



# MARKETING & SPONSORSHIP OPPORTUNITIES



**Sales & Marketing Manager:**

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**Director Of Sponsorship & Marketing**

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**Discover the advantage Of Becoming  
A KID Sponsor This Year**

[Kansasdragway.com](http://Kansasdragway.com)



Kansas International Dragway is an NHRA (National Hot Rod Association) sanctioned quarter mile drag strip located at 7800 North Maize Road in Northwest Wichita, Kansas. Kansas International Dragway opened in 1963 as Wichita International Raceway. In 2008, the name was changed to Kansas International Dragway. Kansas International Dragway is an integral part of racing history in Kansas and our community, as it is the second oldest and second largest drag racing facility in the state. Over the past several years, numerous improvements have been made to improve every aspect of the facility. These changes include resurfacing the racing lanes, new concession, restroom and shower building, the addition of new grandstands, and many other items.

Races are a wonderful family fun experience that creates an amazing atmosphere for all ages. There is excellent up close contact to the racing vehicles and drivers in the pit at all events. Kansas International Dragway is an outstanding venue to showcase your business with access to over sixty events, having a total of over eighty thousand spectators annually.

## SPONSORSHIP BENEFITS

- Over 80,000 Unique Spectators Per Racing Season
- 50+ Events Per Racing Season
- Driving Sales
- \$7,686,400 Annual Revenue Produced For Maize & Wichita
- Enhancing Brand Image And Shaping Customer Attitudes
- Creating Positive Publicity and Heightening Visibility
- 60% Of Racers Buy Locally
- 30% Stay In Hotels While Racing
- Enhancing Business, Consumer, and VIP Relations
- Building Brand Awareness

## RACING STATISTICS & DEMOGRAPHIC REACH

- Racing Attracts More Loyal Fans Than The NFL, NBA, Or MLB
- 75% of Fans Are Male
- 25% of Fans Are Female
- Median Household Income - \$165,000
- Blue Collar Occupations - 33%
- Small Business Owners - 56%
- Average Investment Annually For Competition 150k Per Racer
- Feel Positive About Companies That Support NHRA 98%
- Likely To Purchase A Product From That Same Company 89%
- 74.5k Average Reach Per Social Media Post Across All Platforms
- 34k Followers On KID Facebook And Growing

### Advertising Locations Reference Guide



- 1 Lane Sponsor
- 2 Winners Circle
- 3 Control Tower
- 4 Starting Line Center
- 5 Starting Line Shack
- 6 Burnout Box V Sign
- 7 Starting Line Fence
- 8 Racetrack Barrier
- 9 Grandstands
- 10 Staging North Wall
- 11 Staging Fence South
- 12 North Concession Stand area
- 13 South Concession Stand area

Come Take A Tour Today! 7800 W. 61st ST N, Maize, KS 67101



## **FACILITY NAMING RIGHTS**

A great opportunity to place your name in front of hundreds of thousands of people annually in the venue, on the Internet, all social media platforms, and regional television and radio. Unrivaled signage in the Raceway Park including a new 18x24 three sided full color roadside sign, custom vinyl wrapped track safety trucks and track delivery van, company logo on all raceway apparel produced annually, and renaming of the raceway cafe. Contact Marketing Director Kim Snare for information on this premium marketing partnership opportunity.

## **K.I.D SUMMER NATIONALS - TITLE SPONSOR \$15,000, ASSOCIATE SPONSOR \$7,500**

Kansas International Dragway's largest and most attended racing event since 1963. The largest variety of race classes including high level 'booked in' special event races with national recognition, celebrity motorsports figures, concerts and other elements of entertainment.

## **NO-PREP MAYHEM - TITLE SPONSOR \$15,000, ASSOCIATE SPONSOR \$7,500**

Street Outlaw racing overtakes Kansas International Dragway. The hottest category in drag racing today, as featured on numerous current network television productions. The highest daily attendance records for Kansas International Dragway have been set during this event. This event features heavily promoted race pre-parties on and off-premise with heavy rotation in all media.

## **MIDWEST METRIC MAYHEM - TITLE SPONSOR \$7,500, ASSOCIATE SPONSOR \$3,500**

A car culture lifestyle event featuring a car/truck/bike show, quarter mile index drag racing classes for cars, trucks bikes featuring an electric vehicle class, burnout contest, two step sound off and car audio competition.

## **WHEATLAND NOSTALGIA NATIONALS - TITLE SPONSOR \$7,500, ASSOCIATE SPONSOR \$3,500**

Old school cool for pre-1987 vehicles only featuring index drag racing classes, car show, swap meet and pin-up contest.

## **FRIDAY NIGHT FUN DRAGS & TEST & TUNE - TITLE SPONSOR \$5,000, ASSOCIATE SPONSOR \$2,500**

Weekly open testing session for contestants ranging from novice to the highest level of professional racing classes.

## **MOTORPOOL SYNDICATE 'BATTLE FOR THE BELT' - TITLE SPONSOR - \$5,000, ASSOCIATE SPONSOR \$2,500**

The latest and greatest in street style racing hosted by one of the largest Kansas based car clubs, Motorpool Syndicate. Pushing the NHRA's (National Hot Rod Association) R.I.O.T (Race It On Track) program, designed to bring the street racer off the streets and onto the track where an environment can be provided that is safe and fun for racers and spectators alike. An exciting new program featuring Bracket, Heads-Up, Queen Of The Track and Bike classes. Seven events with a final event set for a huge Halloween show.

- BRACKET CLASS TITLE SPONSOR - \$2,500
- HEADS-UP CLASS TITLE SPONSOR - \$2,500
- QUEEN OF THE TRACK TITLE SPONSOR - \$2,500
- BIKE CLASS TITLE SPONSOR - \$2,000

**Call To Take A Tour Today! 7800 W. 61st ST N, Maize, KS 67101**



## **SUMMIT RACING BRACKET SERIES - TITLE SPONSOR \$10,000, ASSOCIATE SPONSOR \$7,500**

10+ Events featuring 7 race classes running from April to September. This event series hosts over 1,500 contestants annually. The backbone of drag racing is this bracket series providing the chance for local racers to reach divisional and national recognition.

- JUNIOR DRAGSTER - CLASS TITLE SPONSOR - \$2,000
- STREET - CLASS TITLE SPONSOR - \$2,000
- SPORTSMAN - CLASS TITLE SPONSOR - \$4,500
- STREETBIKE - CLASS TITLE SPONSOR - \$2,500
- PRO-BIKE - CLASS TITLE SPONSOR - \$3,000
- PRO-ELIMINATOR - CLASS TITLE SPONSOR - \$10,000
- SUPER PRO - CLASS TITLE SPONSOR - \$12,000

## **RACE TITLE SPONSORSHIP PERKS**

- 20 VIP Sponsor Passes to event.
- 50 Single day passes to event.
- Sponsor logo on all television advertisement and media production for event. (Flyers, banners, posters etc.)
- Mentioned as title sponsor of event in all radio advertisement for event.
- Premium Vendor Row space at K.I.D during event.
- Sponsor will be mentioned numerous times during the event.
- Pre-recorded audio commercial run on K.I.D p.a during event. (Sponsor provides recorded spot)
- Sponsor logo and information on all K.I.D social media promotion of event.
- Sponsor logo and link on KansasDragway.com for entire season.
- 4 x 8 full color sign on-premise at K.I.D for entire season.
- Sponsor logo on event promotional t-shirt for event.

## **ASSOCIATE RACE SPONSORSHIP PERKS**

- 10 VIP Sponsor Passes to event.
- 25 Single day passes to event.
- Sponsor logo on all television advertisement and media production for event. (Flyers, banners, posters etc.)
- Mentioned as sponsor of event in all radio advertisement for event.
- Vendor Row space at K.I.D during event.
- Sponsor will be mentioned numerous times during the event.
- Sponsor logo and information on all K.I.D social media promotion of event.
- Sponsor logo and link on KansasDragway.com for entire season.
- 2 x 8 full color sign on-premise at K.I.D for entire season.

## **CLASS SPONSORSHIP PERKS**

- 4 VIP Sponsor Passes to event.
- 10 Single day passes to event.
- Sponsor logo on all television advertisement and media production for event. (Flyers, banners, posters etc.)
- Mentioned as sponsor of class in all radio advertisement for event.
- Vendor Row space at K.I.D during event.
- Sponsor will be mentioned numerous times during the event.
- Sponsor logo and information on all K.I.D social media promotion of event.
- Sponsor logo and link on KansasDragway.com for entire season.

## SIGNAGE LOCATION & PRICING



**Lane Sponsor: \$12,500**  
**2 Available**

8x16 foot sign at the end of the lane showcasing the winner and time



**Starting Line Fence: \$2,000**  
**8 Available**  
4x8 foot sign

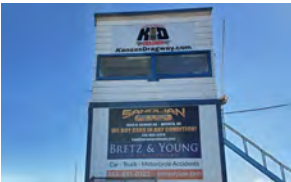


**Winners Circle: \$25,000**  
**1 Available**

32x8 foot billboard for Winners Circle  
Winners of all races photographed here  
High visibility in all media



**Racetrack Barrier: \$750-\$1,000**  
**25 Available**  
2x4 or 2x8 foot sign - both sides



**Control Tower: \$1,500 - \$4,000**  
**5 Available**

2x10 and 5x10 foot sizes  
Pricing varies by location



**Grandstands: \$750-\$1,250**  
**12 Available**  
4x8 foot sign



**Starting Line Center: \$1,750**  
**6 Available**

2x8 foot sign - both sides



**Staging North Wall: \$1,200**  
**20 Available**  
4x8 foot sign on the north barrier wall



**Starting Line Shack: \$3,000**  
**1 Available**

2x10 foot sign - both sides

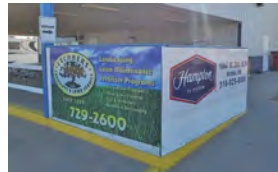


**Staging Fence South: \$750**  
**30 Available**  
4x8 foot sign on the south-side area of staging



**Burnout Box V Sign: \$2,000**  
**1 Available**

2x10 foot sign - both sides



**North Concessions: \$1,000**  
**10 Available**  
4x8 foot sign on the north side of the concession stand



**South Concessions: \$1,000**  
**10 Available**  
4x8 foot sign on the south side of the concession stand

**\*Pricing And Availability Subject To Change. Contact Us For The Most Up To Date Availability & Pricing.**



# KANSAS INTERNATIONAL KID DRAGWAY

## FIND US ONLINE



[facebook.com/KansasDragway](https://facebook.com/KansasDragway)



[instagram.com/kansasdragway](https://instagram.com/kansasdragway)



[twitter.com/kansasdragway](https://twitter.com/kansasdragway)



[kansasdragway.com](https://kansasdragway.com)

## OR CONTACT US DIRECTLY



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**Dave D.** - 316-833-4556  
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