Land of LEGENDS RACEWAY
CANANDAIGUA, NY

Land of LEGENDS RACEWAY TV

2023 Sponsorship & Advertising

"Increasing exposure, one lap at a time."

Land of Legends Raceway is a famed half-mile dirt stock car race track located on the Ontario County Fairgrounds in Canandaigua, NY. We offer a spectacular racing show most Saturday nights, April through September, and multiple special weeknight shows.

@LandofLegendsNY

Weekly Video Stream on:

amazon fire tv

Roku

DIRTVision

Sponsorship Packages 2023

Platinum Sponsorship (Saturday) - Tower 1 Deckside $1,850

(cost varies for special shows/events)

-Deckside 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.
-Food/Beverage including: 2 cases of beer, 1 case of soda/water, cheese/pepperoni/cracker tray, pizza, hot dogs, hamburgers, french fries and fried dough.
-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.
-Additional VIP tickets (up to 4 more) for $50 each. (Limited by capacity regulations.)
-Additional beer at $50 per case.

Gold Sponsorship (Saturday) - VIP Tower Non-Deckside $1,650

(cost varies for special shows/events)

-VIP Tower (non-deckside) 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.
-Food/Beverage including: 2 cases of beer, 1 case of soda/water, cheese/pepperoni/cracker tray, pizza, hot dogs, hamburgers, french fries and fried dough.
-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.
-Additional VIP tickets (up to 4 more) for $50 each. (Limited by capacity regulations.)
-Additional beer at $50 per case.

Silver Sponsorship (Saturday) - VIP Tower Non-Deckside $1,150

(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.
-Food/Beverage including: 1 case of beer, 1 case of soda/water, cheese/pepperoni/cracker tray, pizza, hot dogs, hamburgers, french fries and fried dough.
-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.
-Additional VIP tickets (up to 4 more) for $50 each. (Limited by capacity regulations.)
-Additional beer at $50 per case.

Marketing & Special Seating Opportunities 2023

Party in the Pavilion on Race Day! Call for more details/pricing

-Great way to treat your employees / customers to a group event, or celebrate a Birthday or special event.
-Pavilion is reserved pre-race, plus with the purchase of a minimum of 50 general admission Grandstand tickets, you will receive 1 hot dog, 1 hamburger, an order of french fries, fried dough and soda for each guest.
-Designated reserved section in Grandstands.
-Announcement of your business during the racing program.

Bleacher Group Package - Saturday Nights $500

-30 general admission Grandstand tickets in a designated/reserved section. Children 5 and under are welcome without a ticket.
-30 coupons for 2 food items.
-Announcement of your group by track announcer.

Tower 3 Prime Viewing - Starting at $45 per ticket

-Great place for parties up to 24 people. We will customize anything to fit your groups 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 division sponsor every time the cars of your division enter the race track.

*Modifieds	$5,500
*Sportsman	$5,000
*305 Sprints	$4,500
*Street Stocks	$3,750
*Hobby Stocks	$3,000
*New Legends	$2,500

Billboard Advertisement on Turn 2 or Backstretch $1,750

-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 (January 1 - December 31) $500

-Your business listing on our website sponsor page with your logo and a link to your website.
-Banner/pop up ads on the Land of Legends App customized with your business logo.

Land of Legends Grandstand Sponsorship $500

-4' x 4' billboard displayed on backside of main grandstands. (You provide electronic artwork and design.)
*Includes 12 General Admission tickets for use on any (1) Saturday Night Spectacular.

Marketing & Video Livestream Opportunities 2023

Video Livestream Sponsor - LandofLegendsTV.com $3,500

-Highlight your business as the Live Stream Sponsor for an evening of racing providing free access to all fans on your behalf. This includes multiple video ads, on screen widgets, social media mentions, and a video ad for all weekly shows.

Video Screen Advertising

A) 30 Second Video Ad - Will run 1x per night minimum (20+ nights). Customer supplies video. $750
B) Live Look-In Sponsor - We live stream each show and offer a Live Look-In teaser each week during the show on Facebook. We title the Look-In each week with the sponsor. $75 per week or $1,000 for the entire season exclusive.
C) 30 Second Video Ad One Night - Customer supplies video or static image to be displayed on video screen. Voice over is available. $175 per show.

Banner Advertising

A) Video Screen ($1,750 per banner) - We have multiple layout opportunities. Our video screen is on the infield and is a main focus during our weekly shows and is highly visible. 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. Customer supplies banner. Included is a spot on our website sponsor page with a link to your website. Banner variations:
*16" x 16' above the screen
*36" x 16' at the base of the screen
*(2) 18" x 9' on each side of the screen

B) Frontstretch Jersey Barrier - Your business logo or message covering our infield safety barriers

C) Flagstand ($750) - 4' x 4' billboard on back of Flagstand facing our crowd. Customer supplies billboard. Included is an ad on our website sponsor page with your logo and a link to your website.

D) Start/Restart Line on Turn 4 facing crowd ($1,250) - 2' x 12' 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 and a link to your website.

E) Scoring Tower ($1,500) - Our scoring tower is on the infield and tracks positions of cars during each and every race. A 9' x 4' 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 an ad on our website with your logo and a link to your website.

F) Signage Below Scoring Tower ($2,000) - Advertising space available below the scoring tower facing fans.

Victory Lane Sponsorship $8,000/year or $15,000/2 years

-Platinum Night Sponsorship
-Signage in Victory Lane offering 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 and link posted on our sponsors page on website and/or LOLR App

Caution Flag Sponsorship $2,500/year

-Business name mentioned for all caution flag periods
-Business logo and link posted on our sponsors page on website and/or LOLR App
-Periodic social media mentions

To reserve 2023 Sponsorship contact:

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