

# INDIANAPOLIS SPEEDROME HISTORY

The Indianapolis Speedrome has been the home of exciting automobile racing since 1941. In 1997, under new ownership of the Cohen family, the Speedrome began it's 54th season of bringing Stock Car, Midget and Legend Car Racing to Indianapolis.

The Speedrome was founded in 1941 by the Sexson family and remained under their ownership until 1974. The fifth of a mile oval track featured mainly midget car until 1951, when exciting Figure 8 racing was introduced. Some of auto racing's greatest drivers have raced at the Speedrome including A.J. Foyt, Darrell Waltrip, John Andretti, Johnny Rutherford, Lloyd Ruby, Gary Bettenhausen, Mel Kenyon and Bobby Allison.

In 1997 the track was purchased by Jake Cohen, a Speedrome Hall-of-Fame Member, and his sons Bill and Joel. "This has been my dad's lifelong dream", said Joel Cohen when asked about his family's interest in buying the Speedrome. The Cohen family has been involved with the Speedrome for over 50 years. and we are happy to be able to keep the tradition and the history of the Speedrome alive. We are planning to continue to give our fans, drivers and sponsors the best possible racing experience.

There are many sponsorship and advertising opportunities available. Check on any of the headings in the left Media Kit menu for more detailed info about each. Don't miss out on the chance to be part of the Indianapolis Speedrome racing season!



# HOT SPOT SIGNAGE OPPORTUNITIES

● **PRESS BOX** - This Highly visible area can be seen all around the track and is where the announcer and guest celebrities will be interviewed from trackside. As a added bonus you receive a 1/4 page season ad in the Pitboard, 20 VIP tickets and Saturday Night at the Races.

*Sponsor Cost:*     \$2500/YEAR

● **DRIVER LINE-UP BULLETIN BOARD** - Everyone in the pit area at the Speedrome will be exposed to this highly visible pit area signage. As a added bonus you receive a 1/4 page season ad in the Pitboard, 20 VIP tickets and Saturday Night at the Races.

*Sponsor Cost:*     \$2000/YEAR

● **FLAG STAND** - All races start and end right here. All eyes are on each start and finish. As a added bonus you receive a 1/4 page season ad in the Pitboard, 50 VIP tickets and Saturday Night at the Races.

*Sponsor Cost:*     \$5000/YEAR



# SIGNAGE ADVERTISING

Signage at the Speedrome is very visible, from the new Tri-Vision on top of our computerized scoreboard, to the multitude of sign opportunities on top of our bleachers. The Speedrome has been given an entire face-lift and is one of the finest racing facilities in the Midwest. These signs are made and constructed of the highest quality materials for durability and eye appeal. The signs are based on availability with a one year lease, longer terms are available.

● **TRI-VISION** - on top of computerized scoreboard - this offers a 8ft x 24ft full color lighted billboard in the most visible area at the Speedrome. Each message will rotate every 20 seconds to further enhance readability! As a added bonus you receive a 1/2 page season ad in the Pitboard, 50 VIP tickets and Saturday Night at the Races.

*Sponsor Cost:*     \$5000/YEAR -  
                             \$7500/2YEARS -  
                             \$10,000/3YEARS

● **BLEACHER SIGNS** - will surround the entire track 30" X 10ft which will be highly visible and attached to the top rail of the bleacher stands. As a added bonus you receive a 1/8 page season ad in the Pitboard, 20 VIP tickets and Saturday Night at the Races.

*Sponsor Cost:*     \$2000/YEAR -  
                             \$3000/2YEARS -  
                             \$4000/3YEARS

● **BARRICADE SIGNS** - will be highly visible ground level areas that will be used to secure areas and act as directionals, 3ft x 8ft. Any extensive artwork will be quoted and charged on the difficulty of design.

*Sponsor Cost:*     \$300.00/YEAR -  
                             2 for \$500/YEAR -  
                             4 for \$700/Year

# PIT BOARD ADVERTISING

The "NEW" Pit Board will feature complete updates on points standings, race reviews from previous race week, along with exciting pictures and feature stories. The Pit Board will be published 30+ issues for 2003 and will be distributed every week at the Speedrome and throughout the city.

<b>Rates Based on Yearly Advertising in Each Issue:</b>				
1/8th page - \$750		1/4 page - \$1000		
1/2 page - \$1250		Full Page - \$1500		
Back Cover - \$5000				
<b>Rates Based on Ads Per Issue (1x run per issue):</b>				
	1X	3X	9X	12X
1/8th Page	\$75	\$70	\$65	\$60
1/4 Page	\$115	\$110	\$105	\$100
1/2 Page	\$225	\$200	\$175	\$150
Full Page	\$450	\$400	\$375	\$350
All Rates are Net (Non-Commissionable)				

**Mechanicals** - No bleed ads accepted, add 20% for guaranteed position, second color will be charged at \$200 additional (regardless of size) camera ready artwork required with order. Any typesetting and layout design will be billed at \$25/Hour.

**Pit Board** - is printed #30 standard newsprint, 27 1/2" web.

Full Page live area 10.5" x 13"

Half Page 10.5" x 6.5"

Four Col. tab format - 1 col=15.5picas, 2 col=30picas, 3 co=45.5picas, 4 co=63picas

# EVENT RACING SPONSORSHIP OPPORTUNITIES

## Every Friday Night for the Season

- Pre-race PA Interview
- Post-race Victory Lane Presentations
- Trophy and Picture in Victory Lane
- 1/8th page Ad in Pit Board
- 20 VIP Suite Tickets • 100 General Admission Tickets

*Sponsor Cost \$500/Weekly*

## Every Saturday Night for the Season

- Pre-race PA Interview
- Post-race Victory Lane Presentations
- Trophy and Picture in Victory Lane
- 1/8th page Ad in Pit Board
- 20 VIP Suite Tickets • 50 General Admission Tickets

*Sponsor Cost \$1000/Weekly*

## Trophy Dash - Every Night

- Sponsors Trophy Dash between four fastest qualifications  
Late Models
- Season 1/2 page Pit Board Ad
- P.A. Mentions
- Trophy/Picture Nightly
- 4 season VIP Tickets

*Sponsor Cost \$6000/YEAR*

## Outlaw Stocks

- P.A. Mentions
- Trophy/Picture Nightly
- Interview Presentation for Championship in Victory Lane  
at end of Season
- 2 season grandstand tickets

*Sponsor Cost \$3000/Champion*

## Hornets (New Division)

- P.A. Mentions
- Trophy/Picture Nightly
- Interview Presentation for Championship in Victory Lane  
at end of Season
- 2 season tickets • Friday Night at the Races

*Sponsor Cost \$3000/Champion*

## Roadrunners Championship

**April/May/June or July/August/September**

- P.A. Mentions
- Trophy/Picture Nightly
- Interview Presentation for Championship in Victory Lane  
at end of Season
- 2 season VIP tickets • Friday Night at the Races

*Sponsor Cost \$3000/Champion*

## Late Model Points Championship

- Money for Late Models
- Exclusive Sponsor of Pro Stock Championship Point Fund
- P.A. Mentions • Name plate on all trophies
- Pit Board Standings (Sponsor weekly 1/2 page Ad)
- Trophy Presentation at Banquet
- 4 season grandstand passes • Saturday Night at the Races

*Sponsor Cost \$5000*

# MAJOR EVENT SPONSORSHIPS

## **Night Before "500' Figure 8 Championship**

- Pre-race P.A. Interview
- Post-race Victory Lane Presentations
- 1/4 page seasonal Ad in Pit Board
- P.A. Mentions
- Trophy and Picture
- Use of the Speedrome Suite ● 100 VIP Tickets

*Sponsor Cost \$1500*

## **Fireworks Spectacular**

- Pre-race P.A. Interview
- Post-race Victory Lane Presentations
- 1/4 page seasonal Ad in Pit Board
- P.A. Mentions
- Trophy and Picture
- Exclusive Fireworks Sponsor
- 100 VIP Tickets

*Sponsor Cost \$2000*

## **Triple 8 Championship**

- Pre-race P.A. Interview
- Post-race Victory Lane Presentations
- 1/4 page seasonal Ad in Pit Board
- P.A. Mentions
- Trophy and Picture
- Use of the Speedrome Suite ● 100 VIP Tickets

*Sponsor Cost \$1500*

## **100 Lap Season Championship**

- Pre-race P.A. Interview
- Post-race Victory Lane Presentations
- 1/4 page seasonal Ad in Pit Board
- P.A. Mentions
- Trophy and Picture
- 50 VIP + 20 Suite Tickets

*Sponsor Cost \$1000*

## **One Hour Enduro**

- Pre-race P.A. Interview
- Post-race Victory Lane Presentation
- 1/4 page Ad in Pit Board
- P.A. Mentions
- Trophy and Picture
- 50 VIP + 20 Suite Tickets

*Sponsor Cost \$1500*

## **3 HOUR World Championship Figure 8 Qualification Weekend**

- Pre-race P.A. Interview
- Post-race Victory Lane Presentation
- 1/4 page Ad in Pit Board
- P.A. Mentions
- Trophy and Picture
- 100 VIP tickets (two-day)

*Sponsor Cost \$4000*