



SPONSORSHIP PACKET

VENUE INFORMATION

OVERVIEW

Rock Falls Raceway has been burning rubber since 1969. The true potential of the track was revealed when Jim Greenheck purchased "The Rock" in 2015. Immediately, Jim and a team of passionate drag racing industry professionals as well as facility management, construction, architecture, and customer relations experts began to outline a long list of planned improvements.

That vision of creating one of the country's top sportsman racing destinations is becoming a reality with a revamped pit area and tower pavilion, new track surface, extended run off, concrete barriers, state-of-the-art scoreboards, and so much more.

REACH AND ENGAGE WITH OUR AUDIENCE

Rock Falls Raceway is no longer just a race track, it's a motorsports community!

We host a wide variety of events at The Rock, bringing together racers young and young at heart. The track is located on 80 acres with state-of-the-art concessions, shower facilities, camping, and additional amenities.

The racing industry is a proving ground for many products, and no matter how you look at it, supports almost every industry in some way. The market is made up of passionate individuals who are loyal to the organizations that support them. Be on the winning side and let Rock Falls Raceway help promote your company as a RACER FRIENDLY BRAND and boost your business!

EVENT MARKETING OFFERS REACH

Research shows that customers interact and react more favorably to brands and businesses that are connected to their favorite events.

PARTNERSHIP OPPORTUNITIES

Interact with new customers and showcase your brand!

CUSTOM INVESTMENT LEVELS ARE AVAILABLE & MAY INCLUDE:

EXCLUSIVE BRANDING

Exclusive business category branding throughout the event life cycle. Includes key area promotion.

BRANDING SIGNAGE

With over 20,000 and growing social media followers, your advertising works. Signage, banners and other branding opportunities are available throughout the facility.

TICKET & ACCESS

Enjoy complementary tickets including General Admission, concession vouchers & Special VIP parking.

SOCIAL MEDIA & WEBSITE

Your brand's logo and social media channels will be promoted in extensive social media and website marketing including use of organic and paid mediums across our social media channels. You will reach our audience outside of event days and during the offseason with your business tagged appropriately in all posts.

ONSITE MARKETING

On Site Exhibit Area: Showcase your brand or services, sample new products, acquire customer data and feedback.

PA - ANNOUNCEMENTS

PA - Announcements each day of the race through our incredible public address system, which also travels through our growing Livestream applications.

Most marketers believe that event marketing is the single-most effective marketing channel.

79% of US marketers generate sales using event marketing.

84% of event attendees say that they have a more positive opinion about the company, brand, product or service being promoted after the event.

WHAT'S NEXT?

We had a fun year in 2023, but we're continuing to expand for 2024 and beyond.

We remain fully committed to the racer's needs and intend to focus our efforts and budget on growing and improving the racer and fan experience in 2024.

2023 ANALYTICS

LIVE ATTENDANCE	RACER PARTICIPATION
OVER 15,000 SPECTATOR TICKETS	OVER 5,600 RACE ENTRIES SOLD

RFR YouTube LIVE STREAM PERFORMANCE
48.6K TOTAL VIEWS
572K TOTAL MINUTES VIEWED
163.5K TOTAL IMPRESSIONS

SOCIAL MEDIA & DIGITAL INSIGHTS
572K TOTAL MINUTES OF VIDEO CONSUMED (YOUTUBE)
3.65 MILLION UNIQUE USERS TOTAL REACH (FACEBOOK)
7,383 NEW PAGE FOLLOWERS (FACEBOOK)
525,000+ USER ENGAGEMENT (FACEBOOK)
32,486 UNIQUE VISITORS AND 61,148 SITE SESSIONS (ROCKFALLSRACEWAY.COM)

SIGNAGE OPPORTUNITIES



Scoreboard Lane Sponsor: 14' x 8'

Everyone looks at the scoreboard for the nail-biting times on close races, so this is great exposure for any company wanting to get the attention of the spectators and racers alike.

- Lane sponsors are announced in accordance with lane assignments
- Lane sponsor company names are printed on time slips

1-Year: \$4,500

2-Year: \$8,500



Burnout Box Signage: 4' x 8' (6 Spots Available)

Who doesn't love a high-revving, smoky burnout? Place your company in everyone's favorite spot and win over the crowd with your support of local motor sports.

1-Year: \$1,500

3-Year: \$4,250

Production cost for multi-year agreement is included



Concrete Barrier Banner: 10' x 30"

Besides Victory Lane, these concrete barriers are the most photographed section of the facility. It's a great place to pair a clever catch line with a full-on Billboard in the burnout box. These are first come first serve and the barriers closest to the start line will be filled first. Sponsors will receive two (2) inward facing signs, so your business reaches publicity on each side of the track.

1-Year: \$1,500

3-Year: \$4,000

Production cost for multi-year agreement is included

NAMING RIGHTS OPPORTUNITIES

Grandstand Seating Section	\$4,000
Race Gate Signage	\$3,000
Spectator Gate	\$1,500
Staging Lanes	\$4,000
Concessions Stand	\$1,000
Timing Shack	\$1,000
Branded EMS Tent	\$800
High School, Jr Street, Jr Dragster	\$1,800

PACKAGES

GOLD SPONSORSHIP - \$3,500

Includes:

Burnout Box signage

Naming rights to one of the Summit ET Bracket Series races

Six onsite promotional weekends - 20x20 vendor space with promo vehicles allowed

30 complimentary event admission tickets

Three weekend camping passes

Website banner ad plus priority space on website sponsor page

Public Address reads/mentions - three per event day

Social Media mentions - two mentions per month during season

Pit Stop Pro Shop TV Monitor ad

SILVER SPONSORSHIP - \$2,500

Includes:

Four onsite promotional weekends - 20x20 vendor space with promo vehicles allowed

Naming rights to one of our Muscle Car/Sport Compact/Motorcycle races

Startline Signage - 2x7 concrete barrier sign

15 complimentary event admission tickets

One weekend camping pass

Public Address reads/mentions - two per event day

Social Media mentions - one mention per month during season

BRONZE SPONSORSHIP - \$1,000

Includes:

Two onsite promotional weekends - 20x20 vendor space with promo vehicles allowed

Startline Signage - 2x7 concrete barrier sign

10 complimentary event admission tickets

Public Address reads/mentions - one per event day

SPONSORSHIP BENEFITS

2024 events will be broadcast live on **ROCK FALLS RACEWAY'S** YouTube live stream platform, promoted and covered extensively via Rock Falls Raceway's promotional efforts and multiple mainstream and drag racing-specific media outlets.

TICKETS & HOSPITALITY

- 50 Full Event Credentials to entertain guests/clients throughout the 2024 Season
- 10 VIP Parking Passes

SIGNAGE, VISIBILITY & BRANDING

- **ON-SITE ACTIVATION:** Midway space to create fan/racer touch points, data capture & fan engagement
- **PA ANNOUNCEMENTS:** 30-second spots each day of the race (minimum 5 per day)
- **PRESS & PUBLIC RELATIONS:** Official announcement of involvement with the 2024 season distributed to online and print media outlets, along with continuing year-round editorial support
- Major media exposure via ROCK FALLS RACEWAY'S combined print, digital and social media audience of over 20,600 racers and serious enthusiasts
- **GUARANTEED EXPOSURE:** Winners of the 2024 events will be featured on the home page of the Rock Falls Raceway website and Facebook Page, along with extensive coverage of the entire event
- **MEDIA BLITZ:** Print, digital and social media coverage partners ranging from local television and radio, to motor sports industry-specific outlets
- Opportunity to participate in Winner's Circle Celebration, Racer Appreciation Party, etc.
- Sponsors of Rock Falls Raceway will receive an exclusive 20% discount on all orders with CTECH Manufacturing

VALUE PROPOSITION

You will achieve a proprietary position within the sport of drag racing, generating a sizable, significant impact and critical mass for a fraction of the cost of other motor sports properties.

CONTACT

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