone. You will receive 50 1-day passes valid for any event of the season.

## **New** – Still Speedy Seniors Program: \$5000/season or \$1200/weekend

This is a program we hope to implement for 2026. We will partner with your company to offer spectators 60+ complimentary admission for a weekend or all season long. Your company name and logo will be integrated into the branding, you will receive advertising on Radio, Social Media, Live-Stream and On-site. You will receive VIP and/or General Admission tickets based on commitment level and other opportunities can be discussed.



## Billboard Advertising:

- **Track Billboard – 8'x16' \$1250 –** Mounted on the back straightaway (Includes 24 1-day passes)
- **Pit Wall Board – 4'x 8' \$500 –** Mounted on the pit wall along front straight away (Includes 8 1-day passes)
- **Mini Sprint/Mower Track Billboard – 4'X8' \$500** -Mounted on the fence at the small dirt track. (Includes 8 1-day passes)



\*All ads are produced and proofed by the advertiser. Any logos, artwork, or links must be supplied by the advertiser. Pit and Track billboards, decals are produced at the cost of the advertiser and will remain mounted throughout the year. Updating and resurfacing billboards is done at the cost of the advertiser.



# 2026 Event Sponsorship Packages

## Platinum Event Sponsor Package \$7,000.00

Title Sponsor of one of our weekend events. Your business will be featured on all advertisements including Radio, Social Media, Live Streams, and On-site. Packages are fully customizable to suit the need of the business.

- Complete VIP section to include the following:
  - Separate seating area if requested (signage to be supplied by the sponsor if desired)
  - 40 Weekend VIP Passes \*Each VIP ticket holder receives 4 drink tickets\*
  - 40 One day General Admission tickets
- Full local media advertising which includes radio, social media, on-site advertising, and live-stream advertising (when available)
- Radio coverage includes mention in every ad on every partner station for the event advertising (approximate value \$10,000)
- Event Sponsor Board at the track & Advertising throughout the event.
- Use of your company vehicle & driver as a Pace Car for main event races
- Potential Multi-car show and shine (location and timing to be negotiated)

## Live Stream Sponsor –\$1,500.00 (Per Weekend) \$6,000.00 (Whole Season)

- Live Stream promoted as “Powered by “Company Name”
- Logo placement during livestreams
- Ad/Commercial placement at the start of livestreams and throughout
- Display area for company branded vehicle
- Decals on all cars (season sponsorship package)
- Weekend sponsor receives 25 1-day passes, season sponsor receives 100 1-day passes.

## Main Event – Gold Sponsor \$1,000.00 Supporting Class Main Event Sponsor – Advertising at the track during the event

- Use of your Company vehicle and driver as a pace car for your sponsored Main Event
- Listing on Sponsor Board at the track
- Advertising on event posters (distributed locally and provincially)
- 6 Weekend Event Passes & 24 Drink Tickets
- 16 One Day Event Passes

## Heat Race – Silver Sponsor \$500.00

- One Heat Race Sponsor – Advertising at the track during the event
- Display area for company branded vehicle
- Listing on Sponsor Board at the track
- 4 Weekend Event Passes & 16 Drink Tickets
- 8 One Day Event Passes

# 2026 Programs/On-Site Sponsorship Opportunities



## **“Kids Get in Free” Sponsorship: \$7,000/season or \$2,000/weekend – SOLD New Horizon CO-OP**

Be the Sponsor that makes attending an event at the Hythe Motor Speedway a bit more affordable. Sponsorship will cover gate admission for anyone 12 years old and younger. Sponsors will be featured in all advertisements and receive radio mention. If a company chooses to sponsor the entire season their logo would also be placed on all cars racing at the speedway. Weekend sponsor receives 30 1-day passes, season sponsor receives 100 1-day passes.

## **Timing Tower Sponsor: \$5000.00/season**

The live timing and scoring board will allow fans to always know who the leader is and how many laps are left in the race. This sponsor would receive exclusive naming rights to the Timing Tower and would also have an 8'x20' billboard under the tower for all to see. Sponsor will receive 20 Weekend VIP Passes and 50 1-day passes



## **Winners Circle Sponsor: \$3000.00 –**

The “Winners Circle” is prime real estate for our race winners. A custom backdrop will be made with your logo being front and centre in Victory Lane. This will show up in our social media posts, drivers profiles and expose your brand to all of our fans, followers, and beyond. \*Sponsor will be responsible for helping with approval of design and will cover initial build cost for the signage.



## **Flag Stand Sponsorship - \$2000/year – SOLD Traveland RV**

Have your brand on display in one of the most prominent areas of the entire speedway. Company logo will be featured on three sides of the flag stand. Includes 40 1-day passes. Company responsible for design/build costs.

## **Sound Tower Sponsorship - \$4000/year SOLD – Paragon Oilfield Supply**

This package would give your company the naming rights to the Sound Tower for the season as well as space to put up an 8'x11' billboard sign on the sound tower that every fan would see as they enter the facility. Great exposure in a high traffic location. Includes 80 1-day passes. Company responsible for design/build costs.





# 2026 Sponsorship Opportunities

## Event Sponsorship:

### May 23 – WESCAR Late Model Season Opener

- Platinum Sponsor – Available
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### June 6 & 7 – Canadian Super Truck Series

- Platinum Sponsor – Available
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### July 18 & 19 – Bomber Throw Down

- Platinum Sponsor – **SOLD MoEV Auto Inc.**
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### August 8 & 9 – Fan Appreciation & First Responders

- Platinum Sponsor – **SOLD Pats Auto Supply**
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

### September 5 & 6 – IMCA Super Nationals and Tri-City Street Stock Invitational

- Platinum Sponsor – **SOLD Ken Sargent GMC Buick**
- Main Event Sponsors – Available
- Heat Race Sponsors – Available

## Class Sponsorship: \$3000/season 6 Available

Class Sponsors receive radio mentions (on alternating events), social media, logo on merchandise, website ads as well as the option to have all racers in the class run their logo for the entire season. Sponsors also receive 50 1-day passes for any event of the season.



## Additional Opportunities – In Kind Sponsorships

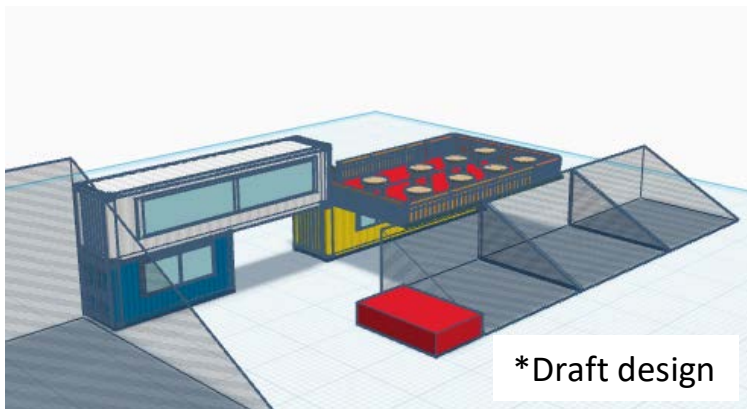
Our facility is fully run off of volunteer support and the partnerships we build with companies through grants and sponsorships. We are always willing to accept and discuss gift-in-kind partnerships. This can be product being supplied or discounted, prizes/gift cards that we can use for racers or fundraising, donation of labour or equipment rentals, etc. We will work with your company to ensure that we provide appropriate value in exchange for your sponsorship with advertising, event tickets, etc. We love to bring your ideas to life!

# Major Project Sponsorship Opportunities

Our facility roared to life in 1995 and has served as a hub for racers and fans throughout Western Canada for almost 30 years. There are some aspects of the facility that need a major face-lift and will incur major capital costs to our non-profit society. We hope that you would consider becoming a partner that helps our association continue to provide a community focused facility for years to come. These projects are unique in their scope and so the partnership that we engage in with companies also will be unique. We will work with partners to customize the return they get from these partnerships. Some possibilities include, naming rights to the track/structures, activation opportunities at the track and your business, advertising (radio, print, social media), VIP events at the track, etc.

## **Project 1: Replace Media Centre (SOLD), Promotional Booth, and Liquor Booth** **Media Centre \$15,000/5 years, Promotional Booth \$12,500/5years, and Liquor/Merch Booth \$15,000/5 years**

- Remove existing structures, replace with three C-Cans (club already owns)
- Renovate C-cans to act as Scoring/Media Centre, Promotional Booth, and Liquor Booth
- Install piles to ensure stability of structure
- Re-run power, sound, and fibre optic cables to all structures and regrade ground



## **Project 2: Smaller Grandstand Overhaul - \$10000 Sponsorship – Exclusive naming rights to one of the three small grandstands for 5 years**

- Remove and replace all wooden planks
- Inspect/repair grandstand structure
- Install handrails to improve access to higher rows
- Install sheeting to fully enclose the structures for additional storage and aesthetic purposes.

## **Project 3: Repair/Repave the track and pits at the Speedway – Quoted cost \$1.2 Million** **\$125,000 Sponsorship – Exclusive naming rights to the Speedway for 5 years**

- Repave the entire 3/8-mile oval
- Remove existing base in the pits, pack, layer with geo-cloth, and refill/repave
- Pave the north side of the pits to create a large space for additional types of events like drift shows, autocross, monster trucks, driver training, dealership test-drives.



# 2026 Sponsorship Commitment

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Our Company is interested in the following Sponsorship Opportunity:**

**EVENT SPONSOR:** (Check Box)

☐ Platinum Sponsor Package (\$7000) Event Date: \_\_\_\_\_

☐ Gold Sponsor Package (\$1000) Event Date: \_\_\_\_\_

☐ Silver Sponsor Package (\$500) Event Date: \_\_\_\_\_

**CLASS SPONSOR (\$3000):** (Check Box)

☐ Mini Sprint Jr. ☐ Mini Sprint Sr. ☐ Starter Stock

☐ IMCA Modified ☐ Run-Your-Junk ☐ Elite Streets

**BILLBOARD ADVERTISING:** (Check Box)

☐ 4 x 8 Billboard Sign ☐ 8 x 16 Billboard Sign ☐ We need sign built ☐ We will build/supply

**LIVE STREAM SPONSOR:** ☐ Weekend (\$1500) (5 weekends available) ☐ Season (\$6000)

Kids Get in Free - \$7000/season or \$2000/weekend <b>SOLD New Horizon CO-OP</b>	<input checked="" type="checkbox"/> <b>SOLD</b>	Timing Tower Sponsor (\$5000)	<input type="checkbox"/>
Still Speedy – Seniors Free - \$5000/season or \$1200/weekend	<input type="checkbox"/>	Winners Circle Sponsor (\$3000)	<input type="checkbox"/>
Sound Tower Sponsor (\$4000) <b>SOLD Paragon Oilfield Supply</b>	<input checked="" type="checkbox"/> <b>SOLD</b>	Flag Stand Sponsor (\$2000) <b>SOLD Traveland RV</b>	<input checked="" type="checkbox"/> <b>SOLD</b>
Kids Zone Sponsor (\$3000/weekend)	<input type="checkbox"/>		

I hereby authorize the above noted Sponsorship/Advertising Package and authorize the use of my name/company name by Peace Area Motor Sports Association for recognition and promotional purposes related to the sponsorship campaign and the Event.

**COMPANY REPRESENTATIVE**

**PAMSA REPRESENTATIVE**

All costs are for one season, unless otherwise specified. Advertisers are responsible for notifying PAMSA if they do not wish to advertise the following season. GST will be added to the cost of all packages.





**MINI SPRINT JR./SR.**



**STARTER STOCK**



**ELITE STREET**



**IMCA MODIFIED**



**RUN YOUR JUNK**



**MOWER MAYHEM**

