



To whom it may concern,

Since 1962, the legendary Shawano Speedway has brought weekly entertainment every summer to the Shawano community and has drawn thousands of fans from central Wisconsin, northeast Wisconsin, the U.P., and beyond. Saturday night gatherings at Northeast Wisconsin's premier half-mile track features racing from five divisions including late models, modifieds, stock cars, sport mods, and mighty 4's. Our goal is to continue this Saturday night tradition with affordable pricing for fans and competitive payouts for teams, while creating a memorable, one of a kind experience – whether joining us for the first time or being the friendly and familiar face in the stands every week. This great racing tradition would not be possible without the support of those in our community and surrounding areas.

We are writing this letter to extend our invitation to partner with us for the 2023 race season. Your sponsorship is an opportunity for your organization to receive exposure with a variety of marketing and advertising and to join other individuals and organizations in making this the most exciting race season yet!

We are excited to be bringing back popular track events for this year including; Hall of Fame night, Kid's Coin Drop, Racing for a Reason, and A Tribute to Veterans. We have family driven events every week.

Included with this letter is a list of our sponsorship opportunities for the 2023 race season. If interested, please complete the application which is provided in this packet or by request. Once complete, please mail the application and payment to Shawano Ag Society, P.O Box 454 Shawano, WI 54166 or request pickup from Brad by emailing shawanospeedway1@gmail.com or calling 715.526.7065.

For additional information, visit our website at www.shawanospeedway.net or email us at shawanospeedway1@gmail.com

Your consideration is appreciated and we thank you for your support.

Sincerely,

Brad Luepke

Brad Luepke

Marketing & Promotions

Shawano Speedway and Shawano County Fairgrounds

SPONSORSHIP OPPORTUNITIES

YELLOW FLAG

\$600

- 15 admission Tix
- Business Name Announced every time the yellow flag comes out. (first come first serve, one sponsorship available)

RACE NIGHT

\$750



- 20 admission passes
- Featured on LED board, announcer highlights, social media/website takeover, all print media, logo/link on site

VICTORY LANE

\$800

- 20 admission passes
- Logo on backdrop for images released on social media, print media, and websites
- Signage visible for 20+ races and fair events,

SIGNAGE SPONSOR OPPORTUNITIES

GRANDSTAND - 4X8

\$325

- 8 admission passes
- Signage visible for 20+ races and fair events,
- Business name on website

BACKSTRETCH - 8X8

\$400

- 10 admission passes
- Signage visible for 20+ races and fair events
- Business name on website

BACKSTRETCH - 8X16

\$800

- 20 admission passes
- Signage visible for 20+ races and fair events
- Business name and logo on website

*Signage for the grandstand/backstretch is to be provided by the sponsor. All logos and other requested marketing material must be provided to shawanospeedway@gmail.com by **March 18th** to ensure proper advertising/marketing as outlined for all print media. Cost covers 2023 race season. Sponsorships are limited and are honored on a first come, first serve basis. Race night sponsors are offered the opportunity to set up a booth/business feature on chosen sponsored race night.

SPONSORSHIP CONTRACT

It is hereby mutually agreed between the SHAWANO AGRICULTURAL SOCIETY, herein after known as 'Society' and _____ herein after known 'Sponsor' enter a contract for the following:

- Yellow Flag Sponsor \$600
- Race Night Sponsor: \$750
- Victory Lane Sponsor: \$800

- Grandstand Signage: \$325
- Backstretch Signage: \$400
- Backstretch Signage: \$800

*The cost to design and produce the sign is paid for by the sponsor.

Total Investment: _____

Name of Business/ 'Sponsor': _____

Address of 'Sponsor': _____

Phone: _____

Email: _____

Authorized Representative: _____

Sponsorship to be paid in full before any signage is placed or sponsorship benefits begin.

Please fill out and return with check/money order to:

Shawano Area Agricultural Society

P.O. Box 454

Shawano, WI 54166

*Signage for the grandstand/backstretch is to be provided by the sponsor. All logos and other requested marketing material must be provided to shawanospeedway@gmail.com by **March 18th** to ensure proper advertising/marketing. Cost covers 2023 race season. By signing, I agree to the terms of this contract.

Sponsor Signature: _____ Date: _____

Society Signature: _____ Date: _____