



2015 MARKETING OPPORTUNITIES



Welcome to the 2015 Bridgeport Speedway racing season!

The season is sure to be as fast-paced and eventful as the track is. Don't miss your opportunity to be a part of it!

Not familiar with our facility?

Bridgeport Speedway is the largest speedway in New Jersey, Pennsylvania, Delaware, and Virginia. We are a 5/8 mile oval with a ¼ mile oval in the center. This gives us the possibilities to run a variety of nine different classes. Our facilities are capable of running more than just races... we can hold concerts, car shows, flea markets, monster truck shows, company parties, etc. The possibilities are endless. We have a 30'x100' open pavilion available for reservation for a whole company, and skyboxes available that may seat up to 30 comfortably. Bridgeport Speedway can hold a maximum capacity of 6,000 fans, guaranteeing that your company can receive a great deal of publicity!

How can you become a part of Bridgeport Speedway's 2014 season?

The choice is yours! We have a variety of sponsorship packages, as well as skybox rentals and billboard options. With all of these options, we are well equipped to fit all of your advertising needs.

With that being said, we would like to offer your company a sponsorship opportunity. Attached are all of our sponsorship package options.

YOUR SPONSORSHIP KEEPS
BRIDGEPORT SPEEDWAY ALIVE!!



OUR FANS - YOUR FUTURE CONSUMERS

The most fundamental part of motorsports is the person who buys the ticket, t-shirt, and hotdog every weekend. Our fans are **fiercely loyal** to their sport, their drivers, and those who support the sport they love.



TOTAL ATTENDANCE IN 2013 = **OVER 35,000!!!!**



There are more than 30 million dirt track racing fans throughout the country. Dirt track racing is said to be the biggest sport you've never heard of, but for our fans, it's the *only* sport that matters.

#30 million fans....
\$1 billion a year business....
800 tracks in 49 states....
Dirt racing is the biggest sport you've never heard of."
-CNN Documentary,
"Dirt Track Warriors"

Everybody has DIRT IN THEIR VEINS!

Gender

76% Male 24% Female

Age

43% 18-25

28% 26-35

Marital Status

59% Married

Income

17% < \$25k

27% \$25K—\$35K

28% \$35K-\$54K

8% > \$55K

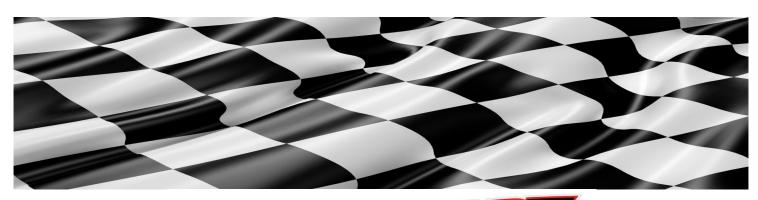
Home Ownership

70% Own Home

Education

72% HS/Some College

24% College Grad





Demographic Regional Radius



- \rightarrow 2 hours from New York City
- → 2 hours from Washington DC
- → 1 hour, 20 minutes from Baltimore, MD
- \rightarrow 15 minutes south of Philadelphia International Airport





EFFECTIVE, SIMPLE, and AFFORDABLE!

It's Effective.

INCREASES your EXPOSURE
REWARDS YOU with LOYAL race fans
Offers you a COMPETITIVE EDGE





It's Simple.

You can select the package that best fits your needs and budget

......We take it from there!

It's Affordable.

We have opportunities available from \$300—\$15,000. These packages buy you an entire season of publicity.

Capture your audience in their comfort zone by participating in their sport of choice!





Headline Sponsor

ANNUAL PLATINUM PACKAGE - \$15,000

HEADLINE- Title sponsorship to the Bridgeport Speedway Big Block Modified Division.

Your company name will be included in the title and will be used in all Bridgeport Speedway controlled correspondence with the class.

They will be known, all year long, as "The 'Your Company Name' Big Block Modified Series"

You will also get:

Marketing:

- Your decal displayed on all series cars
- Company name or logo advertised on Pace Truck
- Two (2) 4' x 8' prominently displayed banner locations
- Two (2) PA announcements made at every BPSW event
- Company will be allowed to display and sell any company products at their event at a booth under the pavilion.
- Professionally prepared Press Packet announcing your participation with BPSW as a division sponsor.
- Official sponsor listing and link from the BPSW website
- At least Ten(10) Social Media plugs throughout the season
- Company plugs in all newsletters
- Company is mentioned in all press releases
- Title sponsorship to two (2) mutually agreed upon Gold "Night of Racing" Speedway events
 - o Pre- and Post- Race publicity
 - Your company as the headlining "Night of Racing" event sponsor
 - Included in all newspaper advertising for the night
 - Full page advertisement in the "Bridgeport Bandit" program for your race night
 - Four (4) additional 3' x 8' prominent banner locations on the day of the event (company provides their banners)
 - VIP Suite skybox
 - 30' x 15'
 - Holds up to 30 people
 - Admission for a total of 80 people

- 30 VIP tickets
- 50 general admission tickets
- Catered buffet style
 - 4 entrees of your choice
 - Fully stocked refrigerator with your preferences
- o Pre-event all-access tour of the speedway facilities and pit area
- o Participation in pre & post race events
 - Announcing "Gentlemen, start your engines!"
 - Photo opportunity with the night's winners in victory lane
- Atleast three (3) PA announcements will be made throughout the night mentioning your company
- Thirty (30) Bridgeport Bandit programs
- o Reserved seats for all attending children on the Bandit Bus for a feature pre-race parade lap

Employee incentives/Rewards:

- Ten (10) General Admission tickets to all BPSW events
- Company will receive two (2) tickets to the annual BPSW Banquet
 - o At the Banquet, they will receive recognition and be presented with an award
 - o Have the option of presenting their class's championship winner with their award
 - o Company name/logo will be on all division championship trophies
- 25% off ANY Skybox Package throughout the entire season (annual or nightly)

ONLY ONE PACKAGE AVAILABLE PER YEAR!





Division Sponsor

ANNUAL PLATINUM PACKAGE - \$10,000

SECONDARY- Title sponsorship to your choice of the Bridgeport Speedway Sportsman/Crates Division or Outlaw Stocks Division. Your company name will be included in the title and will be used in all Bridgeport Speedway controlled correspondence with the class.

They will be known, all year long, as "The 'Your Company Name' Crates/Sportsman Division" or "The 'Your Company Name' Outlaw Stocks Division"

You will also get:

Marketing:

- Your decal displayed on all series cars
- Company name or logo advertised on Pace Truck
- Two (2) 4' x 8' prominently displayed banner locations
- Two (2) PA announcements made at every BPSW event
- Company will be allowed to display and sell any company products at their event at a booth under the pavilion.
- Professionally prepared Press Packet announcing your participation with BPSW as a division sponsor.
- Official sponsor listing and link from the BPSW website
- At least Ten(10) Social Media plugs throughout the season
- Company plugs in all newsletters
- Company is mentioned in all press releases
- Title sponsorship to two (2) mutually agreed upon Gold "Night of Racing" Speedway events
 - Pre- and Post- Race publicity
 - Your company as the headlining "Night of Racing" event sponsor
 - Included in all newspaper advertising for the night
 - Full page advertisement in the "Bridgeport Bandit" program for your race night
 - o Four (4) additional 3' x 8' prominent banner locations on the day of the event (company provides their banners)
 - VIP Suite skybox
 - 30′ x 15′
 - Holds up to 30 people
 - o Admission for a total of 80 people
 - 30 VIP tickets
 - 50 general admission tickets

- Catered buffet style
 - 4 entrees of your choice
 - Fully stocked refrigerator with your preferences
- o Pre-event all-access tour of the speedway facilities and pit area
- o Participation in pre & post race events
 - Announcing "Gentlemen, start your engines!"
 - Photo opportunity with the night's winners in victory lane
- Atleast three (3) PA announcements will be made throughout the night mentioning your company
- o Fifteen (15) Bridgeport Bandit programs
- o Reserved seats for all attending children on the Bandit Bus for a feature pre-race parade lap

Employee incentives/Rewards:

- Ten (10) General Admission tickets to all BPSW events
- Company will receive two (2) tickets to the annual BPSW Banquet
 - o At the Banquet, they will receive recognition and be presented with an award
 - o Have the option of presenting their class's championship winner with their award
 - o Company name/logo will be on all division championship trophies
- 25% off ANY Skybox Package throughout the entire season (annual or nightly)

ONLY <u>TWO</u> PACKAGES AVAILABLE PER YEAR!

(One per division)





Night of Racing

GOLD PACKAGE

Base Price: \$2,500

30% discount for March, April, & May (\$1,750) 25% increase for special shows (\$3,125)

As a Gold sponsor, you will get:

- Company will receive two (2) tickets to the annual BPSW Banquet
 - o At the Banquet, they will receive recognition and be presented with an award
- Official sponsor listing and link from the BPSW website
- 25% off ANY Skybox Package throughout the entire season (annual or nightly)
- Title sponsorship to one (1) mutually agreed upon Gold "Night of Racing" Speedway events
 - o Pre- and Post- Race publicity
 - Your company as the headlining "Night of Racing" event sponsor
 - Included in all newspaper advertising for the night
 - Full page advertisement in the "Bridgeport Bandit" program for your race night
 - o Four (4) 3' x 8' prominent banner locations on the day of the event (company provides their banners)
 - VIP Suite skybox
 - 30' x 15'
 - Holds up to 30 people
 - o Admission for a total of 80 people
 - 30 VIP tickets
 - 50 general admission tickets
 - o Catered buffet style (For VIP's Additional meals are available)
 - 3 entrees of your choice
 - Fully stocked refrigerator with your preferences
 - Pre-event all-access tour of the speedway facilities and pit area
 - o Participation in pre & post-race events
 - Announcing "Gentlemen, start your engines!"
 - Photo opportunity with the night's winners in victory lane
 - At least three (3) PA announcements will be made throughout the night mentioning your company
 - o Ten (10) Bridgeport Bandit programs
 - Reserved seats for all attending children on the Bandit Bus for a feature pre-race parade lap
 - Company will be allowed to display and sell any company products at this event at a booth under the pavilion





Night of Racing

SILVER PACKAGE

Base Price: \$2,000

30% discount for March, April, & May (\$1,400) 25% increase for special shows (\$2,500)

As a Silver sponsor, you will get:

- Official sponsor listing and link from the BPSW website
- 25% off ANY Skybox Package throughout the entire season (annual or nightly)
- Title sponsorship to one (1) mutually agreed upon Silver "Night of Racing" Speedway events
 - o Pre- and Post- Race publicity
 - Your company as the headlining "Night of Racing" event sponsor
 - Included in all newspaper advertising for the night
 - ½ page advertisement in the "Bridgeport Bandit" program for your race night
 - O Two (2) 3' x 8' prominent banner locations on the day of the event (company provides their banners)
 - o Luxury Suite skybox (Box #11 See Skybox Plan)
 - 15' x 20'
 - Holds up to 20 people
 - Admission for a total of 50 people
 - 20 VIP tickets
 - 30 general admission tickets
 - Catered buffet style (For VIP's Additional meals are available)
 - 2 entrees of your choice
 - Pre-event all-access tour of the speedway facilities and pit area
 - o Participation in pre & post-race events
 - Announcing "Gentlemen, start your engines!"
 - Photo opportunity with the night's winners in victory lane
 - o Two (2) PA announcements will be made throughout the night mentioning your company
 - o Five (5) Bridgeport Bandit programs
 - Reserved seats for all attending children on the Bandit Bus for a feature pre-race parade lap
 - O Company will be allowed to display and sell any company products at this event at a booth under the pavilion





Night of Racing

BRONZE PACKAGE Base Price: \$1,500

30% discount for March, April, & May (\$1,050) 25% increase for special shows (\$1,875)

As a Bronze sponsor, you will get:

- Official sponsor listing and link from the BPSW website
- Title sponsorship to one (1) mutually agreed upon Bronze "Night of Racing" Speedway events
 - Pre- and Post- Race publicity
 - Your company as the headlining "Night of Racing" event sponsor
 - Included in all newspaper advertising for the night
 - ½ page advertisement in the "Bridgeport Bandit" program for your race night
 - One (1) 3' x 8' prominent banner locations on the day of the event (company provides their banners)
 - Luxury Suite skybox (Box #11 See Skybox Plan)
 - 15' x 20'
 - Holds up to 20 people
 - Admission for a total of 20 people
 - 20 VIP tickets
 - Catered buffet style (For VIP's Additional meals are available)
 - 1 entree of your choice
 - Participation in pre & post-race events
 - Announcing "Gentlemen, start your engines!"
 - Photo opportunity with the night's winners in victory lane
 - A PA announcement will be made during the night mentioning your company
 - Two (2) Bridgeport Bandit programs
 - Reserved seats for all attending children on the Bandit Bus for a feature pre-race parade lap
 - Company will be allowed to display and sell any company products at this event at a booth under the pavilion





SPONSORSHIP PACKAGES SUMMARY CHART					
	BRONZE	SILVER	GOLD	PLATINUM	
				SECONDARY	HEADLINE
Title Sponsorship with Big Block Modifieds Division					Х
Title Sponsorship with Crates OR Outlaw Division				х	
Company name included in title				х	Х
Decal to be displayed on all series controlled cars				х	Х
10 general admission passes to every event (excluding their nights)				х	Х
Company name or logo advertised on pace truck					Х
Company name or logo advertised on water truck				х	
Two 3' x 8' banners to be displayed				х	Х
Two PA announcements made at every event				Х	Х
Two mutually agreed upon "Nights of Racing" for Platinum & Gold Sponsors (details in					
package)				Х	Х
One mutually agreed upon "Night of Racing" for appropriate Sponsor package (details					
in package)	Х	Х	Х		
Company name and logo on division championships				Х	Х
Professionally prepared Press Packet announcing your participation with Bridgeport					
Speedway				Х	X
Will be presented an award at the Banquet			х	х	Х
Two Bridgeport Banquet tickets		х	х	х	Х
25% off ANY Skybox Package (annual or nightly)		Х	Х	х	Х
Official sponsor listing on the Bridgeport webpage	х	х	Х	Х	х

Nights of Racing:					
Your company is headling "Night of Racing" event sponsor	Х	Х	Х	Х	Х
Inclusion in all newspaper advertising for the night	Х	Х	Х	Х	Х
Advertisement in "Bridgeport Bandit" program for night	1/2	1/2	Full	Full	Full
Prominent banner locations on the day of event	1	2	4	4	4
VIP Suite Skybox			Х	Х	X
Luxury Suite Skybox	Х	Х			
# of VIP tickets	20	20	30	30	30
# of General Admission tickets	0	30	50	50	50
Catered - # of meal entrees of your choice	2	3	4	4	4
Full stocked refrigerator with your preferences			Х	Х	Х
Pre-event all-access tour of speedway facilities and pit area		Х	Х	Х	Х
Announcing "Gentlemen, start your engines!"		Х	Х	Х	Х
Photo opportunity with the night's winners in victory lane		Х	Х	Х	Х
# of PA announcements throughout night mentioning your company	1	2	3	3	3
# of Bridgeport Bandit programs	2	5	10	15	30
Company allowed to display and sell company products at their events at a booth			Х	Х	Х
Reserved seats for all attending children on "Bandit Bus" for pre-race parade lap		Х	Х	Х	Х
Golf cart provided for use at your leisure					

	"A la carte" Options Add these items to your "Night of Racing" for this price
	\$25 per person
	\$15 per person
	\$12 per person
	\$50
	\$50
	\$40
	\$50
	\$5
	\$100
	\$20
	\$100





Billboards are an awesome opportunity for advertisement. By purchasing a billboard at Bridgeport Speedway, you are buying the possibility for your logo and company information to reach the eyes of up to 6,000 people per event.

We have a total of eight (8) different location/size combinations for you to choose from

- **BEHIND GRANDSTANDS**. With your billboard behind the grandstands, everyone is sure to see it. When you walk into the facility, you are behind the grandstands. You must walk behind the grandstands to get to and from your seat. This is also where most of the special events are held (under the pavilion) including, but not limited to, bands, moonbounces, auctions, dunking booths, etc. Our concessions, novelty booth, and candy shack are also located behind the grandstands.
 - o 4' X 16' = \$2,500
 - \circ 4' X 8' = \$1,250
- WALKWAY BETWEEN GRANDSTANDS. To get from behind the grandstands to their seats, fans must take a walkway between the grandstands. A great opportunity to catch their eye with your company's logo! Our bathrooms are also located in these walkways.
 - \circ 4' X 16' = \$2,000
 - \circ 4' X 8' = \$1,000
- WALL IN FRONT OF GRANDSTANDS. The wall in front of the grandstands is seen by everybody who is watching the race. It is prime viewing for all of the grandstand participants.
 - \circ 3' X 8' = \$1,500
- **VICTORY LANE**. Everybody comes to the races to watch the races! When each race is complete, the fans' eyes are glued to victory lane, where the driver poses for pictures with his car and engages the fans in an interview. With your company's logo in victory lane, it is sure to reach thousands of eyes!
 - \circ 3' x 3' = \$1,500
- SHARED VICTORY LANE. This has the same concept and appeal of the big Victory Lane billboard, but on a smaller budget. This is a shared billboard; there will be other company's logos along with yours (in order to make it more affordable!)
 - o 3' X 3' (shared) = \$300
- **RESTROOM**. Not looking to spend a lot of money, but still want to make sure everybody sees your advertisement? Put it up in the bathroom! Everybody uses the bathroom. Give them something to think about when they least expect it!
 - \circ 2' X 2' = \$300



BILLBOARD ADVERTISEMENTS				
Billboard Location	Size	Yearly		
Behind Grandstands	4' x 16'	\$2,500		
Walkway between Grandstands	4' x 16'	\$2,000		
Wall in front of Grandstands	3' x 8'	\$1,500		
Victory Lane	3' x 3'	\$1,500		
Behind Grandstands	4' x 8'	\$1,250		
Walkway between Grandstands	4' x 8'	\$1,000		
Victory Lane - shared board	3' x 3'	\$300		
Restroom	2' x 2'	\$300		

Specials/Details				
EARLY BIRD DISCOUNT	Must purchase on or before February 1st	\$250 off		
RENEWALS	Get the same billboard for 50% off for the next year	50% off		













Skyboxes offer you your own personal space for a more luxurious racing environment. All skybox suites offer excellent site lines of the entire facility. They also offer offer state-of-the-art adjustable sound, a private lockable entrance, electrical outlets, counter space for food and beverages, air conditioning, and access to the upstairs private restroom. You are also at liberty to personalize your box (within limits – no damage may be done to the box) to fit your wants and needs. There is enough room in each one for a refrigerator and a couch. A variety of "a la carte" options are also available to add on and personalize your package!

BRONZE per night only - \$20	SILVER Regular show - \$100 Special show - \$150	GOLD Regular show - \$150 Special show - \$200	PLATINUM Regular show - \$200 Special show - \$250	Upgrade your package to EXCLUSIVE BIRTHDAY
Customer may upgrade their	Customer enjoys a night in a	Customer enjoys a night in our	Customer enjoys a fun-filled	For no extra charge, customers of all ages celebrate their birthday in a decorated skybox suite of your choice (must purchase Silver, Gold, or Platinum skybox package). A birthday gift will be brought to you by the Bandit.
grandstand seat to a seat in the	regular skybox that may hold up to	luxury skybox that may hold up to	night in our VIP Box that may hold	
community skybox.	12 people.	20 people.	up to 30 people.	

Whole 2014 Season

Admission not included - \$3,000

6 tickets to every regular show - \$5,000

10 tickets to ALL shows (special included) - \$7,000

Customer may enjoy EVERY race of the season in their very won regular skybox that may hold up to 12 people.

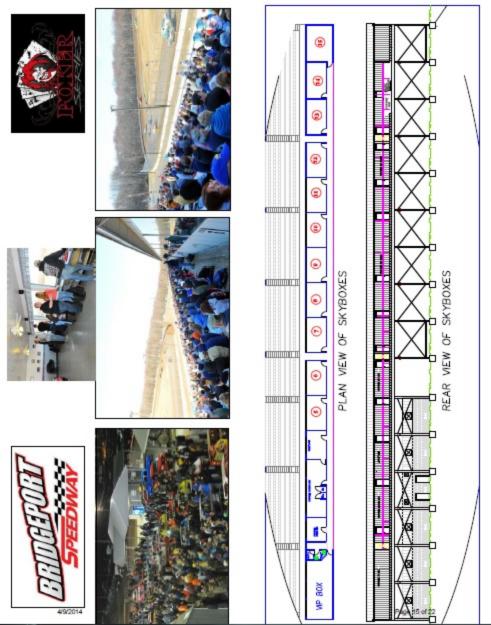
May decorate, and make yourself at home for the whole season!!





"A la carte" Options:	\$ Price
-Catered buffet (2 entrees, desserts, beverages) - MINIMUM OF 10 PEOPLE	\$12 per person
-Ride in the pace truck	\$40
-Announce "Gentlemen, start your engines!"	\$40
-Meet and greet with drivers	\$50
-Bridgeport Bandit program	\$5 each
-Reserved seats for all attending children on the Bandit Bus for a feature pre-race parade lap	\$20
-Booth under pavilion to display and/or sell company products	\$100
-Golf cart provided for use at your leisure	\$100





BRIDGEPORT SPEEDWAY

CATERING OPTIONS

ENTREES

- Oven Roasted Beef
- Meatballs w/ Gravy
- Sausage, Peppers, & Onions
- BBQ Ribs
- BBQ Chicken
- Dijon Chicken
- Turkey & Stuffing
- Rigatoni & Cheese
- Stuffed Shells
- Chicken or Shrimp Alfredo w/ Pasta
- Shrimp & Crabmeat Alfredo w/ Pasta
- Chicken Marsala
- Lunchmeat Tray (Assortment of meats & cheese)

- Oven Roasted Pork
- Roasted Glazed Ham
- Egg Plant Parmigiana
- Chicken Parmigiana
- Sausage Scallopini
- Chicken Scallopini
- Veal Scallopini
- Stuffed Chicken
- Chicken Tenders
- Chicken & Wine
- Chicken & Vegetables w/ Bow Tie Pasta
- Hoagie Tray (assortment)
- Wraps (assortment)

SIDE DISHES

- Potato Salad
- Macaroni Salad
- Mashed Potatoes
- String Bean Almondine
- Buttered Corn (whole or loose)
- Tomato & Cucumber Salad
- Tossed Green Salad
- Italian String Beans
- Coleslaw
- Pasta Salad

- Red Bliss Potatoes
- Olive Salad (green, black, or mixed)
- Caesar Salad
- Parsley Potatoes
- Macaroni & Cheese
- Penne Pasta (in butter sauce or red sauce)
- Pepperoni & Cheese Tray

DESSERTS

- Homemade Brownies
- Homemade Cupcakes
- Mix Tray of Cookies & Brownies
- Mini Cheesecakes w/ Fruit on Top

- Homemade Cookies
- Variety of Jell-O's
- Mixed Fruit Tray







APPLICATION FOR BILLBOARD

2015 Bridgeport Speedway, LLC

COMPANY NAME:		
NAME:	DATE:	
PHONE #:	E-MAIL:	
Is this a Renewal from 2013? Ple	ease circle Yes No	
Any additional info / Trade-off Of	ffers:	
SIGNATURE: _		
	FOR BPSW OFFICE USE ONLY Approved Disapproved	
Cost of Items / Acceptance of Tra	de-off:	
	Total: \$	
Method of Payment:		
Credit Card	Check	Cash
Card type:	Check #:	
Name on card:		
Date of transaction:		
SIGNATURE:		





APPLICATION FOR SKYBOX RENTAL

2015

Bridgeport Speedway, LLC

COMPANY NAME:				
PHONE #:		E-MA	IL:	
ADDRESS:				
Please Select:	Exclusive Platinum	Birthday		Gold Silver - Night Silver – Annual
Is this a Renewal from	m 2013? Please circ	cle Yes No		
Any additional option	ns:			
Beve	ring Preferences: rage Preferences:			
	FO	R BPSW OFFICE USE	ONLY	
			isapproved	
Cost of Items:				
			Total: \$	
Method of Payment: Credit Card Card type: Name on card: Date of transaction:		Check Check #: Date of transa	ction:	☐ Cash —
S	IGNATURE:			





APPLICATION FOR SPONSORSHIP

2015

Bridgeport Speedway, LLC

COMPANY NAME:		
NAME:	DATE:	
	E-MAIL:	
Please Select:	Platinum – Headline	Gold
L	Platinum – Secondary	Silver
Any additional options:	L	Bronze
Is this a Renewal from 202	3? Please circle Yes No	
Drafarances (if ann	and la l	
Preferences (if appl	references:	
Beverage I	Preferences:	
"Night of I	acing" Date(s) Preference:	
SIGNA	TURE:	
	FOR BPSW OFFICE USE ONLY	
	Approved Disapproved	
Cost of Items:		
	Total: \$	
Mothod of Daymonts		
Method of Payment: Credit Card	☐ Check	☐ Cash
Card type:		
Name on card:	Date of transaction:	
Date of transaction:		
SIGNA	TURE:	





CONTACT INFORMATION

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Kolby Ramey— (443) 859—4552 Kolby.ramey@gmail.com

Racetrack: (856) 467—4407 phone

(856) 467—4408 information hotline

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