

ENTERTAINING  
FAMILIES  
SINCE 1964

# *Alaska Raceway* **PARK**

MARKETING YOU CAN  
**EXPERIENCE**





# WHY US

- Modern motorsports park with **57+ year history**
- Largest full-season sports facility in Alaska, over **187 acres** to play in
- **Yearly expansion** and **upgrades** of facility
- **Annual attendance 20,000+** sports fans
- Nationally sanctioned with **NASCAR** and **NHRA**
- **17,000+** fans on Facebook
- **18k hits/month** on **Google Search**/Google Maps; **1.5k actions/month**
- **875+ subscribers** to **MailChimp** with above-average open rate for sports category
- **Guest racers** from Alabama, Illinois, Missouri, North Carolina, Florida, South Carolina, Washington and Wisconsin. Local racers are statewide - Delta Junction to Seward and all points in between
- **Featured** on NHRA.com, IHRA.com, National Dragster, Dragzine, NASCAR HomeTracks online, Chrysler Power Magazine, Alaska Dispatch News, Seward City News, Frontiersman, NASCAR.com, Performance Racing Industry (PRI) magazine, Dinner with Racers, 1320Video, numerous podcasts and more
- **Real time race coverage** on Speedhive, FloRacing & MyRacePass
- Able to **safely operate during pandemics**
- **Expanded events** include **concerts** and **festivals**



**22,000+**

FOLLOWERS  
ON FACEBOOK



**1,300+**

FOLLOWERS  
ON TWITTER



**3,000+**

FOLLOWERS  
ON INSTAGRAM



**4.7**

STAR RATING ON  
GOOGLE BUSINESS

**LET US PROMOTE  
YOU IN THE FASTEST,  
LOUDEST, MOST  
EXCITING WAYS  
POSSIBLE**





# OVAL TRACK BILLBOARDS



The most recognized pieces of property on any race track are the billboards...big, colorful, a strong marketing effect.

Your sponsorship billboard will be seen by thousands of fans during the summer racing schedule and is extremely cost effective.

Signs will be professionally produced and installed by the Alaska Raceway Park staff.

## GOLD BILLBOARD

- 8' x 16' billboard
- 1 designated race day
- Company name on all race schedules\* and any other promotions for the event
- PA announcements during each race day
- 4 all-track season passes, 125 general admission tickets with your company name
- Company Rep. throws the honorary green flag for the feature race on your day
- Sponsor's name on the trophies for the feature event; you may present the trophies

**\$4,950**

## PLAYGROUND SPONSORSHIP

- Grandstand section & playground named after your company
- 2 all-track Season Passes, 125 general admission tickets
- PA announcements during each event

**\$5,000 - ONLY 1 AVAILABLE**

## CRASH WALL

- 20' x 4" section with your logo/message
- PA announcements during each event
- 2 all-track season passes, 40 general admission passes

**\$3,000**

## SILVER BILLBOARD

- 8' x 16' billboard
- PA announcements during each race day
- 2 all-track season passes, 45 general admission tickets

**\$2,750**

## SCOREBOARD ADVERTISING

- 15 second ad rotating on our Daktronics Scoreboard, shown approximately 250 times per event
- 1 all-track season pass, 10 admit one free passes

**\$950**



# DRAG STRIP OPTIONS

## SCOREBOARD LANE SIGNAGE

- 4' x 16' Scoreboard Lane Sign Lane named after you IE: ...in the Unleashed High Performance Lane...
- 4 all-track season passes, 250 general admission passes
- PA announcements during each event

**\$10,000 • ONLY 2 SPOTS AVAILABLE**

## GRANDSTAND SIGNAGE

- 8' x 20' Grandstand Signage displayed at the top of the spectator grandstands
- 1 designated race day
- Company name on all race schedules\* and any other promotions for the event
- Sponsor's name on the trophies for the event; you may present the trophies
- Grandstand section named after your company
- 4 all-track season passes, 125 general admission tickets
- PA announcements during each event

**\$4,950**

## PLAYGROUND SPONSORSHIP

- 8' x 20' Grandstand signage on the section closest the playground
- Grandstand section & playground named after your company
- 4 all-track Season Passes, 45 general admission tickets
- PA announcements during each event

**\$5,000 • ONLY 1 AVAILABLE**

## TRASH BARREL COVERS

- Your logo and message custom printed on 50+ barrel wraps
- Highly visible with a longer impression time
- 4 all-track Season Passes, 90 general admission tickets

**\$4,000**

## UNIFORM SPONSORSHIP

- Your logo on the back of the uniforms for all track employees
- 2 all-track season passes, 45 general admission tickets
- PA announcements during each event

**\$2,500**

## TRACK SIGNAGE

- 4' x 8' sign at the starting line facing the grandstands, snackbar & lounge
- 1 all-track season pass, 18 general admission tickets
- PA announcements during each event

**\$1,475**

## TOWER SIGNAGE

- 4' x 8' sign facing racers/pits
- 1 all-track season pass, 15 general admission tickets

**\$1,100 • ONLY 4 SPOTS AVAILABLE**

## GUARDRAIL SIGNAGE

- 2' x 8' sign guardrail at the starting line
- 1 all-track season pass, 10 general admission tickets

**\$775**





“

GREAT FUN FOR THE  
WHOLE FAMILY! FRIENDLY  
STAFF AND FAST CARS!

(Google Review from John West)

”

# YOUR DAY AT THE RACES

For more direct customer contact, sponsor a day or weekend event at Alaska Raceway Park. This is your opportunity to get one on one with the racers and fans!

## THREE DAY EVENTS (STRIP & OVAL)

- Memorial Day, 4th of July, or Labor Day
- Company name on all printed advertising\*
- 8' x 20' Drag Grandstand Sign, 8' x 16' NASCAR Sign
- PA announcements at every event
- Sponsor spotlight for your event
- 4 all-track season passes, 250 general admission passes with your logo
- Name and logo on all advertising specific to that event
- Name and logo on trophies for that event, you can present them

**\$8,600**

## RACE JUNKIE WEEKEND (STRIP AND OVAL)

- Pick a two day combo event - Oval Saturday, Strip Sunday
- 4' x 8' signs at both tracks
- 4 all-track season passes, 125 general admission passes
- PA announcements at both tracks all season
- Company spotlight during both events
- Name and logo on all trophies and advertising for that weekend

**\$4,950**

## ONE DAY EVENT (STRIP OR OVAL)

- Company name/logo on all advertising for that event
- 4' x 8' track sign
- 2 all-track season passes, 45 general admission passes
- PA announcements during each event
- Sponsor spotlight for your event
- Name and logo on trophies for that event, you can present them
- Company Rep. throws the honorary green flag at the featured Oval race on your day

**\$2,750**

## MAKE YOUR EVENT GREAT

Let's get creative and make your day one to remember!

- Product/information display area during your event - bring a pop up tent, we'll provide the tables and chairs!
- Announcer give aways of company schwag (donated by your company)
- Provide information/entertainment during drivers meeting time
- Flyer handouts at the gates during your event
- Door Prize drawings
- Contests
- Attend & present trophies at the awards ceremony
- Catered food and drinks, special seating and VIP treatment for your guests available\*\*
- Take a guided bus tour of the facility

\* Contract and art must be provided by 3/15 to guarantee inclusion in printed schedule.  
\*\* Additional costs for add-ons to be negotiated



# ADDITIONAL OPPORTUNITIES

## STRIP

### CLASS SPONSORS

\$3,000

Imagine the grandstands full of race fans as the announcer introduces the cars and drivers of the ...your company business name here... Pro ET Class. It doesn't stop there! Each car in your class will also display a decal with your business name. Sponsorship money goes into the class year end points fund.

#### CLASSES

TOP  
ELIMINATOR

SUPER  
PRO

PRO ET

SPORTSMAN

MOTORCYCLE

JUNIOR  
DRAGSTER

**EACH PACKAGE INCLUDES:** 4' x 8' signage • 2 all-track season passes, 45 general admission passes • PA announcements • Name and logo on all class trophies for the season and all advertising for the class • Business decal displayed on all cars competing in your class (sponsor supplies the decals)

## OVAL

### DIVISION SPONSORS

\$3000

Imagine the grandstands full of race fans as the announcer introduces the cars and drivers of the ....your company business name here...Late Model Division. It doesn't stop there! Each car in your class will also display a decal with your business name. Sponsorship money goes into the class year end points fund.

#### DIVISIONS

LATE  
MODEL

BABY  
GRAND

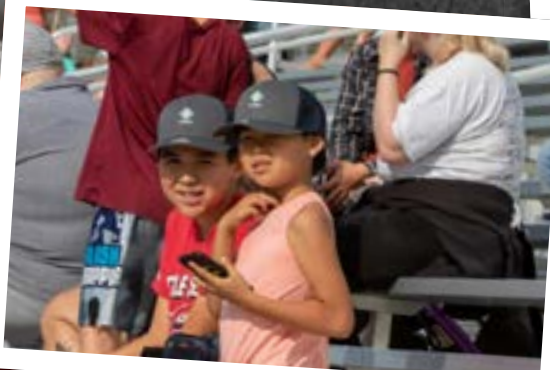
THUNDER  
STOCK

BOMBER  
STOCK

LEGENDS

BANDOLERO

**EACH PACKAGE INCLUDES:** 4' x 8' signage • 2 all-track season passes, 45 general admission passes • PA announcements • Name and logo on all division trophies for the season and all advertising for the division • Business decal displayed on all cars competing in your division (sponsor supplies the decals)





# ADDITIONAL OPPORTUNITIES

## EITHER TRACK

### BANQUET TITLE SPONSOR

**\$2,500**

Title sponsor of this end of the season celebration are on all the tickets and marketing for the banquet, as well as the custom printed event backdrop and signage. Presenting sponsor will have an opportunity to highlight their company at the banquet, as well as assist with awards presentations. Includes two season VIP passes, and 6 banquet tickets.

### POCKET SCHEDULE PANEL ADVERTISING

**\$1,500**

10,000 schedules are printed and distributed annually. Your business can be in the hands of thousands of race fans. Offer a special coupon, promote a new product, or just get your name out! Includes 1 all-track season pass and 10 general admission tickets.

*Artwork needs to be provided by March 15th*

### WEBSITE BANNER

**\$500**

Show your support of Alaska Raceway Park year round with an advertising logo and link to your website on our site. Racers state and nationwide check out our site for the most up to date racing information.

*Sponsor provides artwork, can be added on to other packages*

### WRISTBAND SPONSORSHIP

**\$4,500**

Have your company information including special offers printed on all of the wristbands that are sold through the entrance gates! You will also get 2 all-track season tickets and 45 general admission passes, and 15 admit one free day passes. There is only **ONE** season wristband sponsorship sold! *Artwork needs to be provided by March 15th, Black & White, full color printing additional*

### RACERS SPECIAL

**\$725**

A terrific package for racers who want to invest in their playground! Advertise your business with a 2' x 8' sign, primely located for our spectators. This package also includes 1 all-track season spectator pass and 10 general admission passes to give to your special customers.

*Available only to business clients that race at ARP*

### BANNER BONANZA

Greet the fans as they enter the gates with your message emblazoned on a banner on the fence along Banner Way. Great for the smaller business which wants to reach new customers. Package includes banner and either 10 general admission tickets (2 x 8) or 15 general admission tickets (4 x 8).

**2 X 8 BANNER \$775**

**4 X 8 BANNER \$1,475**

## LOOKING FOR A CUSTOM PACKAGE TO FIT YOUR UNIQUE BUSINESS?

Discuss other options with your Alaska Raceway Park representative today!

The possibilities are endless when you advertise with us!





ADVERTISING OPPORTUNITIES AVAILABLE FOR  
EVERY BUDGET AND INVOLVEMENT LEVEL

CONTACT US TODAY!

🌐 RACEAK.COM

☎ (907) 746.7223

*Alaska Raceway*  
**PARK**