



Sponsorship Levels & Benefits

Platinum Sponsor

\$ 25,000

Annual naming right to the I-500 Race - Name/Logo on all printed material and advertising - Name/Logo on race week Buttons - Name/Logo on Race Posters and Brochures - Name/Logo on all TV advertising and promotion - Name mentions in all radio commercials - 30 free Race Buttons - Name on the front cover of the I-500 Race Program - Name/ logo on I-500 Website for one year - Signage on the bridge (provided by you) - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 20 free I-500 T-shirts

Silver Sponsor

\$ 15,000

Name/Logo on all printed materials and advertising - Name/Logo on Race Posters and Brochures - Name/Logo on all TV advertising and promotion - Name mentions in all radio commercials - 20 free Race Buttons - Name/ logo on I-500 Website for one year - Signage on the bridge (provided by you) - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 10 free I-500 T-shirts.

Checker Flag Sponsor

\$ 5,000

Name/Logo on all print materials and advertising - Name/Logo on Race Posters - Name/logo on rotating TV advertising and promotion - Name mentions in all radio commercials - Name/Logo on all dated Sweatshirts - 15 free Race Buttons - 1/2 page ad in the I-500 Race Program - Name/logo on I-500 Website for one year, Signage on the bridge (provided by you) - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 5 free I-500 shirts

Green Flag Sponsor

\$ 2,500

Name/logo on all printed materials and advertising - Name/logo on Race Posters - Name mentions in rotating radio commercials - 10 free Race Buttons - 1/2 page ad in the I-500 Race Program - Name/logo on I-500 Website for 1 year - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 2 free I-500 shirts

Yellow Flag Sponsor

\$ 1,000

Name listed on printed advertising - Name/logo listed on Race Posters - Name mentions in rotating radio advertising - 10 free Race Buttons - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor

Pit Stop Sponsor

\$ 500

Name in most print advertising - Name only on posters - Name mentions in rotating radio advertising - 5 free Race Buttons - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor

Race Board Sponsor

\$ 250

Name and logo on a 4x8 foot race board and placed at the race track for the race spectators to view during time trials and race day.

Lap Sponsor

\$ 200 or less

Name mentions throughout race day as a lap sponsor

Name of Business

Signature

Call with any question 906-630-5497 - Dave or 906-322-0748 Doug or
Mail to I-500 C/O Legends Advertising 605 Ridge St. Suite 121 Sault Ste. Marie, MI 49783 or Fax to 906-635-3390