



Grassroots Racing

*Put your business
in the fast lane!*

Cedar Lake Speedway Overview

- ❑ Established in 1957, Cedar Lake Speedway (CLS) is an unsanctioned clay/dirt oval racetrack with 66 years of auto racing history!
- ❑ Long-standing major events that are recognized nationally!
USA Nationals Late Model event is in its 36th year and pays \$250,000 in prize money; World of Outlaw Sprint Car event in its 34th year; Masters event in its 24th year and features both top Late Model & Modified touring cars.
- ❑ Weekly Saturday night racing regularly featuring Late Models, Modifieds, Super Stocks, Midwest Modifieds, & Traditional Sprint Cars scheduled from April through September.
- ❑ Over 1,400 different drivers compete at Cedar Lake Speedway on an annual basis...the highest in the nation!
- ❑ Located just 10 minutes east of Stillwater – an extremely easy drive for 3 million people located within the Minneapolis/St. Paul area!
- ❑ Estimate 380,000 in attendance in 2022 – up 12% from 2021!



Why Auto Racing? Why Cedar Lake?

- ❑ Auto racing is the fastest growing local sport in America. In 2022, 13.1 million race fans followed auto racing, a 14% increase from 2021.
- ❑ Auto racing offers outstanding demographics with strong spending patterns and unmatched fan loyalty. Your company can capitalize on this brand loyalty directly at Cedar Lake Speedway to help drive new growth of your business!
- ❑ Auto racing fans are very aware of who sponsors their sport and three out of four race fans consciously purchase a sponsor's product. Get your business in front of CLS fans!
- ❑ 40% of auto racing fans are under age 35 – the ideal target market to establish new & unique brand loyalty!
- ❑ Unprecedented driver and fan turnout in 2022! Cedar Lake Speedway regular weekly and special events increased 12%!



Why Auto Racing? Why Cedar Lake? (cont...)

- ❑ Racing fans are a great demographic to drive traffic to your business. Better yet, Cedar Lake Speedway offers grassroots level marketing which significantly influences new behavior and brand loyalty to its sponsors.
- ❑ Auto racing via Live streaming has dominated internet viewership with an average of 6+ hours per week!
- ❑ 13 out of the top 25 Fortune 500 companies are auto racing sponsors. America's biggest companies value auto racing at both the national & local level.
- ❑ More Fortune 500 companies are involved in auto racing than any other sport. Further proof that the investment pays off!
- ❑ Partner with Cedar Lake to Speedway will help drive and grow your business!



Option A: Silver package

- ❑ Cost \$1,495
 - ❑ PA Announcements on race nights: 2 per event
 - ❑ JumboTron Advertising (minimum 4 per night)
 - ❑ Website Advertisement (average over 2,000 visitors per day)
 - ❑ Social Media : Facebook, Instagram, Twitter
 - Over 35,000 daily followers via social media platforms
 - ❑ Inclusion on Email Campaigns
 - Reaching 40,000 households
 - ❑ Company Party with sponsorship of a race ***or*** Race Tickets
 - VIP tickets for the entire suite consisting of 30 people including food and beverages, ***OR***,
 - 100 general admission tickets (Free admission to regular events)



Option B: Gold package

- ❑ Cost \$2,995
 - ❑ PA Announcements on race nights: 3 per event
 - ❑ JumboTron Advertising (minimum 4 per night)
 - ❑ Website Advertisement (average over 2,000 visitors per day)
 - ❑ Social Media : Facebook, Instagram, Twitter
 - Over 35,000 daily followers via social media platforms
 - ❑ Inclusion on Email Campaigns
 - Reaching 40,000 households
 - ❑ Company Party with sponsorship of a race ***or*** Race Tickets
 - VIP tickets for the entire suite consisting of 60 people including food and beverages, ***OR***,
 - 200 general tickets (Free admission to regular events)



Option C: Platinum package

- ❑ Cost \$3,995
 - ❑ PA Announcements on race nights: 5 per event
 - ❑ JumboTron Advertising (minimum 12 per night)
 - ❑ Website Advertisement (average over 2,000 visitors per day)
 - ❑ Social Media : Facebook, Instagram, Twitter
 - Over 35,000 daily followers via social media platforms
 - ❑ Inclusion on Email Campaigns
 - Reaching 40,000 households
 - ❑ Company Party with sponsorship of a race ***or*** Race Tickets
 - VIP tickets for the entire suite consisting of 100 people including food and non-alcoholic beverage service, ***OR***,
 - 275 general admission tickets (Free admission to regular events)



Cedar Lake Speedway from Overhead



A view of the VIP Suite



The
VIP
Deck!