



Serving the Omaha and Lincoln area since 2001



2012 SPONSORSHIP PACKAGE

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WWW.I-80SPEEDWAY.COM

2012 FULL YEAR SPONSORSHIP PACKAGES

Checkered Flag Option:\$25,000 (A \$75,000 Value)

ADVERTISING:

TV/Radio:

Primary sponsor logo and voice announcement on all \$65,000 of television and radio advertising

Printed: Direct Mail, Magazines, Newspapers, Posters, Flyers, Schedules, Programs

Logo on all 100,000+ marketing flyers

Logo on all pocket schedules, large schedule (18x24), cards and posters

Full page color ad in I-80 weekly program

\$5.00 off race admission discount coupons available for marketing partners

Website and Internet: www.I-80Speedway.com, Racing Websites, Facebook, Twitter, E-mail blasts.

Prominent placement of your company logo included on web pages

Rotating banner ad on I-80 Speedway website

Your company name, logo or ad included in all weekly E-mail blasts and text blasts and all online ads.

Special Appearances:

Racecar appearances at your company location

Your company's presence at I-80 Booth in 2012 Auto Show at CenturyLink Center



BILLBOARDS AND SIGNAGE:

12'x 20' full scale logo on backstretch billboard

4'x 8' full scale billboard located on Little Sunset go-kart track

Full scale logo on both scoreboards

10 Large vinyl banners displayed throughout the track

Logo on water truck

AT THE TRACK:

20 "VIP" tickets and private deck for the 2012 season (Good for all track events)

200 Free general admission tickets for your company's "Day at the Races"

4 PA announcements during all special and weekly events

Vendor booth to distribute marketing materials at all weekly and special events

Employee staff shirts prominently featuring your company logo

Your logo on all weekly show trophies

Your marketing message included in all drivers' packets (materials provided by you)

White Flag Option:\$10,000 (A \$25,000 Value)

ADVERTISING:

Printed: Direct Mail, Magazines, Newspapers, Posters, Flyers, Schedules, Programs.

Logo on all 100,000+ marketing flyers

Full page color ad in I-80 weekly program

\$5.00 off race admission discount coupons available for marketing partners

Website and Internet: www.I-80Speedway.com, Racing Websites, Facebook, Twitter, E-mail blasts.

Your company logo and rotating banner ad included on I-80 Website

Your company name, logo or ad included in all weekly E-mail blasts and text blasts and all online ads

Special Appearances:

Racecar appearances at your company location

BILLBOARDS AND SIGNAGE:

8'x 20' full scale logo on backstretch billboard

4'x 8' full scale billboard located on Little Sunset go-kart track

5 Large vinyl banners displayed throughout the track

AT THE TRACK:

10 "VIP" tickets and private deck for the 2012 season

100 Free general admission tickets for your company's "Day at the Races"

2 PA announcements during all weekly shows

Vendor booth to distribute marketing materials at all weekly shows



Treat your employees, friends, and family to a night of fun, great food and racing excitement!

2012 FULL YEAR SPONSORSHIP PACKAGES

Green Flag Option: \$5,000 (A \$10,000 Value)

ADVERTISING:

Printed:

1/2 page color ad in I-80 weekly program

Website and Internet:

Your company logo on I-80 Website

Your company name or logo included on all online ads

Special Appearances:

1 day racecar appearance at your company location

BILLBOARDS AND SIGNAGE:

8' x 20' backstretch billboard

1 Large vinyl banner displayed throughout the track

AT THE TRACK:

2 "VIP" tickets for the 2012 season (Good for all track events)

100 Free general admission tickets for your company's "Day at the Races"

2 PA announcements during all weekly shows

Vendor booth to distribute marketing materials at 3 weekly shows.



Yellow Flag Option: \$3,000 (A \$5,000 Value)

ADVERTISING:

Printed:

1/4 page color ad in I-80 weekly program

Website and Internet:

Your company logo on I-80 Website

Your company name or logo included on all online ads

BILLBOARDS AND SIGNAGE:

4' x 8' front stretch billboard

AT THE TRACK:

60 General Admission Tickets to a Weekly Show



Red Flag Option: \$1,000 (A \$2,500 Value)

ADVERTISING:

Printed:

1/4 page color ad in I-80 weekly program

Website and Internet:

Your company logo on I-80 Website

SIGNAGE:

4' x 8' billboard display at the track

AT THE TRACK:

30 General Admission Tickets to a Weekly Show



Heat Race Sponsor: \$1,000

- Your company name "attached to" and announced before each heat race every week.
- 2 Vendor Booth Nights during weekly show

Feature Race Sponsor: \$1,000

- Your company name "attached to" and announced before each heat race every week.
- 2 Vendor Booth Nights during weekly show

2012 NIGHTLY SPONSORSHIP PACKAGE

Weekly Show Title Sponsors: \$750

ADVERTISING:

(A \$3,000 Value)

Printed:

Your company logo on all advertising for that date's events.
Company name and logo on 2012 schedule as that date's Event Sponsor

Website and Internet:

Your company's event advertised on I-80 Website prior to event.
Your company logo on I-80 Website for 2012 season.

SIGNAGE:

1 vinyl banner displayed at the track the night of your event.

AT THE TRACK:

20 Grandstand tickets and a private deck for your Company.
4 PA announcements throughout the show.
Vendor booth to distribute your marketing materials.
Opportunity to administer an event focused on your company at intermission.



Yearly or Nightly Package Add-Ons: Prices Vary

Hospitality: Food & Beverage for your company's picnic or "Day at the Races".

Live Radio and Television remotes

Discounted Tickets for Employees, Clients, Customers, etc.

Intermission Events

Program Inserts

Heat race nightly sponsor

In-store coupons and promotions



OTHER 2012 OPPORTUNITIES

BILLBOARDS:

Backstretch:

12' x 20' Vinyl - \$3,500.00
8' x 20' Vinyl - \$2,000.00
6' x 16' Vinyl - \$1,500.00
8' x 20' Mesh - \$2,000.00



Frontstretch:

Placement A - \$2,000.00
Placement B - \$1,000.00
Placement C - \$750.00
Placement D - \$500.00

* Price does not include artwork or production*

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SOUVENIR PROGRAM:

Inside cover, full color (8.5x11) \$1,000.00
Full Page Black & White (8.5x11)..... \$500.00
1/2 Page Black & White (8.5x5.5)..... \$350.00
1/4 Page Black & White (4.25x5.5)..... \$250.00
1/8 Page Black and White (Business Card)..... \$150.00



CLASS SPONSORS:

Super Late Models..... \$5,000.00
Grand National Late Models \$4,000.00
Pro-Ams \$3,500.00
B-Mods..... \$3,500.00
Sport Compacts \$2,500.00

TROPHY SPONSORS:

Weekly Show Trophies (5 per week).....	\$250.00 Per Night
Entire Weekly Show Season	\$2,500.00
Special Events Trophies	\$150.00-\$500.00
Banquet (Season Championship Trophies	\$3,000.00



OTHER PROMOTIONAL OPPORTUNITIES:

Kids Club	\$100.00+
2-Seater Racecar Ride Sponsor	\$1,000.00
Driver Performance or Contingency Awards	\$2,000.00
Ad or Link on www.I-80Speedway.com	\$500.00
Demolition Derby Sponsorship	\$1,000.00
Logo on 2,500 copies of 2012 Schedule (18"x 24")	\$300.00
Sprint Cup Driver Appearances	\$5,000.00
Winner's Circle Sponsor	\$1,000.00



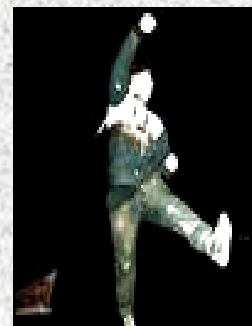
**There are many other opportunities to promote your business.*

I-80 Speedway can work with you to customize sponsorship to fit any budget.

Testimonials

"The Nebraska Colon Cancer Screening Program partnered with I-80 Speedway and racer Joe Kosiski during the 2009 racing season, in order to raise awareness on the importance of screening for colon cancer. Joe and Donnie were great to work with. The ability to create a radio spot and television spot featuring Joe had a huge impact with those that saw or heard the spots. We'll be partnering again in the 2010 season with I-80 Speedway and Joe Kosiski to make an even bigger impact in the lives of racing fans and their families so that they can Stay in the Game of life for their families and loved ones."

**Tracey Bonneau, Marketing Coordinator,
Nebraska Dept. of Health and Human Services**



"I-80 Speedway has helped gain greater exposure in the Council Bluffs/Omaha Metro area. In the last two years, we've seen a increase in traffic and business from local race fans. We attribute a good deal of our success to the partnership we've established with I-80 Speedway. We highly endorse I-80 Speedway and we urge other organizations looking to increase their brand equity to work with them."

Chris Morris, Owner Quaker Steak and Lube, Council Bluffs, IA

"Thank you for the advertising you did for us at your facility. We have got great feed back and compliments on our advertising with you. I think I-80 Speedway was great investment for us. Thanks again and we appreciate all that you have done for us."

Danny Ostransky, Sales Manager, Ty's Outdoor Power, Gretna, NE



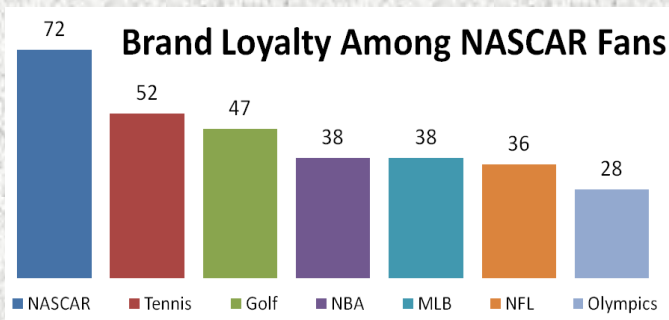
"The exposure, awareness, and recognition SAC Federal Credit Union received with our sponsorship at I-80 Speedway was definitely worth the investment. Our employees loved the SAC night we had at the track and they were all very impressed by the attention an notoriety SAC received throughout the evening. The I-80 team at the track were all so easy to work with and were more than willing to do whatever we asked to ensure we were pleased with our sponsorship and felt our dollars were wisely spent. Thank you I-80 Speedway for caring about the businesses that support you!"

Amy Thomas, SVP HR & Marketing, SAC Federal Credit Union

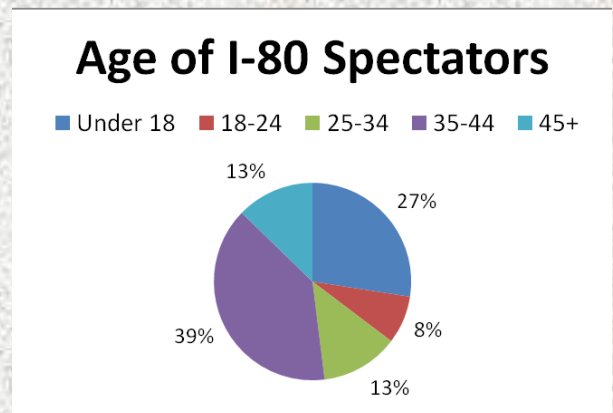
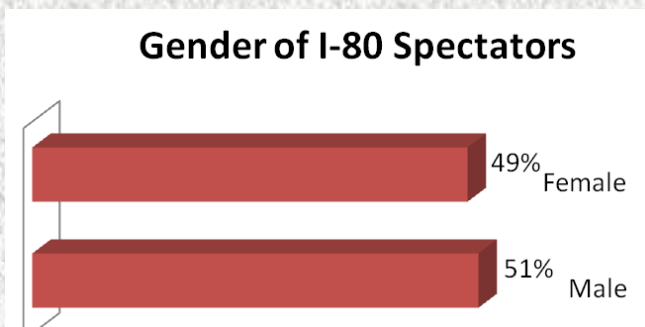
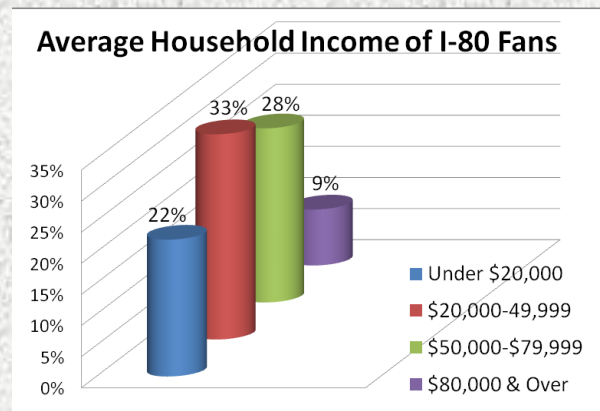
FAST FACTS ABOUT I-80 SPEEDWAY:

- I-80 Speedway is located directly between the two largest cities in Nebraska, Omaha and Lincoln.
- Annually, over 120,000 race fans visit the facility.
- I-80 Speedway has been featured on ESPN, Fox Sports News, ABC, CBS and NBC
- NASCAR Illustrated Magazine, Circle Track Magazine, Omaha World Herald, Lincoln

I-80 SPEEDWAY DEMOGRAPHICS AND PSYCHOGRAPHICS:



The I-80 Speedway fan base is made up primarily of families . . . An excellent demographic mix for a wide variety of sponsorship opportunities.



I-80 SPEEDWAY 2012 SCHEDULE



March

23, 24, 25 Auto Show @ CenturyLink

April

6, 7 **Spring Thaw**

13, 14 **360 Spring Nationals**

May

11 Weekly Racing

18 Weekly Racing

24 Weekly Racing

27 **Alphabet Soup**

June

1 Weekly Racing

8 Weekly Racing

15 Weekly Racing

22 Weekly Racing

29 **Midwest Trifecta**

July

6 Weekly Racing

13 Weekly Racing

19, 20, 21 **Silver Dollar Nationals**

27 Weekly Racing

August

3 Weekly Racing

10 Weekly Racing

17 Weekly Racing

September

1 **All Star Weekend**

21, 22, 23 **Cornhusker Classic**



WWW.I-80SPEEDWAY.COM



***Located at Exit 420 off I-80 (Greenwood)
Just 20 Minutes from Omaha and Lincoln***

Phone: (402) 659-3301

E-Mail: Ed@I-80Speedway.com

See you at the Races!