



August 18-19, 2018

Official Performance Tire Brand Sponsorship Opportunity:

Event Fuel Sponsor: Price: Value of Product in kind for a winning Competitor or \$2,500 - Available: One (1)

Note: The signed contract deadline for this opportunity is June 30, 2018

Value: This package includes:

- Prominent placement of a large temporary structure on the event grounds - You supply, set-up and take down the structure.
- Possible inclusion of your brand logo on competitor cars during the event duration via our official number plates or other individual logo placements - at owners discretion (subject non competing conflicts TBD).
- Hanging of large format banners on site if/as required - You supply, hang and remove printed banners on prominent site locations tbd.
- On-site signage along crowd barrier fencing, You supply, hang, remove up to 3 printed banners. (no more than 3' x 20').
- We will allow an on-site gorilla marketing campaign including flyers, decals, spectator giveaways etc.
- (30) 15 second spots on regular rotation on the spectator big screen- you supply finished HD .mp4 file or simply your logo for simple visual branding - This feature is pending an appropriate A/V sponsorship arrangement.
- (30) 10 second pre-recorded audio slots or mentions on MC system during the event day
- Prominent logo placement on all event marketing posters
- Prominent Event website brand inclusion

Being the official performance tire brand of the event, you would have the right to advertise accordingly outside the event. We will provide the official event logo/site information for your own campaigns.

We encourage a performance tire discount program or promotion for our event competitors, and highly encourage having a display of your best performance tires and associated literature.

We would also encourage a spectator contest/draw.

We also encourage the option of providing the fastest car of the event or a winner in the category of your choice with a set of your ultra performance tires.

Your Major Sponsorship Package Perks:

- 4 VIP Tickets to Race Event Weekend including Pit Access for competitor interaction
- Complimentary Gift Bags
- Unique Photo opportunities
- Official Photo with winning competitors
- Copies of the event poster

Sponsoring the Sfida Di Velocità event is an excellent way to enhance your corporate image, increase your visibility and expand your customer base within the southern Alberta enthusiast scene. The special interest of collectible and ultra-high performance cars forms a definite theme that is easily exploited by a quality performance tire ad campaign/slogan.

*If you are interested,
Please contact us via the
contact form on our official event website!*

