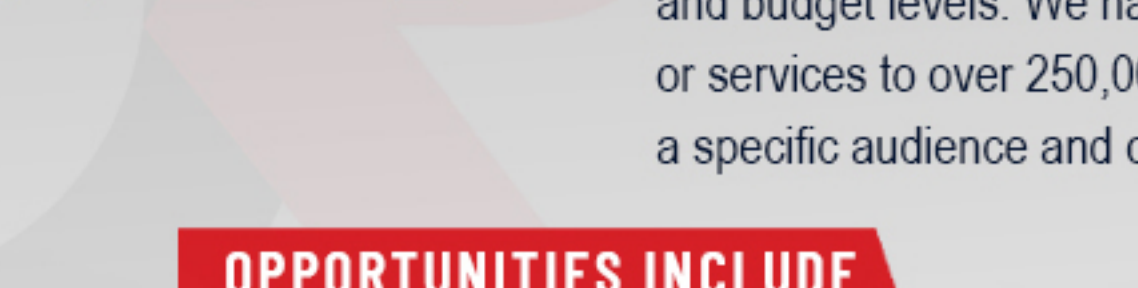




2025 SPONSORSHIP OPPORTUNITIES

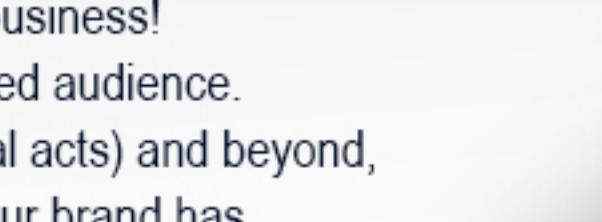
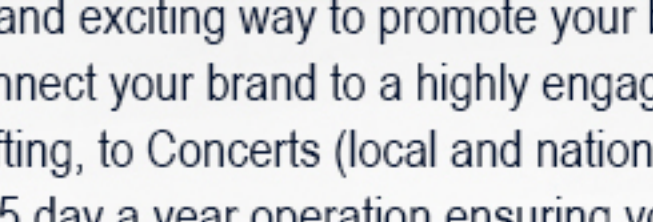
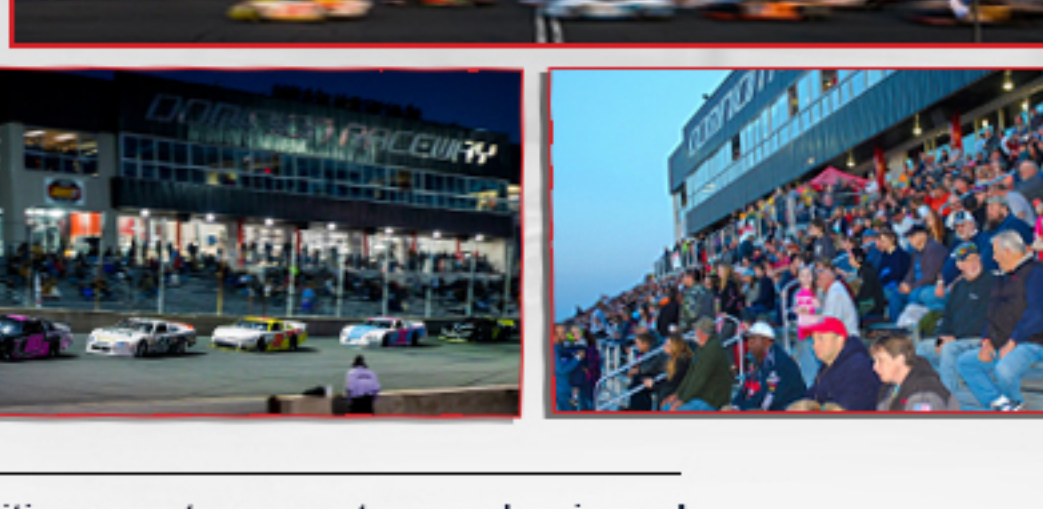
THE FUN STARTS HERE!



Dominion Raceway & Entertainment has many partnership opportunities to help meet your company's unique goals and budget levels. We have programs that will help communicate the value of your products or services to over 250,000 current and potential customers. We can target your message to a specific audience and create a "call to action" program that will drive sales.

OPPORTUNITIES INCLUDE

- WALL SIGNAGE
- SATURDAY NIGHT RACE SPONSORSHIPS
- FRIDAY NIGHT STREET RACING SPONSORSHIPS
- RACE DIVISION SPONSORSHIPS
- TICKET SPONSORSHIPS
- T-SHIRT SPONSORSHIPS
- TENT AND TABLE FAN ENGAGEMENT
- HOSPITALITY SUITES TO ENTERTAIN YOUR CLIENTS
- AND MANY MORE!



Motorsports marketing is a time-tested and exciting way to promote your business! Dominion Raceway & Entertainment will connect your brand to a highly engaged audience. From NASCAR, Xtreme Xperience, SCCA, US Drifting, to Concerts (local and national acts) and beyond, Dominion Raceway & Entertainment is a 365 day a year operation ensuring your brand has maximum exposure to hundreds of thousands of fans, athletes and our customers. Our partners experience great successes with our very loyal Dominion Raceway & Entertainment community.

THE FUN STARTS HERE!

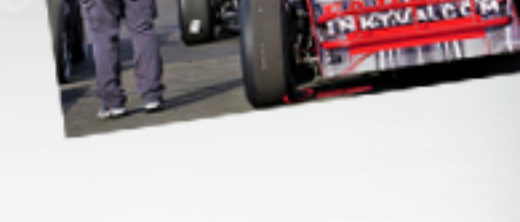


SATURDAY NIGHT RACE SPONSORSHIP

BE PART OF OUR SATURDAY NIGHT NASCAR SANCTIONED RACES.

WHAT YOU WILL RECEIVE

- One (1) Grandstand/Front Stretch banner (3' x 11")*
- Exclusive sponsor of a Saturday Night Race^A
- Logo and website link on our website sponsor scroll to promote race
- Minimum of four (4) social media posts, week of race
- Banner Ad inclusion on four (4) DRE E-Blast, throughout season
- Advertising and Logo Inclusion on our JumboTron during sponsored race
- HOSPITALITY SUITE FOR SPONSORED RACE (to include food and non-alcoholic beverages for up to 10 people)



SPONSORSHIP STARTING AT \$3,000

THE FUN STARTS HERE!



DIVISION SPONSORSHIP

(ONE SPONSORSHIP AVAILABLE, PER DIVISION)

AMERICA RACER LATE MODEL

WHAT YOU WILL RECEIVE

- Minimum of two (2) social media post, each week for a minimum of 5 weeks. Name/Tag only, during racing weeks
- Minimum of five (5) DRE e-blasts (week of races), name mention and banner ad
- Logo inclusion on JumboTron during race
- Your company name displayed on windshield banners

SPONSORSHIP: \$5,000 per year

DOMINION STOCK OR UCARS

WHAT YOU WILL RECEIVE

- Minimum of two (2) social media post, each week for a minimum of 5 weeks. Name/Tag only, during racing weeks
- Minimum of two (2) DRE e-blasts (week of races), name mention
- Logo inclusion on JumboTron during races
- Your company name displayed on windshield banners

SPONSORSHIP: \$2,000 per division, per year

MINI STOCK, MODIFIED, OR ANYCARS

WHAT YOU WILL RECEIVE

- Minimum of two (2) social media post, each week for a minimum of 5 weeks. Name/Tag only, during racing weeks
- Minimum of two (2) DRE e-blasts (week of races), name mention
- Your company name displayed on windshield banners
- Logo inclusion on JumboTron during races

SPONSORSHIP: \$2,000 per division, per year

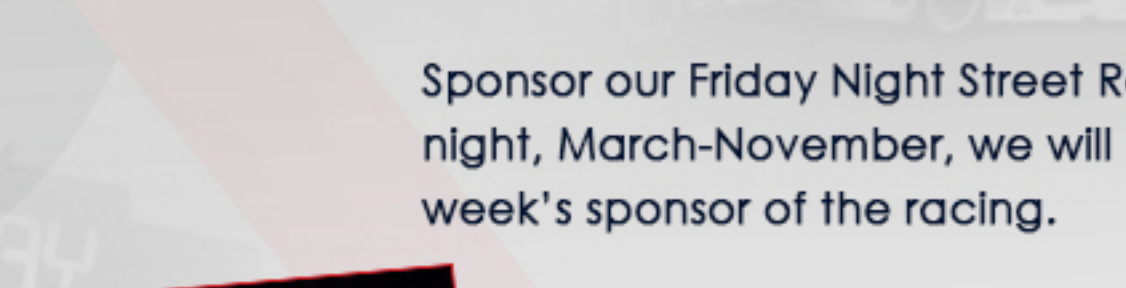
LEGENDS OR BANDOLEROS

WHAT YOU WILL RECEIVE

- What you will receive...
- Minimum of two (2) social media post, each week for a minimum of 5 weeks. Name/Tag only, during racing weeks
- Minimum of two (2) DRE e-blasts (week of races), name mention
- Logo inclusion on JumboTron during races

SPONSORSHIP: \$2,000 per year

THE FUN STARTS HERE!



STREET RACING SPONSORSHIP

(SEVEN SPONSORSHIPS AVAILABLE)

Sponsor our Friday Night Street Racing for a month. Every Friday night, March-November, we will highlight your business as that week's sponsor of the racing.

WHAT YOU WILL RECEIVE

- Exclusive sponsor of Friday Night Race for one month
- Banner Ad inclusion in one Dominion Raceway email blast.
- Social Media Post (over 45,000 followers)
- Ten Spectator passes to each Friday night race night for the month.
- 3x6 Fence Banner
- Banner Ad on Dominion raceway website under Track Buzz section

SPONSORSHIP: \$1,200

MONTHS AVAILABLE

___ Apr ___ May ___ Jun ___ Jul ___ Aug ___ Sept ___ Oct

THE FUN STARTS HERE!



OFFICIAL TICKET SPONSORSHIP

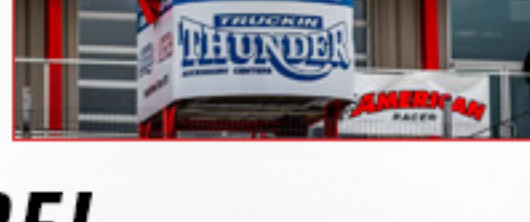
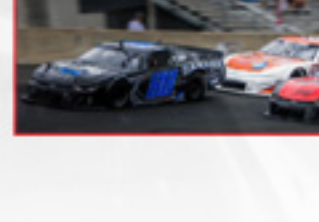
(ONE SPONSORSHIP AVAILABLE)

Sponsor the back of our race and concert tickets for 2025. Your logo or advertisement will be printed on over 30,000 tickets. It will also be included on all tickets that are purchased online and delivered to the consumer digitally. The digital ticket will include a hyperlink to your business website.

WHAT YOU WILL RECEIVE

- Logo/Ad printed on the back of all hard tickets
- Banner ad inclusion on all digital tickets with hyperlink
- Eight (8) social media posts, two per quarter, on all platforms
- 150x150 Banner Ad on all DRE websites, for 12 months
- Including The Groove Music Hall
- Banner Ad inclusion in two (2) DRE and Groove E-blasts
- Sent between March - October

SPONSORSHIP: \$4,000



THE FUN STARTS HERE!



DIGITAL TICKET SPONSORSHIP

(TWO SPONSORSHIPS AVAILABLE)

Sponsor our tickets that are purchased online and delivered to the consumer digitally. The digital ticket will include a hyperlink to your business website.

WHAT YOU WILL RECEIVE

- Banner ad inclusion on all digital tickets with hyperlink
- Four (4) social media posts, two per quarter, on all platforms
- 150x150 Banner Ad on all DRE websites...for 6 months
- Including The Groove Music Hall
- Banner Ad inclusion in one (1) DRE and Groove E-blasts
- Sent between March - October

SPONSORSHIP: \$4,000



THE FUN STARTS HERE!



OVAL TRACK SEASONAL SPONSORSHIP

(TWELVE SPONSORSHIPS AVAILABLE)

Race Restart Zone Sponsor	\$4,000
Pace Car Sponsor	\$3,000
Victory Lane Sponsor	\$3,000
Restart CONE Sponsor	\$3,000
White Flag Sponsor	\$1,500
Checkered Flag Sponsor	\$2,000
Yellow Flag Sponsor	\$2,000
America Racer Late Model Series Pole Award	\$2,500
America Racer Late Model Series Half Way Leader	\$2,250
America Racer Late Model Series Hard Charger Award	\$2,000
Pole Award (ALL OTHER DIVISIONS)	\$1,500
Red Flag	\$500

WHAT YOU WILL RECEIVE

- Big screen advertising during the race night,
- PA announcer recognition, DRE social media posts concerning their sponsorship or award and their logo on the DRE website with a link to the sponsor's website.

THE FUN STARTS HERE!



RACE T-SHIRT SPONSORSHIP

(FOUR SPONSORSHIPS AVAILABLE)

Be part of our weekly t-shirt promotion! Each NASCAR race we throw or shoot t-shirts into the crowd or pits. These shirts are unique because they can not be purchased, so the fans want to get their hands on them.

On the front, the shirts will include the Dominion Raceway logo and the back will include up to four sponsor logos.

WHAT YOU WILL RECEIVE

- Four (4) social media posts, scheduled during the racing season
- Big screen advertising showing the shirts and sponsors on race night
- Banner Ad inclusion in two (2) DRE E-blasts, during racing season
- Your company logo as one of four logos on the back of the t-shirts

SPONSORSHIP: \$1,250

YOUR LOGO

THE FUN STARTS HERE!



MARKETING AND ADVERTISING

LOBBY AND 118 BAR & GRILL POSTERS 27" x 41" \$400

FRONT STRETCH BANNERS 3' x 11" \$750

BACK STRETCH BANNERS

5' x 12' \$1000 5' x 24' \$1700

GROOVE MUSIC HALL TV ADVERTISING

prices starting at \$700



PROMOTE YOUR BUSINESS OR BRAND

We have a variety of marketing and advertising options to choose from. Let one of our professional sales representatives help you determine which options will benefit your business specific needs.

THE FUN STARTS HERE!