

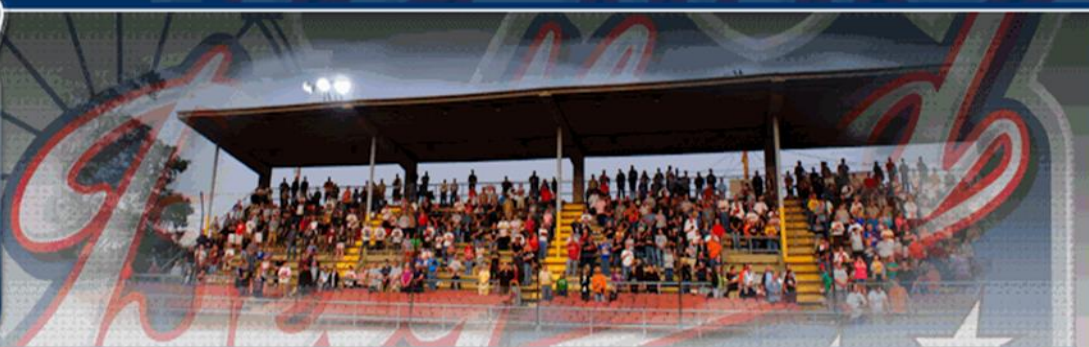


BEDFORD SPEEDWAY

BEDFORD, PA

2016 MARKETING OPPORTUNITIES





ABOUT BEDFORD SPEEDWAY

Located at the intersection of I-99 and US 30 in Bedford, Pennsylvania, the Bedford Speedway is the oldest active racetrack in the state. The first race was held on September 5th, 1936. This season the speedway will be celebrating its 80th anniversary.

Some of the greatest names in the history of auto racing have competed, attended, or worked at the historic speedway. Bedford was once part of the road to Indy, with many Indianapolis 500 winners and racers regularly competing at the speedway. Bedford is respected throughout the country for its role in the history of auto racing. Currently Bedford is considered one of the premiere tracks in the area, and plays host to top level racing talent.

Bedford Speedway presents racing action weekly from April through September each year. Located at the fairgrounds in Bedford, the facility has a spacious covered grandstand, and tailgate seating that can host up to 10,000 spectators.

During the summer, Bedford Speedway brings the excitement of America's #1 spectator sport to Bedford County every week. This year the facility will be in action with a busy schedule of 28 racing events featuring a diverse slate of racing action. The fairgrounds will also host the 143rd Annual Great Bedford Fair in July.





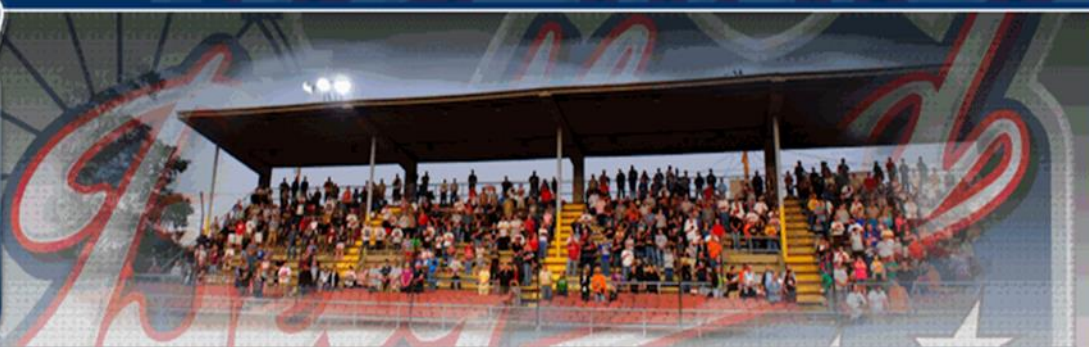
GOLD LEVEL SPONSORSHIP

Bedford Speedway offers marketing partners a season long, high-profile exposure opportunity via its Gold Level Sponsorship.

Through this package, your company will receive recognition for an entire season at speedway, receiving mentions from our announcer at each event, a large billboard overlooking the speedway in either turn two or turn three. Your company logo will be featured in a prominent position with a link on the speedway website, logo will be printed in weekly program as well as social media recognition. You will also receive advertising credit during the races. Your company reps will be permitted to set up displays to promote your business in the grandstand entrance area.

Gold-Level Marketing Partnership: \$2500.00





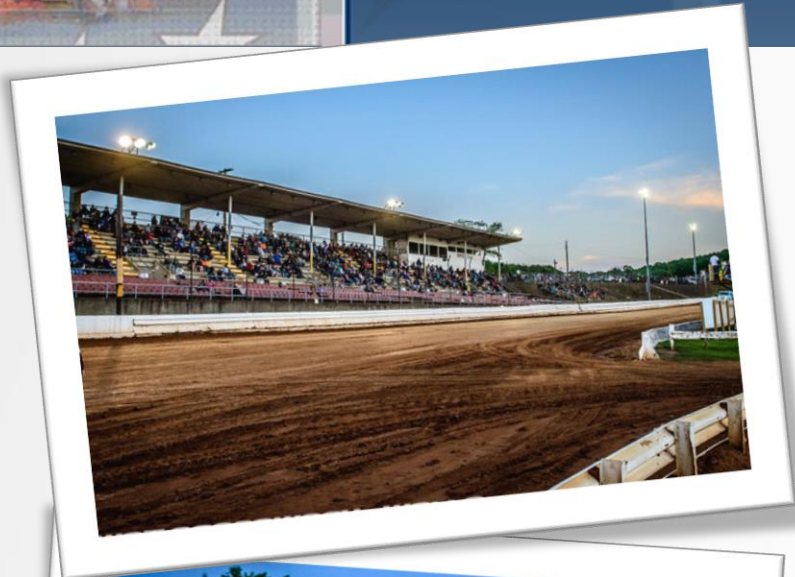
RACE NIGHT SPONSORSHIP

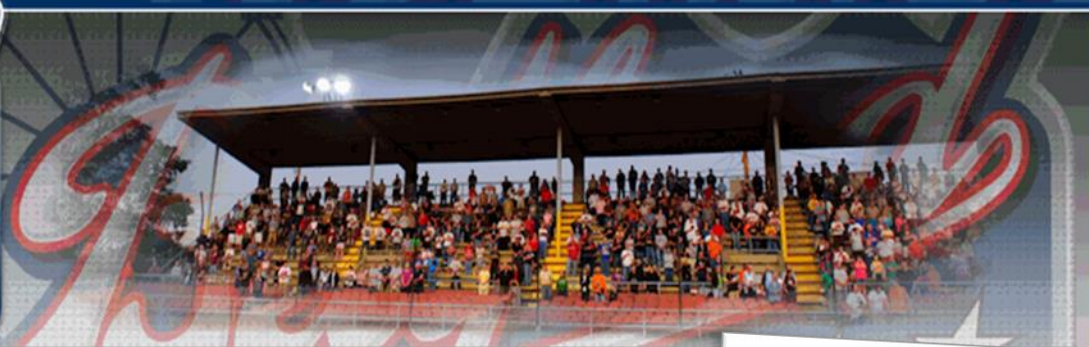
Receive the full Bedford Speedway VIP Experience as the title sponsor of a race night at the track!

A night at the races is a great way to reward your employees and advertise your business. As a race night marketing partner, your company will receive exposure throughout the event with PA announcements, company banners prominently displayed, and the ability to provide a company vehicle for use as the pace truck for the night, and more.

- You choose a race night to highlight your business
- Half price admission for employees
- Victory lane trophies for race winners
- Promotional interviews with the track announcer
- Set up a display on the grandstand midway, provide giveaways for the fans
- VIP Seating for guests in our sponsor suite
- Use of the speedway pavilion to entertain guests or set up displays

Race Night Sponsorship: \$500.00





BILLBOARD ADVERTISING

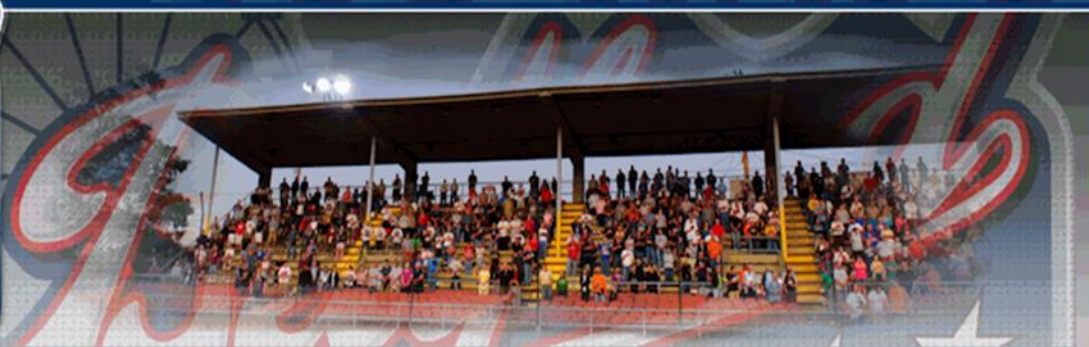
Catch the eyes of race fans and competitors throughout the 2016 season at Bedford Speedway!

An eye-catching billboard will feature your business name, logo and information to attendees of the speedway during racing events. Billboard sponsors also receive advertising mentions throughout the race season during each event.

Our billboards are 4'x8' and can be featured in the grandstand area or the infield area. In the infield they are along the frontstretch facing the main grandstand, or they can be located at the top of the main grandstand itself.

Frontstretch 4'x8' Billboard - \$475.00





WEEKLY PROGRAM ADVERTISING

For every race event the speedway produces a beautiful program book.

The Speedway publishes a weekly race program that will be available to all of our fans and racers. Each week the program is packed full of pictures, results, history and news from the speedway.

A variety of ad sizes are available in the program, fitting every budget.

Ads can be updated each week, and are a great way to advertise weekly specials or deals.

Available program ad sizes:

Inside Front and Back Cover- \$375

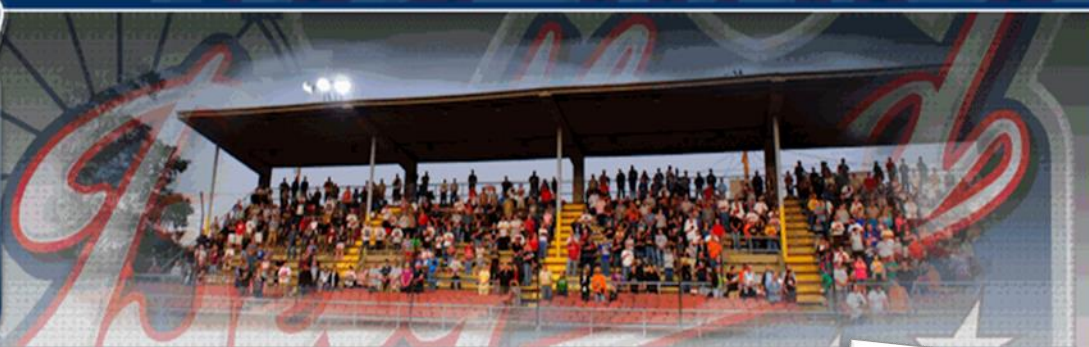
Full Page Interior- \$325

Half Page- \$175

Quarter Page- \$100

1/8 Page (Business Card)- \$75





WHY BEDFORD SPEEDWAY

Marketing your business at the Bedford Speedway gives you the edge on your competition!

Bedford Speedway attracts guests from across the region, as well as a large amount of Bedford County residents. Friday night racing at the speedway attracts a diverse array of the local population. With an annual attendance of nearly 75,000 people a year the speedway provides a tremendous amount of exposure to our advertising partners.

Racers and their fans are loyal to those who support the sport they love! Advertising at the speedway increases your customer base. We will customize a package that works perfect for your business.

Bedford Speedway

Joe Padula, Promoter

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Speedway phone: 814-623-0500

Speedway email: joepadula07@gmail.com

