



Sponsorship Levels & Benefits

Platinum Sponsor	\$ 25,000 Name/Logo in all printed material and advertising including Evening News, Community Voice and St. Ignace News as well as ads in Winning Edge, Name/Logo on race week Buttons, Name/Logo on Race Posters and Rack Cards, Your Logo in of Promos and Commercials on all TV advertising and promotion, Name mentions in Promos and Commercial on all radio, advertising and promotion, Name/Logo in all Sweatshirts, Hats and T-Shirts, 30 free Race Buttons, Full page ad in the I-500 Race Program, Additional signage throughout the track (provided by you), 20 free I-500 T-shirts
Silver Sponsor	\$ 15,000 Name/Logo in printed advertising and material including Evening News, Community Voice and St. Ignace News as well as ads in Winning Edge, Name/Logo on Race Posters and Rack Cards, Your Logo in of Promos and Commercials on all TV advertising and promotion, Name mentions in Promos and Commercial on all radio advertising and promotion, Name/Logo in all Sweatshirts, 25 free Race Buttons, 1/2 page ad in the I-500 Race Program, Additional signage throughout the track (provided by you)0 free I-500 T-shirts.
Checker Flag Sponsor	\$ 5,000 Name/Logo in all print material including Evening News, Community Voice and St. Ignace News as well as ads in Winning Edge, Name/Logo on Race Posters, Your Logo in of Promos and Commercials on TV advertising and promotion, Name mentions in Promos and Commercial on Radio advertising and promotion, Name/Logo in all Sweatshirts, 15 free Race Buttons , 1/2 page ad in the I-500 Race Program.
Green Flag Sponsor	\$ 2,500 Name/Logo listed in all printed material and advertising Name/Logo listed on I-500 Race Posters Your Name in rotating radio advertising Promos and Commercials Name/Logo on I-500 Website for 6 month 10 Free I-500 Race Buttons 1/2 Page ad in the I-500 Race Program Additional Signage through out track (provided by you) Name Mentions on Race Day 2 Free I-500 T-Shirts
White Flag Sponsor	\$ 1,000 Name listed in printed advertising including Evening News, Community Voice and St. Ignace, Name/ listed on Race Posters, Name mentions in Promos and Commercial on radio advertising for event, 10 free Race Buttons, 1/2 page ad in the I-500 Race Program.
Yellow Flag Sponsor	\$ 500 Name in most print material including Evening News, Community Voice and St. Ignace News, Name mentions in rotating Promos on most radio stations, 6 free Race Buttons
Race Board Sponsor	\$ 250 Your name and logo on a race board and placed in convenient highly visible spot on the race track for the race spectators to view during time trials and race day.
Pit Stop Sponsor	\$ 195 Name mentions on race day as a race sponsor, 2 free Race Buttons

Name of Business

Signature

Please fax to 906-635-5932 or
Mail to I-500 C/O Legends 605 Ridge St. Suite 121 Sault Ste. Marie, MI 49783