



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 23,000 and growing on-site visitors, 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 ads across our social media channels. Boasting nearly 5.5 million unique visitors in 2025, your reach to our audience outside of events and during the offseason will promote attention to your business.

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.

78% of US marketers generate sales using event marketing. (2022 Sweap Survey)

87% of event attendees say they have a positive opinion about the company, brand, product, or services being promoted at events. (Meetings International 2024 Report)

WHAT'S NEXT?

While the 2025 season was met with 20% of events cancelled due to rain, the RFR Staff battled hard to put on the best show possible for all of our guests. As we look into 2026, we have plans for new events and enforcing the returning favorites.

With a renewed local support for Rock Falls Raceway, we will continue to push marketing within our community and beyond to grow the facility to newer heights.

2025 ANALYTICS

LIVE ATTENDANCE	RACER PARTICIPATION
OVER 23,600 SPECTATOR (up 14% from 2024)	OVER 9,200 RACE ENTRIES (up 9% from 2024)
RFR YouTube LIVE STREAM PERFORMANCE 2025	
52,000 VIEWS (UP 13% FROM 2024)	
863,000 MINUTES STREAMED (UP 17% FROM 2024)	
720,400 TOTAL IMPRESSIONS (UP 3% FROM 2024)	
SOCIAL MEDIA & DIGITAL INSIGHTS	
6.56 MILLION UNIQUE USERS TOTAL REACH (FACEBOOK/INSTAGRAM) (UP 21% FROM 2024)	
456,300 QUICK VIEWS (FACEBOOK/INSTAGRAM) (UP 493% FROM 2024)	
90,780 HOURS WATCH TIME (FACEBOOK/INSTAGRAM) (UP 192% FROM 2024)	
915,100+ USER ENGAGEMENT (FACEBOOK/INSTAGRAM) (UP 19% FROM 2024)	
117,300 CONTENT INTERACTIONS (FACEBOOK/INSTAGRAM) (UP 45% FROM 2024)	
187,391 PAGE VIEWS (ROCKFALLSRACEWAY.COM) (UP 18% FROM 2024)	
RFR TELEVISION MARKETING 2025	
316,000 SERVED IMPRESSIONS (UP 32% FROM 2024)	
.25 CLICK THROUGH RATE (UP .05% FROM 2024)	
151,000 IMPRESSIONS (UP 31% FROM 2024)	
97% VIDEO COMPLETION RATE (UP 6% FROM 2024)	

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: \$6,000

3-Year: \$15,000



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: \$1,800

3-Year: \$4,500

Production cost for multi-year agreement is included



Concrete Barrier Banner: 60"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: \$1,800

3-Year: \$4,500

Production cost for multi-year agreement is included

NAMING RIGHTS OPPORTUNITIES

ET RACING SERIES - \$6,500

The heart and soul of 75% of dragstrips, the chance for the every man and woman to get behind the wheel in their home built race or street car. Naming rights for this series is a unique one as it's the most likely to get support from the participants. It's the racers who recognize they are 'small fish' in the pond, and purposefully return investment to the companies and businesses that support them. It receives a larger majority of our weekends (10 events) and gets a larger amount of coverage on social media, YouTube livestream, and our website.

Includes: 30 complimentary event admission tickets, Website banner ads and priority website sponsor page, Public Address reads/mentions, Social Media mentions, Pit Stop Pro Shop TV Monitor ad, Sponsor branded championship Jackets and Trophies.

ET SERIES TEAM CHAMPIONSHIP- \$2,000

This Team Championship runs in conjunction with the ET Series, and pits teams of racers against one another for a team title at the facility. While not receiving as much exposure as the ET Racing Series Sponsorship, it still targets the same men and women doing battle throughout the season at our facility.

Includes: 10 complimentary event admission tickets, Website banner ads and website sponsor page, Public Address reads/mentions, Social Media mentions, Sponsor branded championship Jackets and Trophies.

TEST & TUNE SPONSORSHIP - \$3,500

Based on pay per event, this is the most cost effective marketing option available. With more than 20 events per year, the Test & Tune days provide an opportunity for almost anyone to bring a vehicle to the track and compete. Whether it's a minivan or a Maserati, it will most likely be able to make passes down the famed quarter mile.

Includes: 20 complimentary event admission tickets, Website banner ads and priority website sponsor page, Public Address reads/mentions, Social Media mentions, Pit Stop Pro Shop TV Monitor ad.

SPECIAL EVENT MARKETING - TBD

At Rock Falls Raceway, we are proud to host a variety of large scale spectator driven events throughout the year. Featured events like the Amber Green Drags, CTech Manufacturing Badger Classic, NHRA National Open, and The Fallout Drags. These events draw spectators from across the upper midwest to our facility to see a variety of motorsports ventures.

SPONSORSHIP BENEFITS

2025 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.

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
- **PRESS & PUBLIC RELATIONS:** Official announcement of involvement with the 2025 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 racers and serious enthusiasts
- **GUARANTEED EXPOSURE:** Winners of the 2025 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

Travis Hilton | General Manager
816-877-7962
travis.hilton@rockfallsraceway.com

