



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

NASCAR LOGO: Your company has right to use the  logo. (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 Qwest 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

NASCAR LOGO: Your company has right to use the  logo. (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

NASCAR LOGO: Your company has right to use the  logo. (A \$10,000 Value)

ADVERTISING:

Printed:

½ 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

NASCAR LOGO: Your company has right to use the  logo. (A \$5,000 Value)

ADVERTISING:

Printed:

¼ 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

NASCAR LOGO: Your company has right to use the  logo. (A \$2,500 Value)

ADVERTISING:

Printed:

¼ page color ad in I-80 weekly program

Website and Internet:

Your company logo on I-80 Website

SIGNAGE:


4' x 8' billboard displayed at the track

AT THE TRACK:


30 General Admission Tickets to a Weekly Show



Heat Race Sponsor: \$1,000

- **NASCAR LOGO: Your company has right to use the  logo.**
- Your company name "attached to" and announced before each heat race every week.
- 2 Vendor Booth Nights during a weekly show.

Feature Race Sponsor: \$1,000

- **NASCAR LOGO: Your company has right to use the  logo.**
- Your company name "attached to" and announced before each feature race every week.
- 2 Vendor Booth Nights during a weekly show.

2012 NIGHTLY SPONSORSHIP PACKAGE

Weekly Show Title Sponsors **\$750**
(A \$3000 Value)

ADVERTISING:

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
In-store coupons and promotions



OTHER 2012 OPPORTUNITIES

BILLBOARDS:

Backstretch:

- 12' x 20' Vinyl - \$3500.00
- 8' x 20' Vinyl - \$2000.00
- 6' x 16' Vinyl - \$1500.00
- 8' x 20' Mesh - \$2000.00



Frontstretch:

- Placement A - \$2000.00
- Placement B - \$1000.00
- Placement C - \$750.00
- Placement D - \$500.00

* Prices do 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 2500 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 Corn Board partnered with I-80 Speedway during the 2011 racing season to promote ethanol fuel and flex fuel vehicles. Events such as these are imperative for Nebraska. We are the 2nd largest producer of ethanol and are now connected with NASCAR so it just makes sense to promote ethanol at I-80 Speedway. Ethanol is a clean, renewable, home-grown fuel that impacts the Nebraska economy by creating jobs in rural Nebraska and increasing local and state revenue across Nebraska. Additionally, ethanol production provides feed for livestock, fuel for over 120,000 flex fuel vehicles in Nebraska as well as E10 that all vehicles across the state can use, and reduces our carbon footprint and dependence on imported oil. Racecar drivers love the additional horsepower ethanol provides, too! Each time we were present at the track for a promotion, the Staff and the track announcers were great to work with and made sure we had everything needed to make our promotion a success. Race fans and drivers left the track each time with a little more information about using ethanol. We look forward to working with I-80 Speedway for the 2012 racing season to inform and educate an even larger audience via the track's website, facebook and other social media outlets. -Curt Friesen, Market Development Chair-Nebraska Corn Board

"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*



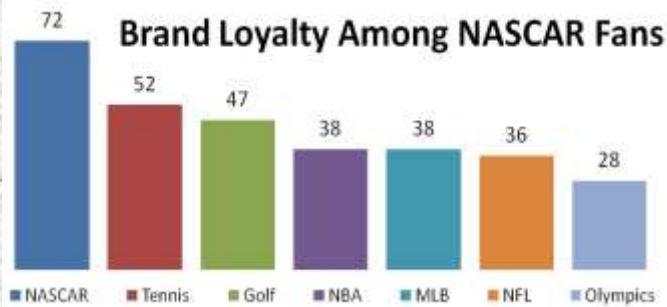
The exposure, awareness, and recognition SAC Federal Credit Union received with our sponsorship at I-80 Speedway was definitely worth the investment. Our employees loved the SAC night we had at the track and they were all very impressed by the attention and notoriety SAC received throughout the evening. 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 for 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 Journal Star, Dirt Late Model Magazine, etc have all published articles on I-80 Speedway and I-80 Speedway Drivers.
- I-80 Speedway attracts celebrities! Carl Edwards, Clint Boyer, Travis Pastrana, Kenny Bartram, Kenny Schrader, Kenny Wallace, Kyle Petty, Kasey Kahne and others have all been to I-80 Speedway.
- I-80 Speedway is home of the Largest Super Late Model Race in the State of Nebraska. The SILVER DOLLAR NATIONALS paid out a whopping \$25,000 to the race winner. The 3-Day race drew Drivers and Spectators from all over the country and even from over-seas.

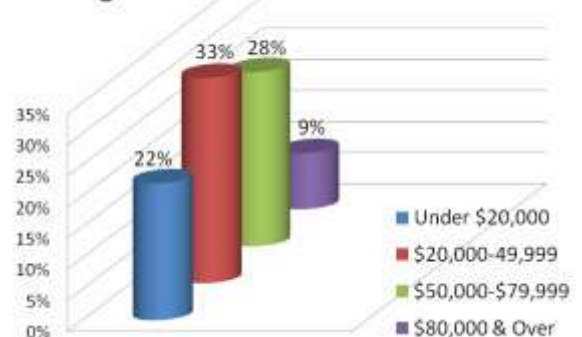


I-80 SPEEDWAY DEMOGRAPHICS AND PSYCHOGRAPHICS:



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

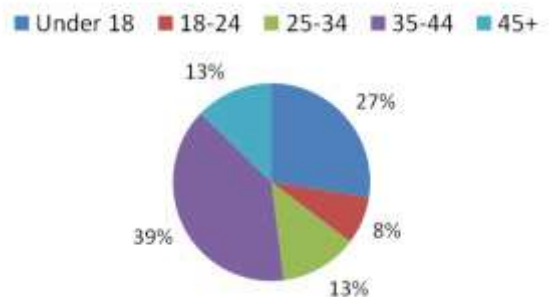
Average Household Income of I-80 Fans



Gender of I-80 Spectators



Age of I-80 Spectators



I-80 SPEEDWAY 2012 SCHEDULE



March

23, 24, 25 Auto Show @ Century Link

April

6, 7 Spring Thaw

13, 14 360 Spring Nationals

May

11 NASCAR Weekly Racing

18 NASCAR Weekly Racing

24 NASCAR Weekly Racing

27 Alphabet Soup

June

1 NASCAR Weekly Racing

8 NASCAR Weekly Racing

15 NASCAR Weekly Racing

22 NASCAR Weekly Racing

29 Midwest Trifecta

July

6 NASCAR Weekly Racing

13 NASCAR Weekly Racing

19, 20, 21 Silver Dollar Nationals

27 NASCAR Weekly Racing

August

3 NASCAR Weekly Racing

10 NASCAR Weekly Racing

17 NASCAR 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) 342-3453

E-Mail: Office@neracewaypark.com

See you at the Races!