

SPEEDWORLD

RACEWAY PARK

WHAT: Speedworld's 6th Annual September 11th Memorial Event

WHERE: Speedworld Raceway Park Wittmann, Arizona

WHEN: Saturday, September 11th, 2010 Gates Open @ 7pm

WHY: It was 9 years ago on this date that America witnessed these horrific acts, changing our lives forever. This patriotic memorial event is held in remembrance of the 9/11 terrorist attacks on our country.

Speedworld Raceway Park is proud to team with local and National marketing partners to produce this annual event in honor of the victims of 9/11, their families, and the brave soldiers fighting for our country.

Fallen but not forgotten, September 11, 2001.

WE WILL NEVER FORGET!

In honor of the new federal designation of September 11th as a *National Day of Service and Remembrance*, four moments of silence will be observed, during a brief intermission, to commemorate the times when each plane hit and each tower fell. A portion of the proceeds will be donated to military family charities.

Marketing Partnership Opportunities

- Primary Marketing Partner - \$20,000
 - Presenting Partner - \$10,000
 - Associate Sponsor - \$1,000

Primary Marketing Partner & Presenting Partner prominently mentioned in ALL radio spots
Marketing partner logos included in ALL printed promotional materials (proportionate to partnership level)
Marketing Partners & Associate Sponsors also receive ample display/vendor space

Event Features

- ¼ Mile Drag Racing
- Motocross
- Arenacross
- Sand Drags
- Mud Bogs
- Freestyle Motocross Show
- Jet Car Exhibition
- Custom Car & Bike Super Show
- Miss Speedworld Contest
- Live Music & Entertainment
- Three Separate Vendor Areas

Prize Money

- ¼ Mile Drag Racing
 - \$500 Fastest Domestic
 - \$500 Fastest Import
 - \$500 Fastest Motorcycle
- Car Show
 - \$250 Best Of Show
 - \$250 Club Participation
- Mud Bogs
 - \$600 (\$200 Per Class)
- Sand Drags
 - \$700 (\$700/4 Classes: \$200 - 2 Stroke, \$200 - 4 Stroke, \$200 - Jeep/Rail, \$100 - Stock Vehicle)
- Miss Speedworld Contest
 - \$300 1st Place \$200 2nd Place

Marketing Partner & Event Sponsor Benefits

- Name recognition and brand exposure throughout major Arizona markets
- Positive support of our local remembrance of an American tragedy
- Community involvement in a patriotic tradition
- Vendor / Display Space:
 - \$100 gets you 10 x 10 display space & 5 event tickets
 - \$200 gets you 10 x 20 display space & 10 event tickets
 - \$300 gets you 20 x 20 display space & 15 event tickets
 - \$1,000 Associate Sponsor gets you 40 x 40 display space, 20 event tickets, logo on flyers & email blasts

Advertising Reach

Posters = (18" x 24") 1000: Displayed in Phoenix Metro, Tucson, Kingman, Bullhead City, & Flagstaff

Flyer Cards (5" x 7") = 20,000: Distributed in Phoenix Metro, Tucson, Kingman, Bullhead City, & Flagstaff

Print (Phoenix Metro: New Times / AZ Republic / College Times / Surprise Today / Bikers Information Guide)
Also: Flagstaff, Tucson, Kingman, Yuma, & Lake Havasu Publications.

Radio (Phoenix Metro: KDKB / KUPD / KMLE)

Also: Flagstaff, Tucson, Kingman, and Lake Havasu Stations

Flyer & Poster advertising begins 45 days prior to event date (Approx. July 28)

Print advertising begins 2 to 2.5 weeks prior to event date (Approx. August 23)

Radio advertising begins 10 to 14 days prior to event date (Approx. August 28)



9/11/2001
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