



## Sponsorship Levels & Benefits

### **Platinum Sponsor**

**\$ 25,000**

Annual naming right to the I-500 Race – Large logo on all printed material and advertising – Only Name/Logo on race week Buttons – Large logo on top of Official I-500 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) – Logo on I-500 race Billboard - 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 Official I-500 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 Logo on Official I-500 race posters - Small Logo on print advertising – Name mentions on rotating TV advertising – Small Logo in all TV Advertising - Name mentions in all radio commercials – 15 free Race Buttons - 1/4 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**

Small Logo on official I-500 race posters - Small Logo on print advertising - Name mentions in low rotation on radio advertising - 15 free Race Buttons – Small Logo inside I-500 Race Program - Name/logo on I-500 Website for 1 year - Additional signage at the I-500 Race Track during race week (provided by you) - Name announced throughout race day as a sponsor

### **Yellow Flag Sponsor**

**\$ 1,000**

Name only on Official I-500 race poster – Name only on print advertising - Name mentions in low rotation on radio advertising - 10 free Race Buttons – Your banner at the I-500 Race Track during race week (banner provided by you)- Name announced throughout race day as a sponsor

### **Pit Stop Sponsor**

**\$ 500**

Name only on Official I-500 race poster - 5 free Race Buttons – Your banner at the I-500 Race Track during race week (banner provided by you)

### **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