



Sponsorship Levels & Benefits

Platinum Sponsor

\$ 25,000

Name/Logo on all printed material and advertising - Name/Logo on race week Buttons - Name/Logo on Race Posters and Rack Cards - Name/Logo on all TV advertising and promotion - Name mentions in all radio commercials - Name/Logo on race wear such as Sweatshirts, and T-Shirts - 30 free Race Buttons - Full page ad in the I-500 Race Program - Name/ logo on I-500 Website for one year December to December - 10 seats located in the Press Center - Signage on the bridge (provided by you) - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 20 free I-500 T-shirts

Silver Sponsor

\$ 15,000

Name/Logo on all printed materials and advertising - Name/Logo on Race Posters and Rack Cards - Name/Logo on all TV advertising and promotion - Name mentions in all radio commercials - 25 free Race Buttons - 1/2 page ad in the I-500 Race Program - Name/ logo on I-500 Website for one year, December to December - 6 seats located in the Press Center - Signage on the bridge (provided by you) - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 10 free I-500 T-shirts.

Checker Flag Sponsor

\$ 5,000

Name/Logo on all print materials and advertising - Name/Logo on Race Posters - Name/logo on rotating TV advertising and promotion - Name mentions in all radio commercials - Name/Logo on all dated Sweatshirts - 15 free Race Buttons - 1/2 page ad in the I-500 Race Program - Name/logo on I-500 Website for one year, December to December - 2 seats located in the Press Center - Signage on the bridge (provided by you) - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 5 free I-500 shirts

Green Flag Sponsor

\$ 2,500

Name/logo on all printed materials and advertising - Name/logo on Race Posters - Name mentions in rotating radio commercials - 10 free Race Buttons - ½ page ad in the I-500 Race Program - Name/logo on I-500 Website for 6 months, December to June 1st - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor - 2 free I-500 shirts

Yellow Flag Sponsor

\$ 1,000

Name listed on printed advertising - Name/logo listed on Race Posters - Name mentions in rotating radio advertising - 10 free Race Buttons - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor

Pit Stop Sponsor

\$ 500

Name in most print advertising - Name only on posters - Name mentions in rotating radio advertising - 5 free Race Buttons - Additional signage throughout the track (provided by you) - Name announced throughout race day as a sponsor

Race Board Sponsor

\$ 250

Name and logo on a 4x8 foot race board and placed at the race track for the race spectators to view during time trials and race day.

Lap Sponsor

\$ 200 or less

Name mentions throughout race day as a lap sponsor

Disclaimer: All printed material opportunities will be met if signed commitment is made by November 15th, no guarantee if deadline not met. This is to allow materials to be printed and distributed in a timely manner.

Name of Business

Signature

Call with any question 906-630-5497 Dave or 906-440-3695 Doug or
Mail to I-500 C/O Legends Advertising 605 Ridge St. Sault Ste. Marie, MI 49783