



REV UP YOUR BRAND WITH WEST VIRGINIA MOTOR SPEEDWAY'S
DYNAMIC ADVERTISING CAMPAIGNS, CONNECTING WITH THOUSANDS OF
LOYAL RACE FANS THROUGH VIBRANT TRACKSIDE PROMOTIONS AND MORE.



ABOUT WEST VIRGINIA MOTOR SPEEDWAY



Located in the scenic hills of Mineral Wells, West Virginia, along I-77, West Virginia Motor Speedway is a premier 3/8-mile semi-banked red clay oval that delivers heart-pounding dirt track action for racers and fans alike.

Once known for its sprawling 5/8-mile configuration, the Speedway has been shortened and reborn under the ownership of Mike and Becky Hurley of Goldvein,

Virginia, who have brought fresh energy, vision, and commitment to grassroots racing.

The track's new layout will provide tight, competitive racing and an up-close experience for fans, blending the rich history of the Mountain State's motorsports legacy with a bold new era. From late models and modifieds to sprint cars and local favorites, the Speedway hosts a variety of thrilling events throughout

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the season—each one celebrating the passion, power, and people of dirt racing in the Ohio Valley.

The track first opened in 1985 as a dominant figure in dirt track

racing. The first ever race was held in May '85 and was won by Charlie Swartz. Since then, the track has operated off and on for forty years, hosting some of the biggest events in dirt track racing. Under WWGD, Inc., WVMS will continue to play host to some of the largest dirt racing events in the East, including the Historic 100 for Super Late Models, as well as RaceFest, Legends of the Fall, and many more!



LEGACY & FAN EXPERIENCE

SINCE ITS GRAND OPENING IN 1984, WEST VIRGINIA MOTOR SPEEDWAY HAS BEEN A CORNERSTONE OF DIRT TRACK RACING, HOSTING SOME OF THE SPORT'S MOST PRESTIGIOUS EVENTS AND SHOWCASING THE BEST IN MOTORSPORT TALENT. NESTLED IN THE PICTURESQUE MOUNTAINS OF MINERAL WELLS, WV, THE TRACK OFFERS BREATHTAKING VIEWS AND A UNIQUE RACING ATMOSPHERE.

The new 3/8-mile clay oval will enhance this legacy and usher in a new era of racing excitement.

A family-friendly atmosphere combined with world-class facilities makes WVMS a summer destination that attracts fans and drivers from all over the nation. A packed schedule

of entertainment events provides an unimaginable amount of brand awareness to the proud advertisers that support grassroots racing.

With an emphasis on the fan experience and continued facility improvements at WVMS, we create



lasting, wonderful memories for fans and their families to cherish for years to come. Those memories include countless brand impressions made possible by the companies that support their home for summer fun.

Align your company with West

Virginia Motor Speedway to maximize exposure to a proven loyal fan base. Tremendous growth in various types of entertainment events has continued to add value to marketing in the motorsports world. The recent additions of televised events, world-

class renovations, dynamic crossover entertainment, and major events have opened up countless opportunities for both mass media marketing and grassroots advertising.

West Virginia Motor Speedway gives marketing partners unique programs to vault companies to the

forefront. Opportunities include naming rights for marquee race events, trade days, monster trucks, and more. All WVMS campaign packages and special programs are customized to best fit your company's needs.



OBJECTIVES & GOALS FOR YOUR BRAND

WHEN BECOMING A MARKETING PARTNER WITH WVMS



- BUILD BRAND AWARENESS ASSOCIATED WITH A STATE-OF-THE-ART FACILITY.
- INCREASE SALES & SALES LEADS THROUGH OUR CAMPAIGN PROGRAMS.
- ESTABLISH A STRONG IMAGE AMONG A TARGETED AND LOYAL FAN BASE.



- GAIN PUBLICITY IN LOCAL, REGIONAL, AND NATIONAL PRINT AND BROADCAST MEDIA.
- DIFFERENTIATE YOUR PRODUCTS, GOODS, AND SERVICES FROM YOUR COMPETITION.
- ENHANCE CLIENT, DISTRIBUTOR, AND EMPLOYEE LOYALTY BY PROVIDING ENTERTAINMENT AND HOSPITALITY.



ENHANCE YOUR BUSINESS & BRAND

WITH A WEST VIRGINIA MOTOR SPEEDWAY MARKETING PARTNERSHIP



WVMS offers a variety of advertising campaigns for you and your company. By joining our team, you become part of an exciting family of partners with the opportunity to benefit from the thousands of brand-loyal race fans and teams who visit the Speedway each year.

Race fans are very conscious of

the businesses supporting racing—through signs and banners at the track, announcements over the PA system, advertisements in souvenir programs, decals and lettering on race cars, and special events for clients and customers.

West Virginia Motor Speedway, nationally known as one of the



country's best dirt tracks, is a prime example of the popularity of grassroots motorsports venues. WVMS sits rewardingly alongside I-77 in Mineral Wells, WV, which sees 40,000 vehicles pass by daily—providing direct exposure even on non-event days. When combined with effective event strategies, this

delivers powerful, measurable results.

The rumble of powerful engines, the spirit of competition, thousands of fans, the panorama of speed, sound, color, and excitement—presented with a little bit of show business—all combine to make a perfect setting to expose your brand at the venue.



GROUP & CORPORATE OUTINGS

CELEBRATE YOUR SUCCESS AT WEST VIRGINIA MOTOR SPEEDWAY WITH MARKETING PARTNERSHIP THE BENEFITS YOU AND YOUR PARTNERS



- 10 PERSON BACKSTRETCH SUITE – \$750
- 12 PERSON OUTDOOR HILLSIDE SUITE – \$1,000
- 15 PERSON INDOOR TOWER SUITE – \$1,200
- 25 PERSON OUTDOOR HILLSIDE SUITE – \$2,000

*RATES BY EVENT, CAN VARY &
BE PACKAGED WITH ADVERTISING
FOR MORE VALUE.*

Experience the “suite” life and enjoy your next company or group outing at WVMS. We offer various suite options to accommodate different-sized parties. Entertain clients, reward your team, or gather with family and friends.

Both indoor and outdoor viewing options take your experience to the next level. All suites have flatscreen TVs and climate control, along with breathtaking views and a luxurious atmosphere that's sure to impress.



5 REASONS TO BET BIG ON SHORT TRACK RACING

WITH A WEST VIRGINIA MOTOR SPEEDWAY MARKETING PARTNERSHIP

1. HYPER-LOCAL BRAND AWARENESS

A LOCALIZED, PASSIONATE AUDIENCE

2. UNIQUE DRIVER PERSONALITIES

LOCAL CELEBRITIES IN A SPORT UNLIKE ANY OTHER

3. ULTIMATE FAN ACCESS

*UNLIMITED ACCESS TO YOUR RACING HERO,
A CORNERSTONE OF THE SPORT*

4. ONE-OF-A-KIND LIVE ENTERTAINMENT

*FAST CARS, FUN TIMES, AND
THE GREATEST SHOW ON DIRT*

5. DIGITAL & PHYSICAL GROWTH

*LOCAL RACING CONTINUES TO
GROW BOTH ONLINE
AND IN-PERSON*





SHOWCASE YOUR BUSINESS IN FRONT OF THOUSANDS OF FANS

WITH A WEST VIRGINIA MOTOR SPEEDWAY MARKETING PARTNERSHIP

West Virginia Motor Speedway offers your company the opportunity to attach your name, products, and services to one of our many high-profile events—delivering maximum exposure to a captive, brand-loyal audience.

EVENT PARTNERSHIP PACKAGE INCLUDES (BUT IS NOT LIMITED TO)

- EVENT ENTITLEMENT RIGHTS – YOUR COMPANY NAME ON THE EVENT (EXAMPLE: ABC COMPANY “EVENT”).
- EXTENSIVE CORPORATE VISIBILITY – BRAND INTEGRATION IN ALL MARKETING AND ADVERTISING: PRINT, RADIO, TV, SOCIAL MEDIA, AND ANY OTHER PROMOTIONAL CHANNELS.
- EXCLUSIVE VIP BOOTH – CLIMATE CONTROL, TV, GREAT FOOD, AND SUPERIOR VIEWING.
- EVENT & SEASON-LONG SIGNAGE – BRANDED PROMOTION FOR YOUR EVENT.
- DOZENS OF PA ANNOUNCEMENTS – RECOGNITION THROUGHOUT THE NIGHT.
- VIP PARKING & RESERVED SEATING – FOR DIGNITARIES, CLIENTS, EMPLOYEES, AND FAMILY.
- SOCIAL MEDIA ENGAGEMENT – PRE-EVENT, LIVE, AND POST-EVENT SHOUTOUTS.
- BRANDED TROPHIES – ENGRAVED WITH YOUR COMPANY NAME.
- WEBSITE FEATURE – LOGO AND LINK PLACEMENT ON WVMOTORSPEEDWAY.COM.
- PRODUCT DISPLAY AREA – MERCHANDISING, EXIT SAMPLING, OR COUPON DISTRIBUTION.
- INTERACTIVE FAN EXPERIENCES – PIT TOURS, HONORARY STARTER ROLE, AND VICTORY LANE PRESENTATIONS.
- INVITATIONS FOR YOUR GUESTS – CUSTOMERS, PROSPECTS, OR EMPLOYEES.



SAY IT WITH SIGNAGE

WITH A WEST VIRGINIA MOTOR SPEEDWAY MARKETING PARTNERSHIP

CAPITALIZE ON THE MOST BRAND-LOYAL FANS IN SPORTS

It's proven—race fans support the companies that support racing. Get your company in front of thousands of enthusiastic, brand-loyal fans all season long through strategically placed signage at WVMS.

BENEFITS OF WVMS SIGNAGE:

- HIGH-TRAFFIC LOCATIONS SUCH AS BLEACHER BACKS, ADMISSION GATES, CONCESSION AREAS, AND FENCE LINES.
- REPEATED IMPRESSIONS OVER AN ENTIRE RACE SEASON—FAR BEYOND A ONE-DAY AD BUY.
- PA MENTIONS, SOCIAL MEDIA PROMOTION, AND TRACK WEBSITE BRANDING INCLUDED.

SIGNAGE OPTIONS:

- \$500 – 3X6 FENCE BANNER
- \$1,000 – 4X8 INFIELD SIGN
- \$2,000 – 25X5 PREMIER BANNER
- \$3,000 – 24X8 GIANT BILLBOARD





SPECIALTY SPONSORSHIPS

WITH A WEST VIRGINIA MOTOR SPEEDWAY MARKETING PARTNERSHIP

VICTORY LANE – \$5,000

- ENJOY THE MARQUEE VALUE OF HAVING YOUR COMPANY AFFILIATED WITH THE MOST PHOTOGRAPHED SPOT AT THE SPEEDWAY. YOUR LOGO WILL BE FEATURED IN ALL WINNER'S CIRCLE PHOTOS—DELIVERING THE HIGHEST MEDIA EXPOSURE PER EVENT.



FIREWORKS – \$3,500

- SPONSOR A “YOUR COMPANY” FAMILY FIREWORKS NIGHT AND LIGHT UP THE SKIES OVER WVMS. THESE EVENTS DRAW SOME OF THE LARGEST CROWDS OF THE SEASON AND CREATE LASTING MEMORIES TIED TO YOUR BRAND.



PIT AREA – \$2,500

- SEASON-LONG EXPOSURE WITH A GIANT PIT ENTRANCE BANNER WELCOMING ALL TEAMS, CREWS, AND FANS TO THE ACTION.





WHAT THEY'RE SAYING

GREAT FANS ARE THE HALLMARK OF A SUCCESSFUL OPERATION!



"THE ATMOSPHERE HERE IS UNLIKE ANYWHERE ELSE. YOU FEEL THE HISTORY AND THE EXCITEMENT THE MOMENT YOU WALK IN."

JAMIE T., VIENNA, WV

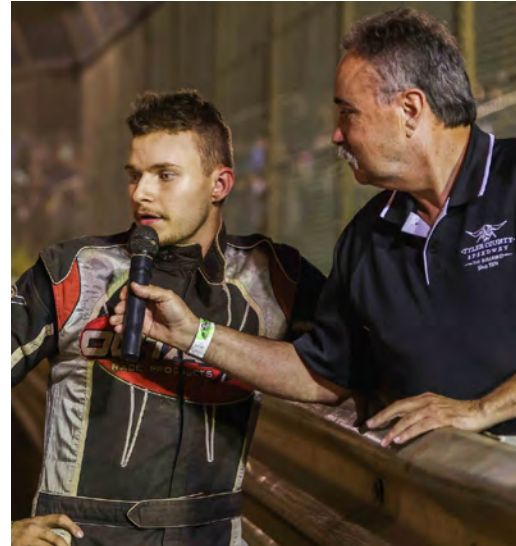


"FROM THE SMELL OF THE DIRT TO THE ROAR OF THE ENGINES, WVMS DELIVERS PURE RACING ADRENALINE EVERY TIME."

**CHRIS M.,
MARIETTA, OH**

"HANDS DOWN THE BEST TRACK IN THE REGION. THE NEW SHORT TRACK IS A GAME-CHANGER."

**TAYLOR S.,
CHARLESTON, WV**



"YOU CAN TELL THE STAFF TRULY CARES ABOUT THE FANS AND THE RACERS. WVMS FEELS LIKE HOME."

**MARK R.,
CLARKSBURG, WV**



"FAMILY-FRIENDLY, HIGH-ENERGY, AND WORTH THE DRIVE EVERY SINGLE TIME."

BRITTANY L., CAMBRIDGE, OH



SPECIALTY SPONSORSHIPS

WITH A WEST VIRGINIA MOTOR SPEEDWAY MARKETING PARTNERSHIP

THE POSSIBILITIES ARE ENDLESS

Whether your goal is corporate branding, driving store traffic, raising awareness for a cause, or simply enjoying a night at the races, we'll work with you to create an opportunity that places your business at the cutting edge of motorsports marketing.

100% FLEXIBLE IDEOLOGY

PARTNERSHIPS TAILORED TO YOUR BRAND

REACH YOUR TARGET AUDIENCE

CONNECT DIRECTLY WITH RACE FANS AND FAMILIES



ORIGINAL CONCEPT ACTIVATION

BRING YOUR IDEAS TO LIFE AT THE SPEEDWAY

MAXIMIZE YOUR EXPOSURE

EVERY ON-SITE ELEMENT CAN BE A BRAND TOUCHPOINT



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