



## Sponsorship Levels & Benefits

### **Platinum Sponsor**

**\$ 25,000**

Annual naming right to the I-500 Race – Large Name/Logo on all printed material and advertising – Only Name/Logo on race week Buttons – Large Name/Logo on top of Race Posters and Brochures – Large 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.

**ONLY 1 AVAILABLE**

### **Silver Sponsor**

**\$ 15,000**

Medium Name/Logo on all printed materials and advertising – Medium Name/Logo on top of Race Posters and Brochures – Medium 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.

**ONLY 2 AVAILABLE.**

### **Checker Flag Sponsor**

**\$ 5,000**

Small Name/Logo on all print materials and advertising – Small Name/Logo on top of Race Posters - Name/logo on rotating TV advertising and promotion - Name mentions in all radio commercials - 10 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

### **Green Flag Sponsor**

**\$ 2,500**

Name/logo on Race Posters - Name mentions in rotating radio commercials - 10 free Race Buttons – ¼ 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

### **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**

**\$ 350**

Name and logo on a 4x8 foot race board and placed at the racetrack 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 - \$10.00 per lap

\_\_\_\_\_  
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