



Introduction

This proposal provides you with:

- An overview of the Richmond Dragway Audience
- Background information about Richmond Dragway
- Overview of Drag racing spectators
- Information about becoming a Richmond Dragway Motorsports Marketing Partner
- Affordable and effective opportunities for businesses to reach the commonwealth's motorsports' audience

Becoming a part of the excitement of IHRA Championship Dragracing at Richmond Dragway is the most direct route for your company to reach Virginia's motorsports market. Richmond Dragway offers months of repeated exposure – much more effective than conventional ads or media that offers only seconds or at best, minutes of exposure. Plus you will have the added benefit of targeting a group of enthusiasts who are committed to the companies that support their sport. Our Marketing Partners enjoy an entire season of racing plus the “preseason” promotional activities. Take this chance to put your company on the “Fast Track” of success with a Motorsports Marketing Partnership at Richmond Dragway.

Richmond Dragway's Market Position

- The only dragracing facility in the immediate Richmond Area boasting a schedule of 70 plus events throughout the season.
- Serves the exciting market of Metro Richmond, nearly 975,000 people with household incomes nearly 5% higher than the national average.
- The facility is one of the most historic dragracing complexes on the east-coast sporting over 40 years of memories and successes.



History and Attendance

- For nearly 5 decades, Dan Weis and his family have pioneered the sport of dragracing on the east coast. In 1964, Weis opened Richmond Dragway and has been a pillar of the racing community ever since. Richmond Dragway has hosted literally millions of visitors in it's lifetime. Since 2008, Richmond Dragway has operated under the watchful guidance of Johnny & Allison Davis, track owners. There is no doubt that continued growth and extensive promotions will create a great opportunity for your business!
- Ground-breaking advertising and promotional campaigns have created consistent growth in attendance over the years. Richmond Dragway is committed to all of it's customers, providing them the best “bang for the buck,” guaranteed. Richmond Dragway's annual schedule contains over 70 events a year and attendance figures of nearly 50,000.

Opportunity

Richmond Dragway promotes a weekly bracket AED Performance ET program and the ultra popular Vaperz Advantage Friday Night Street Fights, March through November PLUS the Showdown Series featuring Grudge Racing, VP Racing Fuels \$10 Grand Slams and ALL New I-95 Bracket Championship Series – Huge Signature races with a regional and national draw of cars, drivers and crews!

- Research indicates that racing fans earmark a large portion of their higher-than-average discretionary income for products and services that they see at the track. Their brand loyalty extends across a full array of consumer products from soda and snacks to petroleum products, household detergents, and clothing.
- Richmond Dragway offers Motorsports Marketing Partners an opportunity for the one-on-one contact with their best customers (racers and fans). On the spot purchases, referrals, or references for future sales are just the beginning.
- Racing heroes earn their fans' admiration and enthusiasts develop strong loyalties to sponsor companies.



Sponsorship Information

The Richmond Dragway staff has a commitment to quality in marketing services and will work in conjunction with partners to best promote their products and services. These programs provide cost effective ways for partner businesses to reach the thousands of potential customers that attend Richmond Dragway annually. Listed below are the Signage Sponsorship Programs including location and cost.

Signage Sponsorships

(includes sign space and sponsor name added to the sponsor directory on the Richmond Dragway website).

Billboard Area Sponsor: One 40” x 96” sign prominently displayed on the billboard area along the starting line (on the spectator fence). These sponsors are also in position to be featured in pictures taken of the cars as they leave the line.

Cost per year...\$500.00

Starting Line Sponsor: Two signs prominently displayed along the starting line on each side of the track. An excellent way to promote your business to every driver, crewmember and spectator. A feature area for your company's logo and information.

Cost per year...\$1250.00

Scoreboard / Lane Sponsor: This is an illuminated sign placed at the giant scoreboards located on either side of the track near the finish line. Scoreboard signage offers the highest visibility and is repeatedly referred to for race results. The track lane where your company's scoreboard appears is designated by the company name. The track announcer describes each car on approach to the starting line and announces as the run is completed. Example: “Joe Williams fast Ford Mustang is now lining up in the VP Race Fuels Lane and in the AED Performance lane, we have the nitrous equipped Camaro of Don Fisher....and at the finish line Williams



squeaks out a win in the VP Race Fuels Lane.” Every eye turns to the scoreboards on every pass for the ET and MPH scores. The constant audio and visual exposure creates a positive mental picture and automatic association with your company’s image. This is the MOST valuable Signage Sponsorship at the track

Cost per year...\$4000.00

Richmond Dragway is proud to announce that at no additional cost, you can have the Total Marketing Package with your partnership. This includes:



- PA Commercials featured during track announcements at ALL races. Constant reminders throughout events is also included. This commercial is produced at no cost to you by Richmond Dragway.
- Sponsor area available to partners at selected events. Soliciting business is encouraged through display booths, product sampling, special awards, flyers or other means previously approved by the Richmond Dragway management team. (Please call J. Davis at least 72 hours prior to the event to receive approval)
- Single Admission Passes – partners get complimentary admission passes and invitations to events during the season

Please Notice: Sponsor will be responsible for painting, lettering and material costs for signage. Richmond Dragway has professional sign fabrication available at a reasonable cost (Billboard Area Sign is about \$200-250), call for details.



Event, Series, and Title Race Sponsorships

These special programs offer an unprecedented value in promoting a business through Richmond Dragway. An event package provides the partner company with the title rights to an established special event or race series. Each special event is promoted via radio and other activities throughout the Metro Richmond area. Richmond Dragway will align you with an event offering maximum exposure and publicity.

An event package becomes a prime vehicle to feature a company on radio ads, track signage, print ads, track brochures, and other direct mail promos. “Tie Ins” provide sponsors with opportunities for couponing and sampling.

As an added feature of Event, Series, and Title Race Sponsorships, arrangements can be made for the use of Richmond Dragway’s Spectator areas and special viewing rooms. Sponsors can entertain business contacts or reward employees by offering them a day at the races with some of the best seats in the house.

Class Sponsor: The naming rights to each of our competition classes is available and will be used as the means of identifying that class in all promotional materials, track messages, and event information. For example: Our track announcer will call each class to the staging area by name, “Mr. Gasket Top ET to the lanes” This constant use of naming will keep your business fresh on the minds of each of our participants and spectators.

Cost per year...

| | |
|--|-----------------|
| Top ET or Modified ET | \$1,200.00 each |
| Jr. Dragster, Motorcycle or Street & Strip | \$800.00 each |

Event Sponsor: a single event or race day can have impact by adding a company name to the title. It could be promoted as a sponsor showcase day.

Example: Richmond Dragway presents the “McDonalds Spring Shootout”

Call for details



ET Series Sponsor: This program offers a “series” of racedays that carry a points standing for competitors and are tracked by fans. Sponsors have the opportunity to use the company name with the series title in advertising, special awards, and for signage.

Example: Advanced Engine Design and Richmond Dragway present the “AED Super Showdown”

Call for details

Title Race Sponsor: Richmond Dragway title races are promoted and recognized as the area’s high profile championship drag racing events. These events receive the heaviest radio and media expenditures, yield the highest spectator counts, and offer the sponsor maximum exposure.

Example: “VP Racing Fuels \$10 Grand Slam”

Call for details

Customized Sponsorships

Web Site Banner Ads: Richmond Dragway’s website was redesigned in January 2004 and has had over 700,000 hits since it’s launch. We offer numerous packages to expose our customers to your products through banner ads and links to your homepages. Richmond Dragway also has an extensive social media presence through Facebook, Twitter, YouTube and direct email blasts. All of these programs can help leverage potential customers to your brand!

Prices start at \$120.00 per month

Other Options: There are opportunities to tie your business to our professional race official team, our track equipment, and Bracket Finals Team just to mention a few. Please call or ask for details on these special chances for your company to take the innovative edge in marketing with our talented staff.

Become a Richmond Dragway Motorsports Marketing Partner

An investment as a marketing partner affords a partner company years of return in proven sponsor-loyalty and increased business. A Richmond Dragway partner is an important business element for the track, the racers, and the fans. Co-op advertising and partnerships help to provide bigger, more prestigious events, thus generating larger audiences for everyone's success. Richmond Dragway has the experience, the commitment, and the programs that ensure effective promotion of Richmond Dragway partner companies. These programs provide a unique opportunity for targeting a specific market segment, and the Richmond Metro area's only dragracing outlet. Through this unique program, Richmond Dragway is offer exciting, affordable partnerships on a "turn key basis."



Conclusion

A Richmond Dragway partnership is a highly effective tool and a business decision that simply makes sense. Just contact Johnny Davis and you will be headed for Marketing in the Fast Lane at Richmond Dragway.

Thank you for considering Richmond Dragway's Motorsports Marketing Programs.
If you have any questions or concerns please, do not hesitate to call.

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Richmond Dragway is
"Dedicated to motorsports excellence through integrity, service and innovation"



Unleash the Excitement!