

A red sprint car is shown on a trailer, parked on a dirt track. The car is heavily splattered with mud and has various sponsor logos and numbers. The number '44' is visible on the side. The background shows a dirt track and another car partially visible.

# **STRATFORD SPEEDWAY**

***ADVERTISING  
OPPORTUNITIES  
FOR  
YOUR  
BUSINESS***

**2011/2012 SEASON**



## Stratford Speedway Advertising Rates 2011/12 Season

### Standard Meeting Sponsorship

\$800 + GST

This includes logo in Newspaper ads, name mentioned in radio advertising and logo on front of program and on the Stratford Speedway website for the week preceding the meeting, race night PA credits.

### Feature Meeting Sponsorship

\$800 - \$7000 + GST

This includes logo in Newspaper ads, name mentioned in radio advertising and logo on front of program and on the Stratford Speedway website for the week preceding the meeting, race night PA credits.

### Program advertising

Full page - \$250 + GST

Half page - \$125 + GST

This is for an ad in the program at every meeting except the North Island Modified Championship and Saloon Car Grand Prix.

### Race Sponsorship

\$150 + GST

This is for the season and includes the sponsor's name below the race in the event program and the sponsor's name mentioned over the speaker system when the race starts at every meeting except the North Island Modified Championship and Saloon Car Grand Prix.



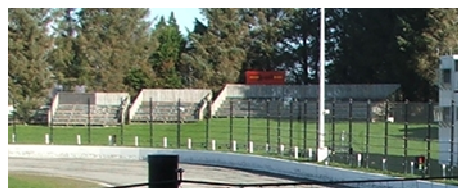
### Wall advertising

\$500 + GST

This is for advertising on the concrete wall. Sign writing to be done at advertiser's expense.

### Signage

Signage on the back of the seating - \$300 + GST for each 2400mm x 1200mm sign board for the season. Signage and framing to attach is at the advertiser's expense. Other signage by negotiation.



*Please note. Any sponsorship will receive equal value of radio advertising for your business up to the value of \$2000. Minimum of \$250 to be spent.*



What benefits are there to your business from sponsoring a meeting at Stratford Speedway?

Any business that sponsors a meeting at Stratford Speedway will receive the following:

- Naming rights to the meeting
  - Your logo and company details on the Stratford Speedway website during the week leading up to the meeting.
  - Your logo in the Stratford Speedway ad in the Daily News On the Saturday of the meeting (this is a quarter page colour ad normally on the back page).
  - Your logo on the front of the Souvenir program and a half page ad on the back page. (400 sold on average per race meeting).
  - Your name in all radio advertising.
  - Adlibs via track announcer Roger Tonkin on the PA system throughout the meeting.
  - The opportunity to meet with Roger in the announcer's box to talk about your business.
  - You may park company vehicles, flags etc on the infield prior to the start of the meeting.
- In addition to this you will also receive one adult pass for every \$200 value of meeting sponsorship and up to \$2000 of radio advertising for your business on the Radio Network.

**If you would like to discuss these advertising options  
for your business please contact Jarrod MacBeth on:  
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