

DIXON - DELTA - PLAZA - LEMOORE

California

SPEEDWEEK



SPONSORSHIP OPPORTUNITIES

California Speedweek

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2017 Speedweek recap video: <https://www.facebook.com/caspeedweek/videos/767878296735706/>



The California Speedweek will enter its fifth season in 2019 hosting the largest Micro Sprint race on the West Coast. Drivers from across the world travel to California each June to compete for more than \$54,000 in prize money and the coveted Golden Bear Trophies. Races are held for Super 600, Non Wing, and Restricted divisions. **130 teams will compete in 2019. More than \$250,000 in cash and prizes** has been handed out in the first four years.

- Drivers from Arizona, Australia, California, Canada, Colorado, Iowa, Missouri, Nebraska, New Mexico, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, and Washington have competed

- Major supporting sponsors have included Driven Performance, Pace Chassis, Elk Grove Ford, Van De Pol Petroleum, Fast Four Media, Engler Machine, PMP Chassis, and Hyper Chassis. Major contingency partners have included Hoosier Tires, Keizer Wheels, CSI Shocks, Schoenfeld Headers, Wilwood Brakes, and Micro Sprint Mart.

- Week long attendance above 3000 people

- **All four nights broadcast around the world in online PPV broadcast by Fast Four Media**

- Official event merchandise trailer from Bullet Impressions at all four nights

- 34 drivers have earned more than \$2,000 in career earnings across the first four seasons. Five drivers have eclipsed \$10,000 in earnings.



2019 SCHEDULE

Tuesday June 25 Dixon Speedway

Wednesday June 26 Delta Speedway (Stockton, CA)

Thursday June 27 travel day

Friday June 28 Plaza Park Raceway (Visalia, CA)

Saturday June 29 Lemoore Raceway

2019 SPONSORSHIP OPPORTUNITY

The California Speedweek is looking for partners who want to grow with the event as it rises to one of the top Micro Sprint races in the nation.

Race day exposure opportunities include:

- Signage both in grandstand & pit areas, victory lane, and backstretch
- PA announcements
- Vendor Display spaces
- Event T-Shirt
- PPV commercials and mentions
- Victory lane signage and awards branded to your company. Race winners wearing sponsor merchandise



Sponsors also receive exposure through our extensive social media and media campaign including:
2018: 176k impressions on CA Speedweek Twitter two weeks before event to two weeks after; 81k reach on Facebook during same period. 8k Facebook video views across two promotional videos

- Strong social media presence of event partners including Fast Four Media
- Numerous press releases and emails sent out to nearly 500 person email list
- Newspaper coverage including stories in Stockton Record, Fresno Bee, Hanford Sentinel
- Motorsports media coverage such as Speed Sport and CC Racer
- Season long exposure at each individual track leading up to event date

2019 SIGNAGE SPONSORSHIP OPTIONS

	CASH	TICKETS	SIGN SIZE
Title Sponsor	\$5000	TBA	Nearly Unlimited Size & quantity if provided
Platinum & Division	\$2500	TBA	4' x 12'
Gold	\$1000	TBA	4' x 10'
Silver	\$500	TBA	4' x 6'
Bronze	\$350	TBA	3' x 6'



***Sign Paid/Supplied By Sponsor.** All signage sponsors includes logo on event T-Shirt, audio mentions on both PA and Fast Four Media internet PPV broadcast, and inclusion in all race PR and social media.

Title Sponsor: Event named after your company IE Driven Performance California Speedweek. All trophies, victory lane backdrops, and countless mentions across all promotional and race day channels. Ability to set up advertising booth at each race and to be involved in all victory lane celebrations. Grand marshal level of involvement at each round is available such as waving green flag for the main events. *Portion of sponsorship going back to the total series points fund.*

Platinum & Division Sponsor: Division named after your company IE PMP Chassis Super 600. All trophies for that division will have sponsor logo. Ability to set up advertising booth at each race and to be involved in all victory lane celebrations. *Portion of sponsorship given back to division's points fund.*

2019 CONTINGENCY OPTIONS			
FAST TIME	\$50 cash per division, per race night	12 total	Provide a shirt or hat or sign for Fast-Time grandstand presentation
HEAT RACE	\$50 cash or gift certificate, per heat race per night	52 total heat races	Provide a sticker for driver to hold in social media picture
HARD CHARGER	\$50 cash or gift certificate per division, per race night	12 total	Provide a sticker for driver to hold in social media picture
SPEEDWEEK HARD CHARGER	\$500 cash paid to driver advancing most positions over the course of the week	3 possible awards	
MISC. AWARDS	Hard luck, out of state bounties, etc.	Unlimited	



For more information, contact California Speedweek

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www.CASpeedweek.com | Facebook | Twitter

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 Speedweek nightly main event videos at www.fastfourmedia.org