

HMP OVAL TRACK 2024 SPONSORSHIP PACKAGES



Sponsorship Packages:

- **Full Season Sponsor – Three Tiers (Details below)**
 - o 'Title Sponsor' (Gold \$30K)
 - o 'Crew Chief Sponsor' (Silver \$10k)
 - o 'Pit Crew Sponsor' (Bronze \$5k)
- **Car Class Sponsor (\$2.5k for the season)**
- **Race Day Sponsors (Various packages available, starting at \$1,300)**

Full Season Sponsor Packages

Title Sponsorship (Gold) - \$30k

- This partner offering is custom tailored to provide specific benefits for the partner's business goals. The top priority is to meet and discuss an arrangement with our partner that directly benefits partner's business with increased exposure to the HMP Oval Track media and race audience. Create customer offerings that that are delivered with the unique appeal of the racing industry.
- Partner's logo prominently displayed at the track entrance, along patron walkway as a tear-flag (not fence banner)
- Partner may set up a 10'X10' exhibition tent in the race track's entrance to promote their business on race-days.
- A partnership offering specific to partner's business will be discussed. For example, if partner is a parts store, discuss promotional activities that drive new customers to the business, such as raffle tickets during events or business giveaways during cautions.
- Press release of Partner's business shared on HMP Oval Track social media outlets
- Partner's business name is tagged in every social media post, videos and any other collateral materials
- Two Race on Texas subscriptions for on-demand, national short track racing streaming.
- Partner's business logo displayed during Race on Texas live stream of races
- Partner's website and services advertised on HMP Oval Track social media outlets and HMP Oval Track website
- Six pit passes for each race
- Six HMP Oval Track polo shirts (men's & women's available)
- A custom HMP Oval Track thank you plaque is received shortly after sponsorship
- Access to the VIP lounge during race day, with catered food provided
- One remote event during race season, with a number of HMP Oval Track race vehicles exhibited at business, typically in parking lot. Good for promotional events, company events, benefits, etc.
- A short promotional video of partner's business played during Race on Texas live streams. Video can be provided by sponsoring partner or created by HMP Oval Track for a fee.

Crew Chief Partner (Silver) - \$10k

- This partner offering is custom tailored to provide specific benefits for the partner's business goals. The top priority is to meet and discuss an arrangement with our partner that directly benefits partner's business with increased exposure to the HMP Oval Track media and race audience. Create customer offerings that that are delivered with the unique appeal of the racing industry.

HMP OVAL TRACK 2024 SPONSORSHIP PACKAGES



- Partner's logo prominently displayed at the track entrance, along patron walkway as a tear-flag (not fence banner)
- Press release of Partner's business shared on HMP Oval Track social media outlets
- Partner's business name is tagged in every social media post, videos and any other collateral materials
- Partner's business logo displayed during Race on Texas live stream of races.
- Partner's website and services advertised on HMP Oval Track social media outlets
- Partner's business Logo prominently displayed on HMP Oval Track website
- Three pit passes for each race
- Three HMP Oval Track polo shirts (men's & women's available)
- Access to the VIP lounge for any single race event (catering available for \$900 fee, feeds 15 persons)
- One remote event with a number of HMP Oval Track race vehicles exhibited at business, typically in parking lot. Good for promotional events, company events, benefits, etc.

Pit Crew Partner (Bronze) - \$5k

- Press release of Partner's business shared on HMP Oval Track social media outlets
- Partner's business name is tagged in every social media post, videos and any other collateral materials
- Partner's business logo displayed during Race on Texas live stream of races
- Partner's website and services advertised on HMP Oval Track social media outlets
- Partner's business Logo prominently displayed on HMP Oval Track website
- Partner's business logo displayed during Race on Texas live stream of races.
- Two pit passes for each race
- Two HMP Oval Track polo shirts (men's & women's available)

Car Class Sponsors (Some Car Classes are already taken – Ask for more Info) - \$2,500

- The class is named with partner's name as prefix (ie: "Supreme Foundation Repair BOOTLEGGERS") and every post, video or any other collateral material will reference partner's name as a part of the class name.
- Flag attached to pace car displaying sponsors business name for the class being sponsored.
- Access to the VIP lounge for any single race event (catering available for \$900 fee, feeds 15 persons)
- Recognition over PA from race announcer each time the class name is referenced.
- One remote event with a number of HMP Oval Track race vehicles exhibited at business, typically in parking lot. Good for promotional events, company events, benefits, etc.
- Business name Recognition over PA from race announcer each time the class is taking the track or the announcer refers to the class.
- Press release of Partner's business shared on HMP Oval Track social media outlets
- Partner's business name is tagged in every social media post, videos and any other collateral materials
- Partner's business logo displayed during Race on Texas live stream of races.
- Partner's website and services advertised on HMP Oval Track social media outlets

HMP OVAL TRACK 2024 SPONSORSHIP PACKAGES



- Partner's business Logo prominently displayed on HMP Oval Track website

Race Day Sponsors (additional offerings)

- *Yellow flag (\$2,500 for the season)*
 - Business name Recognition over PA from race announcer each time the yellow flag is displayed.
 - Press release of Partner's business shared on HMP Oval Track social media outlets
 - Partner's business name is tagged in every social media post, videos and any other collateral materials
 - Partner's business logo displayed during Race on Texas live stream of races.
 - Partner's website and services advertised on HMP Oval Track social media outlets
 - Partner's business Logo prominently displayed on HMP Oval Track website
- *Winner's Circle (\$2,500 for the season)*
 - Business name Recognition over PA from race announcer each time a race winner enters the front straight for interview and pictures
 - Business name and logo is printed on the winner's banner that is behind the car during pictures and interview visible in all pictures and videos
 - Press release of Partner's business shared on HMP Oval Track social media outlets
 - Partner's business name is tagged in every social media post, videos and any other collateral materials
 - Partner's business logo displayed during Race on Texas live stream of races.
 - Partner's website and services advertised on HMP Oval Track social media outlets
 - Partner's business Logo prominently displayed on HMP Oval Track website
- *Pit road (\$2,500 for the season)*
 - Partner's name Recognition over PA from race announcer each time a car goes down Pit Road (the in-field)
 - Press release of Partner's business shared on HMP Oval Track social media outlets
 - Partner's business name is tagged in every social media post, videos and any other collateral materials
 - Partner's website and services advertised on HMP Oval Track social media outlets
 - Partner's business Logo prominently displayed on HMP Oval Track website
- *Heat race (\$1,300 / Race)*
 - Partner's name Recognition over PA from race announcer each time a class hits the track for a heat race and referenced throughout the race.
 - Press release of Partner's business shared on HMP Oval Track social media outlets
 - Partner's business name is tagged in every social media post, videos and any other collateral materials
 - Partner's website and services advertised on HMP Oval Track social media outlets
 - Partner's business Logo prominently displayed on HMP Oval Track website
- *Trophy (\$1,300 / race)*
 - Company Logo on all awards that go out

HMP OVAL TRACK 2024 SPONSORSHIP PACKAGES



- Partner's name Recognition over PA from race announcer each time a car goes down Pit Road
 - Press release of Partner's business shared on HMP Oval Track social media outlets
 - Partner's business name is tagged in every social media post, videos and any other collateral materials
 - Partner's website and services advertised on HMP Oval Track social media outlets
 - Partner's business Logo prominently displayed on HMP Oval Track website
- *Arm bands (\$1,300)*
- Company Logo on all arm bands that are placed on everyone entering the pit area of the facility.
 - Press release of Partner's business shared on HMP Oval Track social media outlets
 - Partner's business name is tagged in every social media post, videos and any other collateral materials
 - Partner's website and services advertised on HMP Oval Track social media outlets
 - Partner's business Logo prominently displayed on HMP Oval Track website
-