



Welcome to the “Fastest event in Sault Ste. Marie” the 42<sup>nd</sup> Annual International 500 Snowmobile Race. The I-500 draws competitor and spectators from all over the United States and Canada. As a sponsor of this years I-500 you have access to all of the racers and fans of this spectacular event. In addition to race day, there are a host of other events throughout race week, such as Qualifying, The Rookie Round Up, The Children’s Race and the Vintage Sled Display. This all adds up to one great event and an opportunity for you to showcase your business to all associated with the 42<sup>nd</sup> Annual International 500 Snowmobile Race.

## 2010 Platinum Sponsor

As a Platinum Sponsor You Receive:

- Name/Logo in all printed material and advertising \$ 15,000 value
- Name/Logo on I-500 Race Buttons: \$ 7,500 value
- Name/Logo on I-500 Race Posters: \$ 7,500 value
- Name/Logo on I-500 Rack Cards \$ 5,000 value
- Your Logo in all TV advertising Promos and Commercials: \$ 5,000 value
- Your Name in all radio advertising Promos and Commercials: \$ 5,000 value
- Name/Logo on official race ware such as T-Shirts and Sweat Shirts: \$ 2,000 value
- 30 Free I-500 Race Buttons: \$ 450 value
- Full Page ad in the I-500 Race Program \$ 500 value
- Logo on the I-500 Website for 1 year \$ 1,000 value
- 10 seats in the I-500 Press Center on race day \$ 450 value
- Signage on the bridge throughout the race facility (provided by you) \$ 500 value
- 20 Free I-500 T-Shirts: \$ 500 value
- Two Year Guarantee at the investment: PRICELESS

**Total Value: \$50,400.00**

**Your Investment \$ 25,000**

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

Call with any question 906-630-5497 Dave or 906-440-3695 Doug or  
Mail to I-500 C/O Legends Advertising 605 Ridge St. Sault Ste. Marie, MI 49783



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## 2010 Silver Sponsor

As a Silver Sponsor You Receive:

- Name/Logo in all printed material and advertising \$ 10,000 value
- Name/Logo on I-500 Race Posters and Rack Cards: \$ 7,500 value
- Your Logo in all TV advertising Promos and Commercials: \$ 5,000 value
- Your Name in all radio advertising Promos and Commercials: \$ 5,000 value
- Logo on I-500 Website for 1 Year \$ 1,000 value
- Name/Logo on official dated race ware such as T-Shirts and Sweat Shirts: \$ 1,500 value
- Signage throughout the race facility and on the bridge (provided by you) \$ 500 value
- 25 Free I-500 Race Buttons: \$ 375 value
- ½ Page ad in the I-500 Race Program \$ 250 value
- Name Mentions on Race Day \$ 250 value
- 10 Free I-500 T-Shirts: \$ 150 value
- Two Year Guarantee at the investment: PRICELESS

**Total Value: \$31,525.00**

**Your Investment \$ 15,000**

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

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## 2010 Checkered Flag Sponsor

As a Checkered Flag Sponsor You Receive:

- |  |                |
|--|----------------|
| •Name/Logo in all printed material and advertising including                 | \$ 7,500 value |
| •Name/Logo on I-500 Race Posters:  | \$ 3,000 value |
| •Your Logo in rotating TV advertising Promos and Commercials:                | \$ 1,500 value |
| •Your Name in all radio advertising Promos and Commercials:                  | \$ 1,500 value |
| •Name/Logo on official dated race ware such as T-Shirts and<br>Sweat Shirts: | \$ 1,500 value |
| •Name/Logo on I-500 website for 1 year                                       | \$ 1,000 value |
| •15 Free I-500 Race Buttons:   | \$ 225 value   |
| •1/2 Page ad in the I-500 Race Program                                       | \$ 250 value   |
| •Additional Signage through out track (provided by you)                      | \$ 250 value   |
| •Name Mentions on Race Day   | \$ 250 value   |
| • 5 Free I-500 T-Shirts:   | \$ 75 value    |

**Total Value: \$16,800.00**

**Your Investment \$ 5,000**

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

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## 2010 Green Flag Sponsor

### As a White Flag Sponsor You Receive:

- |  |                |
|--|----------------|
| •Name/Logo listed in all printed material and advertising        | \$ 2,000 value |
| •Name/Logo listed on I-500 Race Posters:                         | \$ 1,000 value |
| •Your Name in rotating radio advertising Promos and Commercials: | \$ 1,000 value |
| •Name/Logo on I-500 Website for 6 month December through June 1  | \$ 500 value   |
| •10 Free I-500 Race Buttons:                                     | \$ 150 value   |
| •1/2 Page ad in the I-500 Race Program                           | \$ 250 value   |
| •Additional Signage through out track (provided by you)          | \$ 250 value   |
| •Name Mentions on Race Day                                       | \$ 250 value   |
| • 2 Free I-500 T-Shirts:   | \$ 30 value    |

**Total Value: \$5,430.00**

## Your Investment \$ 2,500

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

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## 2010 Yellow Flag Sponsor

As a Yellow Flag Sponsor You Receive:

- |  |                |
|--|----------------|
| •Name listed in most printed material and advertising            | \$ 1,000 value |
| •Name listed on Race Posters                                     | \$ 1,000 value |
| •Your Name in rotating radio advertising Promos and Commercials: | \$ 1,000 value |
| •10 Free Race Buttons  | \$ 150 value   |
| •Additional Signage though out track (provided by you)           | \$ 150 value   |
| •Name announced on race day as a sponsor                         | \$ 150 value   |

**Total Value: \$3,540.00**

## Your Investment \$ 1,000

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

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## 2010 Pit Stop Flag Sponsor

As a Pit Stop Sponsor You Receive:

- |   |    |           |
|---|----|-----------|
| •Name listed in most printed material and advertising       | \$ | 500 value |
| •Name only listed on Race Posters                           | \$ | 500 value |
| •Name in rotating radio advertising Promos and Commercials: | \$ | 500 value |
| • 5 Free Race Buttons                                       | \$ | 75 value  |
| •Additional Signage though out track (provided by you)      | \$ | 150 value |
| •Name announced on race day as a sponsor                    | \$ | 150 value |

**Total Value: \$1,875.00**

### Your Investment \$ 175

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

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## 2010 Race Board Sponsor



**Autore Oil Company**  
Servicing all of you home heating and fuel needs

**Your Investment \$ 250**

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

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## **2010 Lap Sponsor**

As a Checkered Flag Sponsor You Receive:

Name announced on race day as a Lap Sponsor

**Your Investment \$ 200 or less**

\_\_\_\_\_  
Name Of Business

\_\_\_\_\_  
Signature

Call with any question 906-630-5497 Dave or 906-440-3695 Doug or  
Mail to I-500 C/O Legends Advertising 605 Ridge St. Sault Ste. Marie, MI 49783