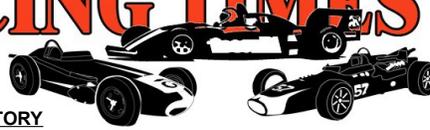


# CLASSIC RACING TIMES



DEVOTED TO THE PRESERVATION OF MOTOR RACING HISTORY

2016

Thank you for your interest in advertising as a partner with The Vintage Indycar Celebration at Pocono Raceway this coming August. The event will take place starting with load in on Friday, August 19<sup>th</sup>, followed by track time for The Vintage Indycars on Saturday, August 20<sup>th</sup> and Sunday morning just before the start of the (Modern Indycar) Pocono 500. In addition to the on track action, Pocono Raceway has initiated a car show for the Indycar weekend and expects upwards of 500 vehicles to participate. Pocono Raceway offers it's fans a non stop feast for the eye's and ears of the very important 18 to 35 year old male buying demographic. The second largest group consists of the 35 to 54 year old female demographic. The majority of these patrons travel more than 150 miles to the raceway. 60,000 plus fans are expected to be present and there is the possibility of television coverage through special reports on local TV as well as NBCSN Television Sports. In addition, local and national newspapers and magazines will be covering The Vintage Indycar Celebration as well. Social media will not take a back seat either as daily blasts of the event and sponsors will fill the internet airwaves. So consider becoming a partner in an event where the energized fans will be cheering and connecting with product, service and company.

## OPTION 1- PRIMARY EVENT SPONSOR-

Event titled "THE (Your Company) VINTAGE INDYCAR CELEBRATION AT POCONO RACEWAY".

All advertising, stories, literature, news blasts and other correspondence to include YOUR COMPANY (plus your line cards, coupons, etc. to be distributed throughout the weekend). Guaranteed track PA announcements advertising YOUR COMPANY along with prominently placed YOUR COMPANY banners at the track.

The availability of an agreed upon amount of pit paddock passes to be used by YOUR COMPANY. In addition, an agreed upon amount of complimentary tickets to a special banquet on Saturday night, August 20<sup>th</sup>.

A Vintage Indycar(s) will be available for a on location display at YOUR COMPANY or any location agreed upon (time and place subject to availability).

A custom exposure program developed specifically for YOUR COMPANY through The Classic Racing Times and Vintage Indycars, plus one full year of advertising in The Classic Racing Times newsletter.

**PRIMARY EVENT SPONSOR CONTRIBUTION: \$7,500.00**

## **OPTION 2- SECONDARY EVENT SPONSOR-**

All advertising, stories, literature, news blasts and other correspondence to include YOUR COMPANY (plus your line cards, coupons, etc. to be distributed throughout the weekend). Guaranteed track PA announcements advertising YOUR COMPANY along with prominently placed YOUR COMPANY banners at the track.

The availability of an agreed upon amount of pit paddock passes to be used by YOUR COMPANY. In addition, an agreed upon amount of complimentary tickets to a special banquet on Saturday night, August 20<sup>th</sup>

**SECONDARY EVENT SPONSOR CONTRIBUTION: \$2,500.00**

## **OPTION 3- ASSOCIATE SPONSOR-**

YOUR COMPANY line cards, coupons, etc. to be distributed throughout the weekend. YOUR COMPANY banner displayed at the track.

The availability of an agreed upon amount of pit paddock passes to be used by YOUR COMPANY. In addition, an agreed upon amount of complimentary tickets to a special banquet on Saturday night, August 20<sup>th</sup>

**ASSOCIATE SPONSOR CONTRIBUTION: \$1,000.00**

**DOOR PRIZES-** We will be distributing door prizes for the patrons at the Awards Banquet to be held on Saturday night, August 20<sup>th</sup> and are looking for products and or coupons.

**COMPLIMENTARY BAGS-** We are in search of promotional goods to distribute to our participating teams as door prizes for our banquet and in gift bags for the event.

### **PLEASE CONTACT:**

**Gary Mondschein  
PO Box 220  
Brodheadsville, PA 18322  
570.656.5962  
Gary@Dimensiondesignllc.com**