



2023 NPBRA Sponsorship Opportunities

NAPA Auto Parts Raceway

Beaverlodge, Alberta 2-714064 HWY 722

The **NPBRA** established in the Peace Country **30** years ago, hosted the bi-annual **Drag Wars** at the Grande Prairie Regional Airport.

In 2014, the process to purchase the **Dewitt Airport** in **Beaverlodge**, with the help of private investment from members and associates, in March of 2015 the **NPBRA** acquired the airport to expand the club and start the foundation to have a permanent home for Motorsports in the area. September of 2022 with the help of sponsors, club members, volunteers, and racers alike we achieved our goal and the property is now paid in full.

As a dedicated group the **NPBRA** is now looking towards the future and the potential growth for the property. We wanted to create a safe place for drag racing in the **Peace Country**. With the help of your sponsorship and others like you, we were able to achieve this goal.

Now you can have the opportunity to be in on the ground floor of a great local facility with excellent exposure as we grow our space for future generations.

Quick Facts;

- Race season runs May thru to September
- **NPBRA** has 1/8 Mile track and 1/4 Mile for both Street Legal and Bracket Racing
- Ability to host over 1,000+ guests per race weekend
- Camping , Food vendors
- Potential to host larger events

2023 NPBRA SPONSORSHIP OPPORTUNITIES

Bracket Points Race Events (2 Separate Race days)

June 10 & 11 *Bracket points Race*

July 15 & 16 *Bracket points Race*

August 12 & 13 *Bracket Points Race*

September 2 & 3 *Falconer Racing Season Final Bracket Points Race* **SOLD**

1/4mile Street Legal Days (2 Separate days)

June 24 & 25 *Top Dog Mechanical* **SOLD**

Aug 26 & 27 *¼ Mile Street Legals*

**All signage / banners must be supplied by sponsor
Race Title Sponsorship to one of the for mentioned race events.**

Race Title Sponsorship

\$3,000 4x8

Race Title Sponsorship includes:

- Ticket Package (20 Free Admit One for 2023 Season)
- Company Name/Logo Banner located on the fence facing the highway
- PA Announcements during sponsored race event
- Opportunity for your company to have an on-site booth, activities at the race, to give away your company swag
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name and/or Logo recognition in advertising, publications and promotions
- Name recognition on race event trophies
- First right of refusal for 2024
- Company logo displayed at the **Spring Spectacular Car Show NPBRA** booth

Volunteer Lunches sponsor

\$350 per race or \$2100 for the season (Signage Sandwich Board Style x2)

Volunteer lunch sponsorship includes

- Ticket Package (10 Free Admit One for 2023 season)
- Company Name/Logo Sign located at the food vendor & volunteer booth
- PA Announcements during race events
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2024

2023 NPBRA SPONSORSHIP OPPORTUNITIES

Fuel Sponsor (generators, mowers, golf carts etc)

\$1,000 per weekend \$6,000 for the season 4x8

Fuel Sponsorship includes;

- Ticket Package (10 Free Admit One for 2023 Season)
- Company Name/Logo Banner
- Logo/Name recognition on advertising, publications & promotions
- PA Announcements at all **NPBRA** race events
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2024

Lane Sponsors 4 Bracket Races and 2 Street Legal Events

\$1,500 per season 4x6 Left lane Right lane **SOLD**

Right/Left Lane Sponsorship includes:

- Ticket Package (10 Free Admit One for 2023 Season)
- Company Name/Logo Banner located at the start line on the lane sponsored
- PA Announcements at all NPBRA race events
- Opportunity for on-site booth
- Opportunity for activities at the race event
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2024
- Logo/Name recognition on advertising, publications & promotions

Class Trophy Sponsor for Bracket Racing 4 Bracket Races

\$1,260 per class for the season (2 races per weekend)

Trophy sponsorship includes

- Ticket Package (10 Free Admit One for 2023 Season)
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2024

Trophies needed & Year End Class Champion Trophies

- No Box
- Bike and Sled
- Pure Street
- Junior **SOLD**
- King of the Hill

2023 NPBRA SPONSORSHIP OPPORTUNITIES

Plate Sponsor for Street Legal Racing

\$ 500

Super Street Plate
Top Ten Plate

SOLD

Class Trophy/Plate Sponsorship includes:

- Ticket Package (10 Free Admit One for 2023 Season)
- Company Name/Logo Banner located on barrier
- PA Announcements during all **NPBRA** race events
- Opportunities for on-site booth and activities at race events
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name recognition on Plates
- First right of refusal for 2024

Picnic Tables for Café

\$ 450 each includes Dedication plate scribed with company name / or dedicated to loved one.

Another option for sponsorship includes gift in kind to the NPBRA and these would include items such as:

Tractors/Equipment

Golf Carts

Generators

Fencing

Asphalt repair on track surface / return road

Gravel / fill

Labor / materials towards building on the facility

Playground Toys

For any further information or if you wish to set up a sponsorship please contact the

NPBRA Sponsorship Director – Crystal Scott 780-296-1927

Sponsorship space / packaging and pricing subject to change.