

Tri-City Dragway

Car Show Sponsorship Detail



August 8th, 2026 from 8am-2pm

The annual Tri-City Dragway Car Show is an event that attracts hundreds of classic/show vehicles and thousands of attendees from across the State of Michigan & beyond. We invite you to join us as a valued sponsor of a show that continues to grow significantly in scale and community impact.

Tri-City Dragway Inc. is a nonprofit 501(c)(3) organization dedicated to preserving and revitalizing the historic Tri-City Dragway in Saginaw, Michigan. Originally a beloved destination for racing enthusiasts from the 1960s until its closure in 1978, the dragway is now undergoing restoration to honor its history while transforming the property into a hub for community events and automotive culture. Your sponsorship not only helps make our annual event possible, but also directly supports the restoration and preservation of this historic Saginaw landmark.

PACKAGE INCLUDES	STOCK \$100	PRO STOCK \$250	SPORTSMAN \$500	PRO MOD \$1,000	TOP FUEL \$2,500
Website Promotion	✓	✓	✓	✓	✓
Verbal Recognition	✓	✓	✓	✓	✓
Signage		✓	✓	✓	✓
Booth Setup (tables not included)			✓	✓	✓
Email Promotions			✓	✓	✓
T-shirt Promotion (500 made)				✓	✓
Event Flyers Promotion					✓
Name in Program			Listed	Logo + Ad	Logo + Ad
Social Media Mentions	-	1	1	2	3+
Event Passes (1 per car)	1	2	4	6	8
DEADLINE	Aug 1st	July 1st	July 1st	July 1st	June 1st

Interested or have questions?

Contact Micah Fleming, *President*, at m Fleming@tricitydragway.com