



# 2023 Advertising Opportunities

## PRINCETON SPEEDWAY

Racing since 1956

1/4 mile High-banked Clay Oval

Event Season: Fridays, April through Labor Day

Average weekly attendance: 700+ Fans



Weekly Classes:

- IMCA Modified · IMCA Stock Car ·
- WISSOTA Super Stock · IMCA Sport Mod ·
- IMCA Hobby Stock · WISSOTA Mod 4 ·
- IMCA Sport Compact ·

### "BILLBOARD"

# \$650

\$550 if you provide your banner.

- 4x8 Banner on infield wall
- Announcer mentions on race nights

### "IT'S YOUR NIGHT" \$1000

\*Extra \$300 gets your 4x8 banner an infield spot for the whole season

- Business name on Trophies
- 4x8 Banner on Victory Lane for the night  
(Your logo in all Winner Photos for that night)
- 5 General Admission Tickets
- Several mentions throughout the night
- Showcase your products/services if desired
- Logo/Link on schedule (Print/Web)
- Option of your company vehicle as Pace Car
- Option to do giveaways from your company
- Option to purchase up to 50 Adult Tickets for \$10/ea  
(Must be pre purchased)

### KIDS NIGHT SPONSORSHIP IDEAS:

Bike Giveaway - \$100/bike

Backpack Giveaway - \$25/backpack

(Includes School Supplies)

### JR FAN CLUB: \$750

Your business name will be on each Jr Fan trophy for the entire year. Your name will be mentioned during intermission when the Jr Fan presenters are chosen. You are welcome to provide candy tosses on any given night. Two complimentary GA tickets per night for your business to attend night to draw the kids for Jr Fan and sign the kids up before the races start!

**JR Fan Trophies - \$75/night**  
(ONLY available if full year is not sold)

### "IT'S YOUR CLASS" \$500-\$1500

**With this package, you will be the title holder of the class you choose.**

Your Business named with the class name.  
i.e. "Your Business IMCA Modifieds"

When that class is announced, your business will be announced as well.

Your Business name will be on the title of the class in MyRacePass for all to see.

Your logo will be on our website/facebook as well as a business showcase article of your choice describing your business!

Business name on Championship Trophies.

### WEEKLY POINTS SHEET

Business Card Ad - \$25/week

Get your business card sized Ad on the points sheet to be distributed each week.

Limit 2 businesses per week.

### "OTHER OPTIONS"

There are many other options. We can customize any package to fit your needs. Let us know what you are looking for and we can certainly talk about your options.

For maximum exposure, Contact us before the race season starts!

**Rick @ 320-296-9927 or Velvet @ 612-735-5843**