

2026 SEASON

MARKETING PROPOSAL

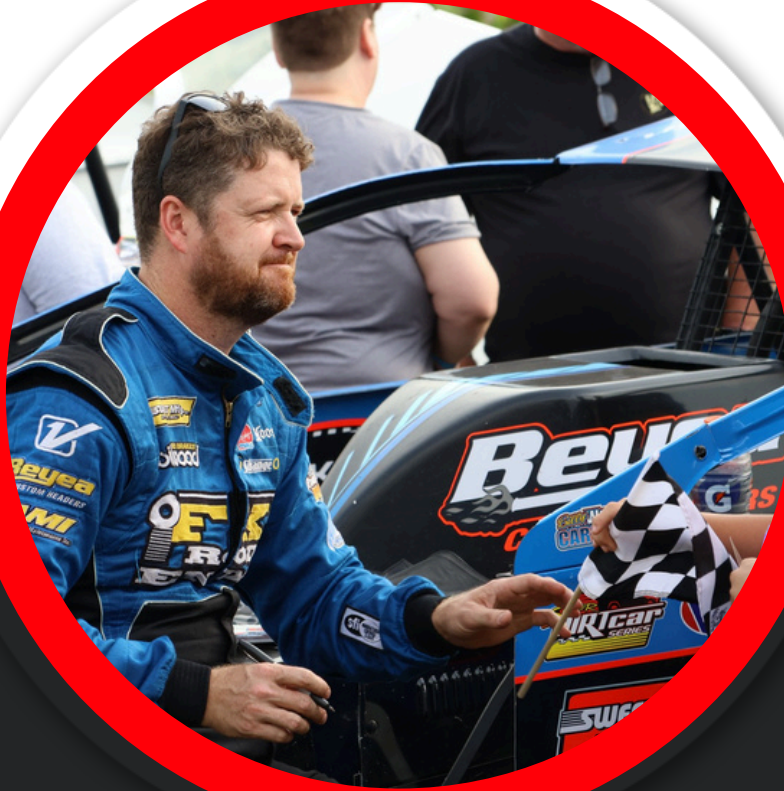
Paul Cole
Promoter
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ABOUT LAND OF LEGENDS

Land of Legends Raceway is home to one of the most exciting forms of motorsports racing. We host the ground pounding Big Block Modifieds with 800+ horsepower, the Sportsman Modifieds, the thrilling winged 305 Sprint Cars, the full fendered exciting Street Stocks and Hobby Stocks plus the open wheel entry level New Legends Sportsman. We are a DIRTcar Santioned track with racing most Saturday nights from April-September. We have a few midweek special shows throughout the year also that feature the Super DIRTcar Series Modifieds.

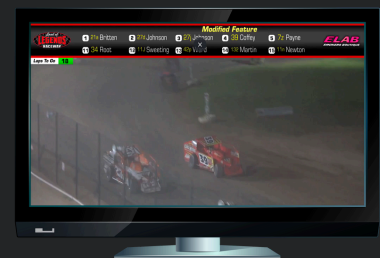
We are a family friendly racing facility that looks forward to putting on a great show each week for our fans!



WHY CHOOSE US ?

Multiple Opportunities

Land of Legends Raceway offers various ways to showcase your brand to our loyal patrons. Onsite signage, P.A. announcements, video board displays, website ads, ios and android app ads, as well as, our live stream provide creative and cutting edge ways to get your brand or message noticed.



INSIGHTS

Contact Paul Cole via email for many
great and exciting opportunities:
paul@landoflegendsraceway.com
(315) 573-4525



App Launches / Pageviews

PAGEVIEWS
293.3K



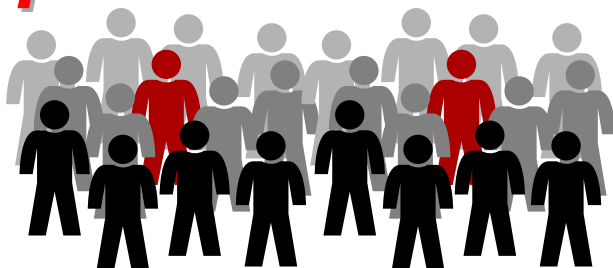
SESSIONS
89.3K



UNIQUE SESSIONS
32.4K



**5,356 viewers
per Live Show**



Followers: 20,592

Age and Gender

Men	68.40%
Women	31.60%

SPONSORSHIP PACKAGES

Platinum Sponsorship (Saturday) - Tower 1 Deck side

(cost varies for special shows/events)

- Deck side VIP Tower 1 on your sponsored race night.
- Hostess to serve all your needs.
- TICKETS/PASSES: 20 VIP all-access tickets, which include tower admittance/pit pass, 10 parking passes (behind Turn 4 grandstands), 30 general admission Grandstand tickets.
- 1 year advertisement on our website, sponsor and schedule pages with a link to your website.
- Social media mentions on Facebook, Instagram, and Twitter, plus an announcement on video board during your sponsored night.
- Interview with our track announcer, broadcast during the break between heats and features.
- Victory Lane photos (electronic) with the group and one or more of the class of cars.
- Space to set up/display your business services & products on race night behind the Turn 4 bleachers.

Gold Sponsorship (Saturday) - VIP Tower Non-Deck side or Turn 1 VIP

(cost varies for special shows/events)

- VIP Tower (non-deck side) on your sponsored race night.
- Hostess to serve all your needs.
- TICKETS/PASSES: 20 VIP all-access tickets, which include tower admittance/pit pass, 10 parking passes (behind Turn 4 grandstands), 30 general admission Grandstand tickets.
- 1 year advertisement on our website, sponsor and schedule pages with a link to your website.
- Social media mentions on Facebook, Instagram and Twitter, plus an announcement on video board during your sponsored night.
- Interview with our track announcer, broadcast during break between heats and features.
- Victory Lane photos (electronic) with the group and one or more of the class of cars.
- Space to set up/display your business services & products on race night behind the Turn 4 bleachers

Silver Sponsorship (Saturday) - VIP Tower Non-Deck side or Turn 1 VIP

(cost varies for special shows/events)

- VIP Tower (non-deckside) on your sponsored race night.
- Hostess to serve all your needs.
- TICKETS/PASSES: 10 VIP all access tickets which include tower admittance/pit pass, 5 parking passes (behind Turn 4 grandstands), 20 general admission Grandstand tickets.
- 1 year advertisement on our website sponsor and schedule pages with a link to your website.
- Social media mentions on Facebook, Instagram and Twitter, plus announcement on video board during your sponsored night.
- Interview with our track announcer, broadcast during break between heats and features.
- Victory Lane photos (electronic) with the group and one or more of the class of cars.
- Space to set up/display your business services & products on race night behind the Turn 4 bleachers.

Bleacher Group Package - Saturday Night Spectaculars

- 30 general admission Grandstand tickets in a designated/reserved section for standard events.
- 30 coupons for 2 food items.
- Announcement of your group by track announcer.

**** PLEASE NOTE PRICE INCREASE FOR SPECIAL EVENTS**

Tower 3 Prime Viewing / Turn 1 VIP

- Great place for parties up to 24 people. We will customize anything to fit your group's needs. We can serve food, refreshments or have ala carte items available. Tickets start at \$45 each. Contact us to create the right experience!

Race Division Title Sponsorship

- Sponsor one of our 6 premier racing divisions for the entire season and get these amazing benefits for your business: Platinum Level Sponsorship Package; Decal of your business (6"x10" max) on every car in the class you sponsor. Weekly static advertisement on our video board for our Saturday Night Spectaculars.
- Announcement of your business as the division sponsor every time the cars of your division enter the race track.
- Modifieds
- Sportsman
- 305 Sprints
- Street Stocks
- Hobby Stocks
- New Legends

Billboard Advertisement on Turn 2 or Backstretch

- 16' x 8' billboard displayed for entire season.
- (You provide electronic artwork and design. We produce the billboard.)
- Includes 2 Pit Passes for any one (1) Saturday Night Spectacular.
- Includes 12 General Admission tickets for use on one (1) Saturday Night Spectacular.

Website / LOLR App Advertising

- Your business listing on our website sponsor page. (Company logo with a link to your site)
- Ad on Land of Legends mobile App. (Contact us for more info.)

Land of Legends Grandstand Sponsorship

- 6'x4' Billboard displayed on backside of Main grandstand. (Electronic artwork must be provided.)

Includes 12 General Admission Tickets for (1) Regular Saturday Night Spectacular

Video Screen Advertising

1. **30 Second Video Ad** - Will run 1x per night minimum (20+ nights). The customer provides an Ad in MP4 format.
2. **30 Second Video Ad (1 Night)** - The customer provides an Ad in MP4 format or static image in 16x9 format. (Voice over available. Contact us for more info.)

Banner Advertising

1. **Video Screen** - We have multiple layout opportunities. Our video screen, located in the infield, is a main focus during our weekly shows. You can sponsor the screen with your business. We will mention the screen's sponsor multiple times during each show, including replays, interviews, and more. Included is a spot on our website sponsor page with a link to your website. Banner variations: 16'x16' above the screen 16'x16' at the base of the screen (2) 18"x9' on each side of the screen
2. **Front stretch Jersey Barrier** - Your business logo or message covering our infield safety barriers.
3. **Flag stand** - 4'x4' Billboard on the back of the flag stand facing our crowd. Included is an ad on our website sponsor page with your logo that links to your website.
4. **Start/Restart Line on Turn 4 facing Crowd** - 2'x12' Banner/Billboard on the infield. This is a prime visibility spot. Your business will be mentioned multiple times throughout the show by the track announcer. Included is an ad on our website sponsor page with your logo that hyperlinks to your website.
5. **Scoring Tower** - Our scoring tower is on the infield and tracks positions of cars during each and every race. A 9'x4' billboard can be placed on the top of the scoring tower. Our announcer brands the tower with your business name and includes multiple mentions during each show. Included is a logo ad placed on our website's sponsor page, hyperlinking to your site.
6. **Signage below scoring tower** - Advertising Space below the scoring tower facing fans.

Victory Lane Sponsorship

- Platinum Night Sponsorship
- Signage in Victory Lane offers vast exposure.
- Business name included in both PA and Print when Victory Lane is referenced.
- Periodic social media mentions
- 30 Second commercial Weekly
- Business logo with hyperlink on or website's sponsor page

White Flag Sponsorship

- Business name mentioned, plus small logo when the white flag is displayed, signaling one lap to go.
- Business logo and link posted on our sponsors page on website and app.
- Periodic social media mentions

Caution Flag Sponsorship

- Business name mentioned plus small logo during a majority of caution flag periods
- Business logo and link posted on our sponsors page on website and app
- Periodic social media mentions