

West Georgia Speedway Advertising, Promotional & Marketing Inventory

West Georgia Speedway is located in Whitesburg, GA on Georgia Highway 16 perfectly located between Newnan and Carrollton. The 3/8ths mile red clay speedway will feature close short track racing with spectacular action and excitement. A wider, progressively banked track will welcome drivers to the new season and a new era in racing in the near half century old speed plant. Upgraded facilities for fans, new improved trackside terrace viewing and more will allow for greater exposure as the year rolls along. This along with our excellent media plan with local, regional and national awareness along with a strong social media presence creates a valuable opportunity for our partners. You can reach hundreds directly each week at the track and thousands daily with our social media channels.

Your company can take advantage of the various ways of using the excitement and fun during a night of racing to promote business traffic at a professional entertainment facility. You can increase visibility through displays, hospitality, media and signage at the track. There is no set "formula" to develop marketing opportunities for our corporate clients. Ideally, we will discuss the marketing needs and goals for corporate brands and "custom design" a program to fit those needs. Other times, businesses will simply go through our menu of items and determine what is the most appropriate for their needs. In either case, we will be there to help create a program that satisfies specific needs and goals for you and your company.

Distinguish your business from its competition through a promotional / marketing plan that offers great local and regional exposure by building brand name awareness and a positive image among your targeted audience. West Georgia Speedway can help create a high-excitement merchandising vehicle and sales opportunities designed to drive customers to your business through cross promotions and tie-ins. Some of our programs will even help your company earn publicity exposure in local, regional and potentially national print and broadcast media.

We also offer a wide variety of items for your employees that will build their morale. West Georgia Speedway is a great place to hold a company outing such as a "summer picnic" for your employees and their families that will be unforgettable! And remember, we can produce that "Bang for the Buck" that will put smiles on the faces of both your customers and employees.

Please take a minute to think about how the West Georgia Speedway might fit into your promotional and marketing plans this year. The promotional and marketing opportunities are unlimited! If you have any questions or concerns, please contact Mayes Massey at 770-318-7756. If we do not hear from you, we will check with you in a week or two to see how (and if) you'd like to pursue any of the promotional and marketing opportunities. We look forward to being of service to you and your company.

Promotional and Marketing Opportunities at West Georgia Speedway

1. Promotional Signage

- A. Infield Billboard (4' x 8')
- B. Small Infield Billboard (2' x 8')
- C. Trackside Billboard (8' x 16') – outside turn three / four
- D. Victory Lane Branding (two spaces)
- E. Flag Stand Sign
- F. Tower Sign (Front – between concession / race control tower)
- G. Tower Sign (Turn Four or Turn One side)
- H. Tower Sign (Back)
- I. Restroom Sign (tower location / turn four location)
- J. Exit Signage Branding
- K. Trash Can Covers
- L. Banner Space
- M. Vehicles & Ancillary Signage

2. “Official” and “Exclusive” Status Sponsorships

3. “Red Clay Saturday” Racing or Participant Oriented Promotions

- A. Division Entitlements
- B. Purse Enhancements
- C. Feature Winner Decals

4. “Race Night” Sponsorships

5. Promotional Give-Away Opportunities

6. “At The Track” Promotions



Promotional Signage Opportunities

Promotional signage at West Georgia Speedway will keep your name, logo and message in front of our fans, participants and employees all year long. West Georgia Speedway offers several types of cost-effective promotional signage programs, so be sure to take advantage of this valuable opportunity to have your company recognized. West Georgia Speedway will construct and maintain you signage all year long as well.

Lease Cost: Signage will range from \$500 to \$2,500 a year depending on the location and size. Lease cost includes construction, lettering (reasonable) and maintenance of the signage throughout the term of the contract.

Types of Promotional Signage Available:

- A. Infield Billboard (4' x 8')** – located on infield adjacent to the front stretch directly in front of the main seating area. Billboards are adjacent to Victory Lane.
Investment - \$1000
- B. Small Infield Billboard (2' x 8')** – located on infield adjacent to the front stretch directly in front of the main seating area. Billboards are adjacent to Victory Lane.
Investment - \$700
- C. Trackside Billboard (8' x 16')** – located outside of turn three / four.
Investment - \$2500
- D. Victory Lane Branding (two spaces)** – Company logo will be included on the Victory Lane signage receiving excellent exposure through various media sources, as well as, driver's personal usage on social media.
Investment - \$1500 per space
- E. Flag Stand Sign** – a focal point throughout the evening will carry your logo on the side facing the main seating area.
Investment - \$1000
- F. Tower Sign (Front – between concession / race control tower)** – great visibility for all inside the facility during the event. This is a 2' x 8' sign.
Investment - \$600
- G. Tower Sign (Turn Four or Turn One side)** – great visibility for participants parked in the pit area and fans on the turn one side. The option for the other side offers visibility for patrons in our trackside parking and fans on the turn four side. This is a 2' x 8' sign.
Investment - \$500
- H. Tower Sign (Back)** Excellent visibility for all guests as they enter the facility. This is a 4' x 8' sign.
Investment - \$800
- I. Restroom Sign (tower location / turn four location)** - This is a 2' x 8' sign.
Investment - \$500
- J. Exit Signage Branding** – Logo in our exiting message thanking everyone for coming to West Georgia Speedway.
Investment - \$1000
- K. Trash Can Covers** – covers can bring your logo and brand awareness to guests throughout the property. Everyone uses the trash cans! Contact us for prices.
- L. Banner Space** – We have several fences that could be decorated with your branded banners (must provide).
Investment per banner - TBD
- M. Vehicles & Ancillary Signage** – Decals of your logo can be placed on our water trucks, two trucks, safety vehicles and tractors that are used throughout our program. Contact us for prices.

“Official / Exclusive” Status Sponsorship Opportunities

Your company can become a proud sponsor of West Georgia Speedway. This is a great way to showcase your product or service to our fans, participants and employees. Official status makes you the preferred product or service promoted at West Georgia Speedway. Exclusive status gives you the sole promotional rights to a certain product or service associated with West Georgia Speedway.

Cost: “Official” and “Exclusive” status sponsorships will range from \$5,000 to \$50,000 depending on the elements of the sponsorship agreement.

The basic elements of an “Official / Exclusive” Sponsorship includes (but not exclusive to):

1. Signage (to be determined).
2. Season-long display space in the grandstand area for demonstrating and distribution of literature or coupons (sampling rights not included).
3. P.A. announcements each night throughout the season about your company. (min. two mentions per night).
4. Contingency program for drivers- decals on participating cars (decals and prizes to be provided by sponsor).
5. Press release related to the sponsorship.
6. Link on the www.wgsracing.com website.
7. Name/logo on available social media platforms and communication.
8. Six (6) complimentary tickets to all scheduled events promoted by MSA, LLC.

Types of “Official / Exclusive” Status Sponsorships Available:

- a. Automobile Dealership (Car / Truck / Van)
- b. Auto Parts (such as spark plugs, batteries, oil filters, etc.)
- c. Auto Parts Store
- d. Beer (Malt Beverage)
- e. Beverage (Soft Drinks)
- f. Cable Television Supplier
- g. Communications Hardware (Radios)
- h. Consumer Products such as food, clothing, etc.
- i. Environmental Services
- j. Heavy Equipment (Tractor, forklift , etc.)
- k. Home Improvement Center
- l. Landscaping (Groundskeepers, Lawn & Garden Maintenance, etc.)
- m. Lodging (Hotel, motel, etc.)
- n. Paint Supplier
- o. Petroleum (Gasoline) and Oil Products
- p. Rental Equipment (Portable lights, etc.)
- q. Supermarket
- r. Telephone & Internet Services
- s. Tires
- t. Towing & Recovery Vehicles
- u. Trailer (Racing, utility, etc.)
- v. Other

Racing or Participant Oriented Promotions

This is one of the most effective forms of exposure at West Georgia Speedway. This type of promotion can be beneficial to your company as it can also create good will for your customers who are also our fans, participants and employees through repetitive name recognition and product identification.

Division Sponsorships - Your company will be the title sponsor of one of West Georgia Speedway's racing divisions for the entire season.

Cost :

- Crate Late Models (\$6,000 including \$2,000 year-end point fund)
- Late Model Sportsman (\$5,000 including \$1,200 year-end point fund)
- Chargers (\$2,000 – no bonus as this is designed for beginners)
- Hobby (\$3,000 including \$1,000 year-end point fund)
- Bomber (\$2,500 including \$ 750 year-end point fund)
- Mini Stocks (\$2,500 including \$ 750 year-end point fund)
- Hot Shots (\$2,500 including \$ 750 year-end point fund)

The basic elements of official divisional sponsor status plus:

1. Name and/or logo incorporated into name of division for usage at the track and media coverage.
2. Decals on front fenders mandatory to be eligible for any year-end awards.
3. P.A. announcements mentioning your company related to the division.
4. Pre- and post- event media coverage related to the division.
5. Small Infield Billboard (2' x 8') – cost of creation additional to package
6. TBD # of (\$3 off general admission) discount coupons for your distribution.
7. Pre-event local advertising related to the division to include logo.
8. Link on the www.wgsracing.com website.
9. Two (2) Season Passes to the pit area or Four (4) General Admission Tickets to each event that the entitled division participates.

Purse Enhancement - Your company will be mentioned in the promotion of the West Georgia Speedway event and division you are enhancing the winner's purse or overall pay in the standard or posted purse. Your investment is \$250 + the amount you desire to enhance the purse.

Feature Winner's Decals - Your company logo will be included in the Feature Winner decals that are presented to all feature winners on each night of the racing season. Investment - \$1,250



“Race Night” / Event Sponsorship Opportunities

Your company's name becomes the title of a selected date on our schedule of events. The exposure of sponsoring a race night can be both powerful and phenomenal. This type of promotion can create good will for your customers who are also our fans, participants and employees. This promotion is also an avenue to create “NEW” customers for your product or service.

Cost: Sponsorships will range from \$750 to \$2,000 depending on the event of choice.

The basic elements of a “Race Night”/Event sponsorship includes (but not exclusive to):

1. Name and/or logo included in all pre-event promotion and advertising.
2. Name included in schedules (electronic, social or print media).
3. Four (4) Pit Passes for the event night.
4. Twenty-five (25) General Admission Tickets for the event night.
5. T.B.D. # (\$3 off general admission) discount coupons for the night of the event for distribution.
6. P.A. announcements throughout the night about your company.
7. Pre- and post- event media coverage related to the event.
8. Announcer interview about your product or service.
9. Strategically located banner placement at the event (banners to be supplied by the sponsor).
10. Special display area in the grandstand area for demonstrating and distribution of literature or coupons (sampling rights not included).
11. “Honorary” Starter for the features.
12. Victory Lane Presentations - Hats on Feature winners in photos. Photos of representatives in Victory Lane after the features with the winner.
13. Winner's trophies specially engraved with your company name – additional cost for trophies

Types of “Race Nights” / Event Sponsorships Available:

- a. Pre-Season Race Night
- b. Season Points Opener
- c. Red Clay Saturday Show
- d. Bill Massey Inaugural 'Brawl' at the Burg' featuring the Limited Late Models (May)
- e. Hobby Stock 'Fray in May' Special
- f. School's Out / Graduation Special Night
- g. 'Bash at the Burg' Bomber Special (June)
- h. 'Red Clay Saturday Summer Scorcher' Limited Late Model Special (June)
- i. Southern Nationals Super Late Model Special (July)
- j. **Multi-Race Series** – multiple nights
- k. Monster Truck 'Night of Destruction & Back to School Smash' (August)
- l. Open Wheel Modifieds 'Wide Open at Whitesburg' Special (August)
- m. Back to School Night (August)
- n. Fan Appreciation / Driver Autograph Night (Any Night)
- o. Season Ending Points Championship Night (September)
- p. Limited Late Model 'Fall Brawl' Special (October)
- q. "Battle at the Burg" Weekend (October)
- r. Billy Clanton Classic w/Super Late Models (October)
- s. Inaugural 'Iceburg Classic' (December)
- t. Church Night (Any Night)
- u. Kid's Night (Any Night)
- v. Special "Touring Series" Night (Let's Talk)
- w. Special "Guest Celebrity" Night (Let's Talk)

Promotional Give-Away Opportunities

One of the more exciting promotional opportunities available at West Georgia Speedway is giving products to the fans and drivers. If you are already advertising with us in any other way and you can obtain these promotional items at a cheaper price, you may do so and we will distribute them for your company.

Cost: Promotional give-away opportunities will range from \$250 to \$500 depending on the type of opportunity and type of product.

Various Types of Promotional Give-Away Opportunities Available:

1. On a selected night, the promotional items will be given away to a pre-determined number of guests through the gate. This will be promoted through our advertising and marketing plans including electronic, print and social media.
2. Your promotional item will be used in a "Prize Throw" (where a small quantity of your products are thrown into the crowd) at each of our race events. Your company will receive recognition through P.A. Announcements when your products are thrown.
3. Your promotional items may be used as prizes for trivia contests, fan-activity contests, etc. We will work with you to design a contest that will help you achieve maximum exposure and to allow the fans to win your product in an exciting and entertaining way.

Types of Promotional Give-Away Products Available:

- a. Sample of your company's product
- b. Apparel (T-shirts, Sweat Shirts, Tank Tops)
- c. Beach Towel
- d. Bumper Sticker
- e. Calendar
- f. Children's Coloring/Activity Book
- g. Collectible Pin / Lapel Pin
- h. Collectible Cup (Plastic)
- i. Diecast Cars
- j. Driver Photo Cards
- k. Hand Flags (small)
- l. Hats
- m. Key Chain
- n. License Plates
- o. Magnetic Schedule (additional cost to create)

** Other items are available, please call the track hot line for further details.*

“At the Track” Event Promotion Opportunities

Similar to the “Race Night” sponsorship, the exposure of sponsoring an “At The Track” promotion can be beneficial to your company. This type of promotion can also create good will for your customers who are also our fans, participants and employees. This promotion is also an avenue to create “NEW” customers for your product or service.

Cost: “At the Track” event promotions will range from \$300 to \$1,000 depending on the “At the Track” event promotion of choice and frequency.

The basic elements of an “At the Track” Event Promotion includes (but not exclusive to):

1. P.A. announcements mentioning your company before and during the “At the Track” promotional activity.
2. Strategically located banner placement at the event (banners to be supplied by the sponsor).

A. “Fun” Fan Activities:

1. FREE Kids Admission Nights
2. Kid’s Candy Scramble / Cash Scramble
3. Kid’s Bike Races
4. Box Car Races - Kids design and race.
5. Kid’s Power Wheels Races (or Demo Derby)