



## **2020 NPBRA Sponsorships Opportunity**

**Pat's Auto Supply Motorsports Park**

**Beaverlodge Alberta     2-714064 HWY 722**

The NPBRA has been established in the Peace Country for the last 25 years and was the host of the bi-annual Drag Wars at the Grande Prairie Regional Airport. The NPBRA has now recently acquired a permanent location to build and expand the club and Motorsports in the area. In 2014 we began the process to purchase the Beaverlodge Airport with the help of private investments from club members and associates; the sale was finalized by March 5, 2015. We as a club are now looking towards the future and the potential of our property as we want to create a safe area for drag racing in the Grande Prairie area. Thru the help of your sponsorship we will be able to achieve our goal, and you can have the opportunity to be in on the ground floor of a great local facility with excellent local exposure to potential clientele.

### **Quick Facts;**

- Race season runs May thru to October
- Currently the NPBRA has 1/8 Mile track for Bracket Races and 1/4 Mile for Street Legal with the hope of expanding all racing to 1/4 Mile
- Potential for over 1,000+ guests per race weekend

# 2020 NPBRA SPONSORSHIP OPPORTUNITIES

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## 1/8mile Bracket Race Events (2 Separate Race days)

**SOLD**

July 18 & 19 *Foster's Auto Parts & Agri World Spring Opener*

**SOLD**

July 25 & 26 *Tundra Process Solutions 1/8 Mile Bracket Points Races*

August 15 & 16 *1/8 Mile Bracket Points Races*

**SOLD**

September 5 & 6 *Falconer Racing Season Finale 1/8 Mile Bracket Points Races*

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

**SOLD**

June 27 & 28 *McFarlane's Weekend of Horsepower*

**SOLD**

Aug 29 & 30 *Jiffy Lube 1/4 Mile Street Car Challenge Weekend*

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All signage and/or banners must be supplied by sponsor

### Race Title Sponsorship

\$2500+GST/race; 4 Bracket Races and 2 Street Legal Events

Race Title Sponsorship includes:

- Ticket Package ( 15 Free Admit One for 2020 Season)
- Company Name/Logo Banner located at the Track (supplied by sponsor)
- PA Announcements during sponsored race event
- PA Announcements at other NPBRA events promoting race events
- Opportunities for on-site booth, activities at the race event, give away company swag at your race event
- Logo and Name recognition on NPBRA.ca linked to your webpage
- Logo/Name recognition on social media (Facebook)
- Name and/or Logo recognition in all race event advertising, publications and promotions
- Name recognition on race event trophies
- Logo recognition in the NPBRA brochure
- Company name listed in the day program time schedule
- First right of refusal for 2021

# 2020 NPBRA SPONSORSHIP OPPORTUNITIES

**Class Trophy Sponsor for Bracket Racing** per Season base on 4 Bracket Races;  
\$1260+GST per season (based on; \$157.50per regular race (\$157.5\*8= \$1260)  
Includes Year End Class Champion Trophies for each class

Box  
No Box  
Bike and Sled  
Pure Street  
Junior

**Plate Sponsor for Street Legal Racing** per Season base on 2 Street Legal Races;  
\$ 500+GST per season (based on 250 per street race (\$250\*2=\$500)

 Daily Driver Plate

 Top Ten Plate

 RedneckTruck Plate

***Class Trophy/Plate Sponsorship includes:***

- Ticket Package ( 5 Free Admit One for 2020 Season)
- Company Name/Logo Banner located at the Track
- 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 social media (Facebook)
- Name and/or Logo recognition in all race event advertising, publications and promotions
- Logo recognition in the NPBRA brochure
- Name recognition on race event trophies/plates
- First right of refusal for 2021

**Lane Sponsors** based on 4 Bracket Races and 2 Street Legal Events

\$1500+GST per season (based on \$250 per regular race (\$250\*6= \$1500)

 Right Lane Sponsorship includes:

 Left Lane Sponsorship includes:

- Ticket Package ( 5 Free Admit One for 2020 Season)
- Company Name/Logo Banner located at the Track (supplied by sponsor)
- PA Announcements at all NPBRA race events
- Opportunities for on-site booth
- Opportunities for activities at the race event
- Logo and Name recognition on NPBRA.ca linked to your webpage
- Logo/Name recognition on social media (Facebook)
- First right of refusal for 2021

# 2020 NPBRA SPONSORSHIP OPPORTUNITIES

## **Fuel Sponsor** based on 4 Bracket Races and 2 Street Legal Events

\$1200+GST per season (based on \$200 per regular race ( $\$200 \times 6 = \$1200$ ))

Fuel Sponsorship includes;

- Ticket Package ( 5 Free Admit One for 2020 Season)
- Company Name/Logo Banner located at the Track (supplied by sponsor)
- 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 social media (Facebook)
- First right of refusal for 2021

**SOLD**

## **Burnout Box Boards** based per board; 2 boards for 4 Bracket and 2 Street Legal Events

\$600+GST per season per board (based on \$100 per regular race ( $\$100 \times 6 = \$600$ ))

Burnout Box Board Sponsorship includes;

- Company Name/Logo signage on Burnout back boards
- PA Announcements during all NPBRA sponsored race events
- Logo and Name recognition on NPBRA.ca linked to your webpage
- Logo/Name recognition on social media (Facebook)
- First right of refusal for 2021

## **Reality Booth (Timing Booth) Signage** based on 4 Bracket Races and 2 Street Legal Events

\$1050+GST per season (\$175 per regular race ( $\$175 \times 6 = \$1050$ )) approx. size 36'x18"

- Ticket Package ( 5 Free Admit One for 2020 Season)
- Company Name/Logo signage on Reality Booth
- Logo and Name recognition on NPBRA.ca linked to your webpage
- First right of refusal for 2021

## **Racer Registration Booth Signage** based on 4 Bracket Races and 2 Street Legal Events

\$1050+GST per season (\$175 per regular race ( $\$175 \times 6 = \$1050$ )) approx. size 36'x18"

- Ticket Package ( 5 Free Admit One for 2020 Season)
- Company Name/Logo signage on Racer Registration Booth
- Logo and Name recognition on NPBRA.ca linked to your webpage
- First right of refusal for 2021

## **Volunteer Registration Booth Signage** based on 4 Bracket Races and 2 Street Legal Events

\$1050+GST per season (\$175 per regular race ( $\$175 \times 6 = \$1050$ )) approx. size 36'x18"

- Ticket Package ( 5 Free Admit One for 2020 Season)
- Company Name/Logo signage on Volunteer Registration Booth
- Logo and Name recognition on NPBRA.ca linked to your webpage
- First right of refusal for 2021

# 2020 NPBRA SPONSORSHIP OPPORTUNITIES

## Other Sign Opportunities

		<i>One Year</i>	<i>Three Years</i>	<i>Five Years</i>
Spectator Fence/Barriers	3'x6'	\$250 +GST	\$500 +GST	\$1,000 +GST (save \$250)
	4'x8'	\$375 +GST	\$725 +GST	\$1,500 +GST (save \$375)
Highway Fence	3' x 6'	\$300 + GST	\$600 + GST	\$1,200 + GST
	4' x 8'	\$425 + GST	\$850 + GST	\$1,700 + GST
Bridge Signage	2'x4'	\$250 +GST	\$500 +GST	\$1,000 +GST (save \$250)
Bleacher Signage	4'x8'	\$1,000 +GST	\$2,500 +GST	\$3,500 +GST
Hangar Signage	15'x5'	\$1,500 +GST	\$4,000 +GST	\$6,000 +GST
	15'x10'	\$3,000 +GST	\$7,500 +GST	\$12,000 +GST

As we grow and expand there will be more opportunities for sponsorship, some of these areas we look at expanding include:

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|----------------------|---------------------------------|
| 1. Tech Area         | 6. Announcer Booth              |
| 2. Starter Box       | 7. Campground                   |
| 3. Reader Board      | 8. Clean-up Crew/Emergency Crew |
| 4. Spectator Parking | 9. First Aid Area               |
| 5. Memorabilia Booth | 10. Volunteer Beverages         |

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

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|-----------------------|--|
| 1. Tractors/Equipment | 7. Labor and or materials towards building up the facility |
| 2. Golf Carts         | 8. Playground Toys   |
| 3. Generators         | 9. Table/Chairs  |
| 4. Fencing            | 10. Beverages/Ice for Volunteers                           |
| 5. Washrooms          | 11. Safety Gear for Volunteers                             |
| 6. Gravel             |  |

For any further information or if you wish to set up a sponsorship please contact the NPBRA Sponsorship Director – Karen Winterburn 780-832-6368