

SPONSORSHIP OPPORTUNITIES



GREENFIELD
Dragway

<http://www.nsdra.ca>

NSDRA

Nova Scotia Drag Racers Association

South Shore Airport, Route 210, Greenfield NS www.nsdra.ca



As a valuable member of our retail community in the South Shore District, I am requesting your consideration of sponsorship of the Nova Scotia Drag Racing Association (NSDRA) located in Greenfield, Nova Scotia.

The NSDRA- Celebrating 11 years of Motorsports on the South Shore!

The NSDRA operates the Greenfield Dragway located at the South Shore Regional Airport. The association provides drag racing events once per month between May and October of each calendar year. One of the mandates is to promote and provide a safe competition facility and help keep racing off the streets.

Vitals

- Five scheduled weekend events for 2014
- 175 race vehicle average per weekend and peaking to 292 vehicles during our October 2009 race.
- 800- 1,200 spectators per weekend traveling from many locations in the Maritime Provinces
- Radio, newspaper, poster, flyer and web-based advertising and promotion for all events

2014 Event Schedule

May 23-25	Season opening points race
June 13-15	Second points race- ADRA series and ACSSA stock / superstock
July 4-6	Third points race & Atlantic Pro Tree Seies
August 15-17	Fourth points race- Including the annual BIG DOLLAR Bracket Bash
September 19-21	Final points series race and ACSSA stock / superstock finals

It is important to note that our spectators stay in local hotels, eat in local restaurants, buy performance parts and shop in the LOCAL retail district. Our mandate is to provide entertainment and encourage community involvement in a controlled setting.

As a major company in our district that provides goods and services to our local residents please consider supporting our cause.

Kindest Regards,
Doug Decker, Treasurer NSDRA



SPONSORSHIP OPPORTUNITIES

Major Lane Sponsor- (Limit of two)

\$1500 +HST

Your 2x8 double-sided sign would be placed right at starting line in direct view of the spectators, racers & media.

- Company name would be featured on the sponsor's page on web site.
- Your 15 second pre-recorded ad played during any down time at the track.
- Sponsors will receive continual promotion from the announcer during all 5 scheduled events.
- 20 day passes for the 5 race weekends.

(Sponsor is responsible for supplying signage, electronic logo for website and copy for pre-recorded message)

Major Grandstand Sponsor

\$1500 +HST

- Your companies 4x8 sign is permanently placed on the backside of YOUR grandstand section.
- Highly visible from concession area and nearby racers parking.
- Signage will be removed and stored during each off-season.
- One time charge with no renewal fee!!!

(Sponsor is responsible for supplying signage)

Tent Sponsor - (Limit of three)

\$1200 +HST

- Your company's name/logo & colors on all four sides of a canopy tent in high visible area near starting line.
- Your company's logo will be featured on our sponsor's page on the Greenfield Dragway website.
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- 20 day passes good for any of the 5 race weekends.
- Sponsorship is valid for the reasonable life span of the tent.

Major Sign Sponsor

\$1000 +HST

- Your company's 4x8 sign will be placed near the starting line or lanes and in direct view of all spectators & racers.
- Your company's logo will be featured on our sponsor's page on the Greenfield Dragway website.
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- 15 day passes for the 5 race weekends.

(Sponsor responsible for supplying signage, electronic logo for website, and copy for pre-recorded message)

Official Hotel of Greenfield Dragway- (Limit of One) **\$1000 +HST**

- Your property's 4x8 sign will be placed in a highly visible area at the track.
- Your company's logo be will posted to the Greenfield Dragway website with acknowledgment as "Official Hotel"
- Your company's logo on the front cover of the tourism race flyer and includes a business card size ad as well.
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- 10 day passes for the 5 race weekends.

(Sponsor is responsible for supplying signage, electronic logo for website and copy for pre-recorded message)

Trackside Sign Sponsor

\$500 +HST

- Your company's 2x4 sign will be placed trackside, directly in front of grandstands and in direct view of spectators.
- Your logo will be posted on the Greenfield Dragway website.
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- 10 day passes for the 5 race weekends.

(Sponsor is responsible for supplying signage, electronic logo for website and copy for pre-recorded message)

Class Sponsors

\$500 +HST

Become the named sponsor for one of the categories; Super Pro, Pro, Sportsman, Bike/Sled, Sport Compact or Jr dragster.

- Your company's name will be placed in front of the racing category each time it is mentioned during the race year, (example: the Acme Performance Super Pro Class or the XYZ Junior Dragsters).
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- If provided, your company's decal will be placed on all vehicles competing in the sponsored category.
- 10 day passes for the 5 race weekends.

Shirt Sponsor- *(Limit of three)*

\$500 +HST

- Have your company's name and logo on the sleeve of our souvenir t-shirts available at all events.
- Long-lasting exposure, hundreds of shirts sold each season...it's a walking billboard!
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- Your logo will be posted on the Greenfield Dragway website.

(Sponsor responsible for supplying electronic logo for shirt printing and website)

Bracket Bash Sponsor

\$250

As a sponsor of this August race, your contribution goes towards providing a huge purse that racers from all over the Maritimes now recognize as the single biggest payday of the season.

- Your company's name will appear in event ads and web media for this mega race.
- Random promotion throughout the event from the track announcer.
- All monies go directly to the racers.

Sport Compact - Year End Prize Sponsor

\$200

As the sponsor, your contribution will fund the year-end prizes for the top three point's earners in the Sport Compact class.

- Your company's 2x4 sign will be placed trackside, directly in front of grandstands and in direct view of spectators.
- Your logo will be posted on the Greenfield Dragway website.
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- Random promotion from track announcer during all events.
- 5 day passes for the 5 race weekends.

(Sponsor responsible for supplying signage and electronic logo for website)

Event Sponsor- *(limit of two per event)*

\$100 +HST

Become the named sponsor for one of our racing weekends.

- Your company name will appear on the race schedule page of the Greenfield Dragway website for the year.
- Random promotion from the track announcer during the event.
- Your company name will appear on all time tickets for the event.

(Sponsor is responsible for supplying electronic logo for both web and print media.)

Perfect Reaction Time

\$100 each per event

Perfect Run Sponsor

\$100 each per event

Racers strive for a perfect reaction time or even rarer; the perfect run. Your contribution will give a \$100 cash prize to the first competitor with a perfect reaction time or to the first competitor with the first perfect run during eliminations in the 5 points races during the season.

- Your company's name will be mentioned throughout the event until the prize is won.
- Your logo will be posted on the Greenfield Dragway website
- Your 15 second pre-recorded ad will be aired during any down time at the dragway.
- 10 day passes for the 5 race weekends

(Sponsor is responsible for supplying electronic logo for web site and copy for pre-recorded message)

Tourism Flyer

\$100 +HST

Your Company name and/or logo would be printed on our tourism flyer for distribution around the province. It will contain our race schedule and admission fees.

2013 Schedule Poster - *(Limit of 5)*

\$100 +HST

The poster is a full color graphic 11x14 format with schedule of events for 2014. It will be distributed around the province and will be up in most establishments for the entire 2014 race season.



Sponsorship Agreement

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name	
Contact Name	
Mailing Address	
Phone	
Fax	
Email	

Sponsorship Opportunity

Please indicate the opportunity you would like to sponsor:

	SPONSORSHIP OPPORTUNITY	Cost
<input type="checkbox"/>	Major Lane Sponsor	\$1,725 tax in
<input type="checkbox"/>	Major Grandstand Sponsor	\$1,725 tax in
<input type="checkbox"/>	Tent Sponsor	\$1,380 tax in
<input type="checkbox"/>	Major Sign Sponsor	\$1,150 tax in
<input type="checkbox"/>	Official Hotel	\$1,150 tax in
<input type="checkbox"/>	Trackside Sign Sponsor	\$575 tax in
<input type="checkbox"/>	Class Sponsor	\$575 tax in
<input type="checkbox"/>	Shirt Sponsorship	\$575 tax in
<input type="checkbox"/>	Event Sponsor	\$115 tax in
<input type="checkbox"/>	Bracket Bash Sponsor	\$250
<input type="checkbox"/>	Sport Compact Sponsor	\$200
<input type="checkbox"/>	Perfect Reaction Sponsor	\$100 per event
<input type="checkbox"/>	Perfect Run Sponsor	\$100 per event
<input type="checkbox"/>	Tourism Flyer Sponsor	\$115 tax in
<input type="checkbox"/>	Poster Sponsor	\$115 tax in

Payment Information

Payments must be received by May 15, 2014.

Please make checks payable to *Nova Scotia Drag Racers Association* and return to:

NSDRA

PO Box 18

Brooklyn, Queens Co.

NS, B0J 1H0

Payment can also be given the member who presented you this sponsorship package

BN 859 915 944

I have read and agree to the terms outlined in the Greenfield Dragway 2014 sponsorship package and agree to sponsor this ____ day of _____, 20__.

Signature per NSDRA

Sponsorship Applicant's Signature