



2021 MARKETING OPPORTUNITIES

**STRATEGIC MARKETING PARTNERSHIPS
ACTIVATED THROUGH MOTORSPORTS**

WINCHESTER SPEEDWAY

**2656 WEST STATE ROAD 32
WINCHESTER, INDIANA 47394**

WINCHESTERSPEEDWAY.COM

ABOUT WINCHESTER SPEEDWAY



Winchester Speedway is one of the most historically significant and recognizable racetracks in the United States. Originally constructed of clay and opened in 1914 under the name of Funk's Speedway, the facility was the world's first half mile oval. In subsequent years, the tracks layout was transformed, most notably in regard to the banking of the corners. As banking was added, the speed of the cars increased as well as the size of the crowds. The track was eventually paved, and at that time another chapter in the world's fastest half mile began.

Winchester Speedway has a unique distinction being revered in both open wheel and stock car worlds and has become the premier track for drivers from each discipline to showcase their talent. Conquering the high banks was a major milestone in the careers of countless open wheel stars such as Pancho

Carter, Tom Bigelow, and Rich Vogler. The likes of Johnny Parsons, Parnelli Jones, and Johnny Rutherford used their victories at the track to propel them on their way to becoming Indianapolis 500 legends. The success of some at Winchester helped to catapult them into NASCAR and eventual superstardom including Ken Schrader, Jeff Gordon, Tony Stewart and Ryan Newman.



Stock car chauffeurs have also used triumphs at the speedway to climb the ladder to the pinnacles of the sport. The track's premier event, the Winchester 400, has been claimed by notables Rusty Wallace, Mark Martin, Kyle Busch, Erik Jones, and Chase Elliott.



History continues to be written upon the 34-degree banks of Winchester Speedway as current owner Charlie Shaw pursues facility improvements while maintaining the tracks standing as one of the country's most prestigious short track venues. In addition, Shaw recently recruited broadcast personality Bob Dillner to help guide Winchester Speedway to new heights and further success.

WINCHESTER SPEEDWAY EVENTS

MAY 9 RICH VOGLER CLASSIC

USAC Silver Crown Series
Midwest Vintage Racing



MAY 18 FLY OVER STATES 150

Super Late Models (Champion Racing Association & ARCA Midwest Tour)
Vores Compacts



JUNE 5 HOOSIER DADDY 100

Street Stocks (CRA)
Late Model Sportsman (CRA)
Winchester's Old Timers Reunion



JULY 31 CALYPSO LEMONADE 200

ARCA Menards Series
Midwest Modified Series



SEP 4-5 KING OF THE HIGHBANKS

Pro Late Models (CRA)
Vores Compacts
Midwest Modified Series
Street Stocks (CRA)
Super Late Models (CRA)



OCT 15-17 50TH WINCHESTER 400

Pro Late Models (CRA)
Vores Compacts
Midwest Modified Series
Street Stocks (CRA)
Late Model Sportsman (CRA)
Super Late Models (CRA)



OCT 30 SAMMY SESSIONS SNOWBALL

Auto Value Sprint Cars
Series TBA



MARKETING PACKAGES AVAILABLE



BOB DILLNER

PROMOTER

 bob@winchesterspeedway.com

TIFFANY SWISHER

EVENT MANAGER

 tiffany@winchesterspeedway.com

 601-433-6212

CLAIRE FORMOSA

MARKETING MANAGER

 claire@winchesterspeedway.com

 615-713-9013



TITLE SPONSOR

- Company name as part of event title
- Event logo incorporating brand
- Company name and logo on trophies
- Brand activation (including on-site sampling)
- Digital footprint (including social media postings)
- Victory lane access with photos
- Featured prominently in all event advertising
- Featured prominently on event merchandise
- Featured on banners throughout facility
- Hospitality arrangements for customers/employees
- VIP event passes

PRICE \$5,000 - \$25,000

CONTINGENT UPON THE EVENT

PRESENTING SPONSOR

- Company name as part of event title
- Brand included on event logo
- Company name and logo on trophies
- Victory lane access with photos
- Featured in all event advertising
- Featured on event merchandise
- Featured on banners throughout facility
- VIP event passes

PRICE \$2,000 TO \$15,000

CONTINGENT UPON THE EVENT

ASSOCIATE SPONSOR

- Featured on banners throughout facility
- Complimentary event passes
- P/A reads at event

PRICE \$1,000 TO \$5,000

CONTINGENT UPON THE EVENT



PARTNERSHIP ACTIVATION



THE MIDWAY

The midway at Winchester Speedway is the focal point of all fan involvement in a family-friendly atmosphere. Thousands of fans peruse through the midway at each event to discover the latest in Winchester Speedway, driver and event merchandise, as well as to enjoy some of their favorite carnival-like food. Driver autograph sessions are held at events to encourage fans to meet their favorite driver and check out what else the midway has to offer. And while kids have opportunities to play some fun games, adults can also relax in the beer barn during the event. Entitlement opportunities for the midway (naming rights) are also available.

BRAND ACTIVATION

Companies have a wide array of opportunities to activate their product/services through Winchester Speedway. Whether it is through interactive displays to a captive audience at each event or through the facility's powerful social media presence, companies will engage with a loyal fanbase at one of the legendary sites in American Motorsports history. Email blasts, event flyers and coupon codes are common, but attractive opportunities for companies to help increase awareness.



SOCIAL MEDIA

A new creative content strategy through social media is being employed at Winchester Speedway. Music videos, specialized photography and a wide variety of stories that capture the attention of our fans and create a buzz about the facility and its events are being produced. Marketing partners are able to utilize that social media audience to engage with their customers or simply spread the word about products/services. Winchester Speedway is also engaging in the Facebook Live audience this year through a variety of pre-event special shows.

HOSPITALITY

Thousands of fans enjoy the experiences of the World's Fastest Half Mile throughout the year, which begins with the Rich Vogler Classic and the Fly Over States 150 and concludes with the 50th Winchester 400 and the return of the Sammy Sessions Snowball event. Marketing partners have the ability to give their customers/employees an experience like no other, with driver meet-and-greet sessions, pre-race access and an attractive view from our VIP Infield Tower. The hospitality packages also include access to the vintage Winchester banquet room, where many racing stories have been shared by legends of the sport.





PARTNERSHIP ACTIVATION



NAMING RIGHTS

Numerous choices for naming rights are available at Winchester Speedway, from the events themselves to specific areas of the facility. The midway is a place where all visitors of the facility congregate and a viable option for any company. The grandstands themselves have an exclusive benefit for reaching a large audience with the amount of PA mentions and signage available. In addition to those areas, pit road, the restart zone, the backstretch and the campgrounds have the ability to be branded for a specific company.

BROADCAST OPPORTUNITIES

Each event at Winchester Speedway is live-streamed to a global audience through the track's streaming partners. The ability to do this increases the exposure for all of Winchester Speedway's marketing partners. The ARCA Menards Series event (July 31) will also be broadcasted live on the MAVTV Motorsports Network. In recent years, the events at Winchester have been featured on ESPN, the former SPEED Channel, the former TNN Motorsports Network, and Short Track America on MAVTV. Opportunities for additional broadcast are available.



WALL BILLBOARDS WITH P/A READS

REGULAR **\$1,000**

LARGE **\$1,500**

BANNERS (2) WITH P/A READS

PER RACE **\$500**

LARGE **\$2,000**

BILLBOARDS TURN THREE

SEASON **\$3,000**

RESTART ZONE NAMING RIGHTS

SEASON **\$4,500**

GRANDSTANDS NAMING RIGHTS

SEASON **\$5,000**

PIT ROAD NAMING RIGHTS

SEASON **\$3,500**



WINCHESTER SPEEDWAY FUN FACTS

- *HAS HELD RACES CONTINUOUSLY SINCE **1914***



- *LOCATED BETWEEN **INDIANAPOLIS, IN** AND **DAYTON, OH***
- ***HIGHEST BANKED TRACK** IN NORTH AMERICA*
- *SEATING CAPACITY: **4,400***



- *INFIELD CAPACITY: **2,000***
- *CAMPING CAPACITY: **500** CAMPERS*
- *OTHER NEARBY SURROUNDING TOWNS INCLUDE:
ANDERSON, MUNCIE, & RICHMOND*
- *THE PLACE YOU HAD TO RACE TO COMPETE IN THE **INDIANAPOLIS 500***