

# Presenting **SPEEDWAY Motorcycle Racing...** **The Original and Ultimate Extreme Sport!**

Few sports engage the spectator and have the attraction of motor sports. Speedway motorcycle racing has for many years been known as the second most popular spectator sport to soccer in Europe and has attracted large crowds in the United States in California and New York. Fan counts at meetings overseas many times top 20,000 which is comparable to, or larger than, major sports events in the US! Speedway has the ability to deliver what spectators crave, and to grow its audience to dazzling numbers.

Speedway racing takes place on a flat, oval, dirt-track, on motorcycles that run on methanol with NO BRAKES, that can accelerate to 60 mph in less than 3 seconds and slide totally sideways around the corners! It began in the early 1920's in Australia and Britain, and is considered by many to be the first real extreme sport.

Speedway is a dynamic arena based motor sport that is ideal for television. League racing is established across the European Continent with leagues in Britain, Czech Republic, Denmark, Finland, Germany, Norway, Russia and Sweden. Other Speedway nations include Australia, Austria, Belgium, Bulgaria, Canada, Croatia, France, Holland, Hungary, Latvia, New Zealand, Romania, Slovenia, South Africa and the Ukraine. Speedway's premier event is the World Championship Grand Prix raced over 10 events. International Management Group (IMG), a leading sports group, recently invested millions of dollars to purchase the rights from Benfield Sports International to stage the Grand Prix. They plan to extend the series to other continents with the US a likely addition in the future. Other high profile events include World Team Championships, World Pairs Championships, International Test matches and National Championships.





**SPEEDWAY** is non-stop excitement that happens in an arena where you see the entire race

**SPEEDWAY** is for people of all ages

**SPEEDWAY** is unique in every respect and turns first timers into life-long fans

**THE MACHINES** Fueled by methanol, the bikes weigh just 185 pounds with over 80

horsepower, have a power to weight ratio similar to that of a Formula 1 race car and from a standing start, can accelerate to 60 mph in less than 3 seconds. They have a top speed in excess of 100 mph, yet they have no gears and no brakes!

**THE RIDERS** Speedway is an athletic competition - make no mistake about it. 4 to 6 laps on a speedway bike is exhausting and demanding. It requires instant reaction time, precise balance and top physical conditioning. Riders are professionals and must perform at top level at all times.

**THE RACING** Speedway meetings are divided into two categories of competition: Handicap and Scratch. Handicap racing places riders of various abilities and experience together. The faster racers start with as much as a 60 yard handicap. To watch one of these competitors battle through the pack to 1st place in 6 laps is a truly exciting. The top 16 or 20 riders must face each other on an equal basis in the Scratch portion of the program. The highest handicapped warriors race each other 4 at a time for 4 laps. Wheel to wheel racing is the name of the game and the winner is seldom decided until the checkered flag.

**THE SHOW** Speedway is a spectacle. From the playing of the national anthem to the last checkered flag, there's never a dull moment. Speedway is a night sport and the glare of the floodlights adds to the atmosphere of sparkling machines and riders in colorful leathers doing battle in an arena that puts the spectator right on top of the action. Add to this the pungent odor of alcohol and castor oil and you have an electric situation that is seldom duplicated in any other type of racing.



**SPEEDWAY** No Brakes, No Gears, No Fears!  
Remember Speedway Delivers!

**THE FACILITY** Champion Speedway is a 1/8 mile dirt oval race-track with bleacher seating for more than 2,000 patrons and additional viewing areas to accommodate many more. Champion Speedway hosts affordable, professional Speedway motorcycle and ATV racing on Saturday evenings at 7pm during its regular season with several Sunday special events mixed in. Champion Speedway is the home of the New York State and US Open Championships, two of the most prestigious races in American Speedway, each year. Champion Speedway also hosts a winter Mud and Snow Scrambles series, along with music festivals and swap meets! In addition to the Speedway oval there is also a concrete go-kart fun track, BMX track and motocross practice track on site. Champion Speedway is one of two Speedway venues that make up the East Coast professional circuit. Champion Speedway can be used 7 days a week and offers public and private practice sessions. Champion Speedway is not only the perfect Speedway facility with comfortable bleacher seating, great food, and great lighting, but is ideal for many other forms of motor-sports racing or sports events such as rodeo's.



**THE LOCATION** Champion Speedway is located at 344 East River Drive in Owego, NY. The track is directly on the side of NYS RT 17/Interstate 86 which makes it an advertising dream as the entire property can be seen clearly by the 40,000 plus cars that drive by each day. The fact that the Park Outdoor advertising company has 10 highway billboards on the site illustrates what an ideal location it is for exposure.



**THE HISTORY** Champion Speedway was built in 1975 and for 11 years, until the property became tied up in an ownership battle, its Sunday evening Speedway races rocked the area, attracting an average crowd of 2,000 plus fans every week with special shows bringing in nearly 5,000 on a few occasions. Champion Speedway at one time paid the highest purse for any Speedway race in the Country, even more than the US National Championship at Costa Mesa, and many famous racers, including World Champions like Ivan Mauger, Bruce Penhall, Billy Hamill and Greg Hancock, have all been there.

## **CHAMPION SPEEDWAY NOW AND ITS CURRENT PROMOTER**

Champion Speedway was re-opened and brought back to life by former NHL hockey player, Jason Bonsignore, of Rochester, NY in 1997. Bonsignore, who's father, Gene, is a four-time East Coast Champion and is still racing, grew up at the facility as a child and was heartbroken it had closed. Jason, who has been a top racer as well over the years, has made many improvements to the property, including a \$250,000 renovation in 2001, and has brought back many top riders and Championship events to Champion Speedway. Jason has now been promoting Champion for 15 years and in doing so became the second longest standing Speedway promoter in US history. Bonsignore has a great staff of speedway supporters helping him and your business will be promoted strongly over the PA system by track announcer, Kraig "Krazy Krash" Moss, himself a former speedway racer. Moss, the owner of the local KRM Foundation Repair, famous for its crazy commercials, has an extensive announcing background including acting as the voice of Action Park and Sky View Dragstrip in the past and will be sure to promote you!





## HOW CAN WE HELP YOUR BUSINESS GROW?

Recent years have seen a great growth in sponsorship participation in Speedway. It's a fantastic way to reach an audience that represents a cross-section of regional consumers. According to former Speedway sponsor Mike Haddock, owner of Kolors West Custom Painting: "Speedway was the most economical way to reach my customers. With my advertisement, I saw direct traffic come into my shop almost weekly! Plus the announcer gave us valuable PA exposure-which

was, possibly more important than the ads! And it was a great place to take my family every week!" The wide variety of corporate logos at Speedway proves that the crowd is one that responds favorably to any business owner who supports an activity they love.

**WIDE RANGE DEMOGRAPHICS** On any given night Speedway crowds have ranged from toddlers to grandmothers, all enthusiastically turning out participate in one of the fastest growing sports around and representing a captive audience for the savvy sponsor. Nearly anyone-male, female, young or old, can be considered a potential audience for your advertising message during race nights. By aligning yourself with speedway and becoming a sponsor you especially reach: Young males, age 18-34-a hard to reach group with traditional media, Young Families seeking wholesome entertainment, Professionals on corporate-sponsored nights out, Retired persons with disposable income. Speedway creates a buzz in the local area!

In addition to great Speedway racing, special features at Champion Speedway that help to bring in a wide range of customers include the Go-Kart fun track, ATV, PW and Youth race divisions, kids running races, celebrity nights and live bands! Patrons can also use the BMX course, Motocross practice track and race Winter Scrambles at Champion Speedway.

**MEDIA SUPPORT** In addition to crowd saturation at the events, we have packages available where your advertisement will reach a comprehensive list of media outlets throughout the Northeast, including, but not limited to...ESPN, Speedvision, Mav-TV, HD TV, Time-Warner Cable, The Race Report TV Show, WBNG-TV, WAAL, WKGB, The Hawk 98.1, The Bear WBBI 107.5, WEBO 1330, Cool 100, Magic 101, WOKN Elmira, Finger Lakes Radio, Press and Sun Bulletin, Ithaca Journal, Ithaca Pennysaver, BC Times, Owego Pennysaver, The Sayre Morning Times, Tioga Courier, Tioga Community Press, The Towanda Review, The Windsor Standard, Elmira Star Gazette, Watkins Glen Review, Odessa File, Syracuse New Times, Speedway Star Magazine, Cycle News, [www.todayscyclecoverage.com](http://www.todayscyclecoverage.com), [www.shorttrackin.com](http://www.shorttrackin.com), [www.eastcoastspeedway.com](http://www.eastcoastspeedway.com), [www.jbrspeedway.com](http://www.jbrspeedway.com), [www.senecagrandprix.com](http://www.senecagrandprix.com) and [www.speedwaybikes.com](http://www.speedwaybikes.com).



# Sponsorship Options

## • PA ANNOUNCEMENT

Live announcement by event announcer

\$ 20.00

## • MAIN ENTRY MALL DISPLAY SPACE

Open area located in the main entrance/exit location, adjacent to the concessions and souvenir booth; an area traveled by all attendees. Set up and break down are convenient, quick and easy with full access to display area between Noon and 6:00pm on event nights. You provide a 20 second PA copy, banner, generator/power source. (Table and chairs may be available if requested in advance)

Included:

- Up to 10'x20' display space
- 2 PA Announcements by event announcer ( value \$ 40.00)
- Visibly Prominent Space for Banner Placement
- 2 Admission Tickets ( value of approx \$20.00)

1 Time in Season \$ 85.00 per night

4 + Times in the Season \$ 60.00 per night

## • US OPEN SPEEDWAY CHAMPIONSHIP PROGRAM ADS

Yearbook style programs for the US Championships. Sponsors will receive a complimentary edition

- Business card size ad \$30.00
- Double business card size ad \$60.00
- Quarter page size ad \$75.00
- Half page size ad \$100.00
- Full page size ad \$150.00

## • BILLBOARD

Highly visible, featured prominently on our grandstands or track crashwalls for all to view. We provide and install the large 4x8 custom billboard. Displayed throughout the entire season

- Billboard and 1 Season Pass (existing sponsor \$350.00) \$ 550.00
- Billboard and 2 Season Passes (value \$ 744.00) \$ 650.00
- Logo included on our website ([eastcoastspeedway.com](http://eastcoastspeedway.com))

## • SINGLE EVENT PRESENTING SPONSOR \$ 575.00

- Name recognition in all radio and print advertising for event
- 4 PA announcements
- Name and Logo printed on evenings trophies
- Invitation to be included in infield trophy presentation and photo opportunities
- Visibly prominent space for banner placement
- 10 admission tickets for event



• **BRONZE PACKET** **\$ 800.00**

(Total Value = \$ 1231.00) Savings over \$ 431.00

- 2 PA announcements (value \$360.00)
- 1 Custom 4x8 billboard (value \$550.00)
- 3 season passes (value \$291.00)
- 1 US Open program ad (business card size) (value \$30.00)
- Logo and link on our website (eastcoastspeedway.com)

• **SILVER PACKET** **\$ 1500.00**

(Total Value = \$ 2088.00) Savings over \$ 588.00

- 3 PA announcements (value \$540.00)
- 2 Custom 4x8 billboards (value \$1100.00)
- 4 season passes (value \$388.00)
- 1 US Open program ad (double business card size) (value \$60.00)
- Logo and link on our websites (eastcoastspeedway.com and speedwaybikes.com)

• **GOLD PACKET/TRACK PRESENTING SPONSOR** **\$2650.00**

(Total value well over \$3392.00 !!!) Savings well over \$742.00

- Mention in all radio advertising as a presenting sponsor of the track (huge value!)
- Logo on front page of the US Open program
- 4 PA announcements (value \$720.00)
- 3 Custom 4x8 billboards (value \$1650.00)
- 6 season passes (value \$582.00)
- 1 US Open program ad (half page size) (value \$100.00)
- Main Mall display space for any 4 events (value \$340.00)
- Logo and link on our websites (eastcoastspeedway.com and speedway bikes.com)

• **PLATINUM PACKET / TRACK TITLE SPONSOR** **\$5650.00**

(Total value well over \$6685.00) ONLY ONE AVAILABLE!

- Mention in all TV, radio, print advertising and race reports as the title sponsor of the track (Unlimited value!!!)  
The facility will be referred to all season as The \_\_\_\_\_ (name of your company in blank) Speedway
- Logo plus text support on front page of programs for the season in most prominent position
- 5 PA announcements (value \$900.00)
- 5 Custom 4x8 billboards or (3) 4x8's and (1) 4x16 (value \$2750.00)
- 10 season passes (value \$970.00)
- 1 US Open program ad (full page size) (value \$150.00)
- Main Mall display space for each event (value \$765.00)
- 2 complimentary single event sponsor nights titled (value \$1150.00)
- Logo and link on our websites (eastcoastspeedway.com, speedway bikes.com and senecagrandprix.com in most prominent position)
- Logo on all staff shirts for season and on any new design shirts for the souvenir stand
- Your company name and/or logo on all trophies and awards for season

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\*\* Custom packages, rider sponsorship, junior program sponsorships and rider purse increase options available upon request!

\*\* Sponsor ship packages available at a discounted rate for our Watkins Glen facility to any Champion Speedway sponsors.

\*\* Ask about tax deductible donation options to help fund construction of our new speedway museum in Watkins Glen!

\*\* Champion Speedway is not responsible for the season being altered due to inclement weather.