



## 2024 Marketing Partnership Opportunities

### **Annual Season Sign at track - \$1,500**

- 9 regular season Races (includes week of fair)
- All sign are part of TV Broadcast and PA announcements per race!
- Sign provided by business or BST can provide for cost of sign

### **Race Night Sponsor - \$1,500**

- Announced throughout the night (at least 10 times) by announcer and announce small description of your business (*description provided by business*)
- Opportunity to advertise your business with booth, vehicle display, t-shirt give-a-ways, talk to crowd during intermission, etc.—we are open to your ideas
- Sign (*provided by business*)
- 20 Grandstand passes (**\$400 value**)
- Logo on race night flyer
- Participate in trophy presentations after each Feature Race

### **Vendor Booth - \$100 per night or \$1,000 for season**

### **Logo & company link on BST Website & Social Media marketing (BST's Facebook audience of 50K+) - \$1,500 for season**

### **Commercial on BST Production/IMCA.tv/Speedsport - \$50 per 30 sec ad**

### **Naming Rights to a Race Division (Sold out in 2023) - \$2,000 for season**

- Announced and advertised as the Company's race division (*XYZ Stock cars*)
- All cars will race with the Company's logo (*stickers provided by business*)

### **Trophy Night Sponsor - \$500**

### **Company Picnic/Birthday Party/Special Event - \$500 to include tickets**

### **BST PCR LCR Challenge - \$1,000 purse paid directly to driver**

TOTAL value of all items listed above = \$9,550 Pick one or **GET them ALL!**  
**We can offer entire packet for only \$7,000**  
**or custom packets available**

#### **Joe Bellm, Race Promoter**

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