

SPONSORING A RACE CAR

Stafford Motor Speedway presents one of the most exciting and effective means of reaching potential customers, by sponsoring a NASCAR Race Team. Throughout the race season your business will gain exposure that has impact. By sponsoring a Stafford Speedway NASCAR Race Team your business will get more than just its name on the side of a race car. There are many ways to maximize your exposure and reach Stafford's brand loyal audience.

FEATURES

- Driver introductions over our 8,400 watt Bose audio sound system clearly identify each Sponsor
- Extensive print media coverage brings your business name into consumer's homes.
- Radio exposure will identify your business as a NASCAR racing sponsor.
- Photos and sponsor mentions in the "Pitstopper Magazine" our weekly event program book, and our www.staffordspeedway.com website, will maximize the effect of your sponsorship.
- Promotional appearances by drivers, teams and cars will draw attention to your business.
- Hero Cards, Stafford's version of baseball cards, can put your logo and business name directly into fan's hands.
- Stafford Motor Speedway Race Team sponsors receive preferential treatment when purchasing further advertising and hospitality services at the speedway.
- Stafford Motor Speedway's NASCAR New England, the track's weekly television show airs both locally and regionally on the New England Sports Network (NESN).

BENEFITS

- Stafford's brand loyal audience consciously support the businesses that support their favorite sport and race teams.
- Stafford Motor Speedway's large crowds and diverse schedule of events will allow your business to reach over 125,000 people annually.
- Stafford Motor Speedway's extensive media coverage will increase your advertising reach, allowing your business to cover a wider portion of the marketing area.
- The use of several communication tools including radio, newspaper and public address system, guarantees your message will be thoroughly absorbed.
- Your business will gain a larger profile among Stafford Motor Speedway fans.
- Race Teams frequently travel throughout the region with their race haulers in tow and can spread your sponsorship with their travels.
- Sponsorship can significantly impact your sales.
- Team uniforms are one of the first noticed aspects of a Race Team and a great way to make a big first impression on fans.

***IF YOU'RE LOOKING FOR AN EFFECTIVE AND EXCITING ADVERTISING VEHICLE, SPONSOR A STAFFORD MOTOR SPEEDWAY RACE TEAM!
Every Business Needs To Advertise, Why Not Make It Exciting?***