



2024 Sponsorship Opportunities

THE **FUN** STARTS HERE!

Dominion Raceway & Entertainment has many partnership opportunities to help meet your company's unique goals and budget levels. We have programs that will help communicate the value of your products or services to current and potential customers. We can target your message to a specific audience and create a "call to action" program that will drive sales.

Opportunities include...

- Wall Signage
- Saturday Night Race Sponsorships
- Friday Night Street Racing Sponsorships
- Race Division Sponsorships
- Ticket Sponsorships
- T-Shirt Sponsorships
- Tent and Table Fan Engagement
- Hospitality Suites to Entertain Your Clients
- And many more!



Motorsports marketing is a time-tested and exciting way to promote your business! DRE will connect your brand to a highly engaged audience.

From NASCAR, NASA, SCCA, US Drifting, and beyond, DRE's 365 day a year operation ensures your brand has maximum exposure to thousands of fans and athletes. Our partners experience great successes with our very loyal DRE community.

Contact our Sales Manager, David West, at 540-845-5303 or via email at david.west@dominionraceway.com

Introductory Race Sponsorship

(eight sponsorships available)

A special for new sponsors to Dominion Raceway & Entertainment. This opportunity gives a sponsor the chance to have signage at the track year-round, along with co-sponsoring a Saturday Night Race and receiving some of the same benefits on an exclusive race night sponsor.

What you will receive...

- Co-sponsorship of a Saturday Night Race*
- One (1) Grandstand/Front Stretch banner (3' x 11)
- Minimum of four (4) social media posts, week of race
- Logo and website link on our website sponsor scroll all season long
- Banner Ad inclusion on one (1) DRE E-Blast, week of race
- Logo inclusion on our JumboTron during the race
- Race advertised on local radio the week leading up to the race
- Inclusion in our T-Shirt Cannon T-Shirt program
- 100 General Admission tickets
- Hospitality Suite for Race to include food and non-alcoholic beverages for up to 10 people



INVESTMENT: \$3,000

\$5,000 for Two Race Nights (Spring & Fall)

THE **FUN** STARTS HERE!

**Dates to be determined by DRE*

Saturday Night Race Sponsorship

(eight sponsorships available)

Be part of our Saturday Night NASCAR sanctioned races.

What you will receive...

- One (1) Grandstand/Front Stretch banner (3' x 11')*
- Exclusive sponsor of a Saturday Night Race[^]
- Logo and website link on our website sponsor scroll all season long
- Minimum of four (4) social media posts, week of race
- Banner Ad inclusion on four (4) DRE E-Blast, throughout season
- Advertising and Logo Inclusion on our JumboTron during sponsored race
- Race advertised on local radio the week leading up to the race
- Inclusion in our T-Shirt Cannon T-Shirt program
- 100 General Admission tickets
- Hospitality Suite for Race to include food and non-alcoholic beverages for up to 30 people



INVESTMENT: \$5,000

\$7,500 for Two Race Nights (Spring & Fall)

**Artwork can be created by sponsor or DRE
^Dates to be determined by DRE*

Street Racing Sponsorship

(seven sponsorships available)

Sponsor our Friday Night Street Racing. Every Friday night, April – October, we will highlight your business as that week’s sponsor of the racing.

What you will receive...

- Exclusive sponsor of Saturday Night Race for one month (4 nights)
- One (1) Street Race banner (3’ x 11’)*
- Minimum of four (4) social media posts, each week
- 150x150 Banner Ad on all DRE websites (1 month)
- Banner Ad inclusion on one (1) DRE E-Blast

INVESTMENT: \$1,000

Months Available

Apr May Jun Jul Aug Sept Oct



**Artwork can be created by sponsor or DRE*



Division Sponsorship

(one sponsorships available, per division)

Late Models

What you will receive...

- Minimum of five (5) social media post, each week for a minimum of 10 weeks. Name/Tag only, during racing weeks
- Minimum of ten (10) DRE e-blasts (week of races), name mention and banner ad
- Logo inclusion on JumboTron during races
- Suite for One Race to include food and non-alcoholic beverages for up to 30 people
- Your company name displayed on windshield banners
- Inclusion in our T-Shirt Cannon T-Shirt program
- 100 General Admission tickets

INVESTMENT: \$6,500 per year

VA Racer Late Model

What you will receive...

- Minimum of four (4) social media post, each week for a minimum of 10 weeks. Name/Tag only, during racing weeks
- Minimum of ten (10) DRE e-blasts (week of races), name mention and banner ad
- Logo inclusion on JumboTron during race
- Your company name displayed on windshield banners
- Inclusion in our T-Shirt Cannon T-Shirt program
- 100 General Admission tickets

INVESTMENT: \$5,000 per year

Dominion Stock or Modified

What you will receive...

- Minimum of three (3) social media post, each week for a minimum of 10 weeks. Name/Tag only, during racing weeks
- Minimum of eight (8) DRE e-blasts (week of races), name mention
- Logo inclusion on JumboTron during races
- Your company name displayed on windshield banners
- Inclusion in our T-Shirt Cannon T-Shirt program
- 100 General Admission tickets

INVESTMENT: \$2,750 per division, per year

Mini Stock, UCARS, or AnyCars

What you will receive...

- Minimum of two (2) social media post, each week for a minimum of 10 weeks. Name/Tag only, during racing weeks
- Minimum of six (6) DRE e-blasts (week of races), name mention
- Your company name displayed on windshield banners
- Logo inclusion on JumboTron during races

INVESTMENT: \$1,500 per division, per year

Legends or Bandoleros

What you will receive...

- Minimum of one (1) social media post, each week for a minimum of 10 weeks. Name/Tag only, during racing weeks
- Minimum of two (2) DRE e-blasts (week of races), name mention
- Logo inclusion on JumboTron during races

INVESTMENT: \$1,000 per division, per year

Official Ticket Sponsorship

(only one sponsor available)

Sponsor the back of our race and concert tickets for 2022. Your logo or advertisement will be printed on over 30,000 tickets. It will also be included on all tickets that are purchased online and delivered to the consumer digitally. The digital ticket will include a hyperlink to your business website.

What you will receive...

- Logo/Ad printed on the back of all hard tickets
- Banner ad inclusion on all digital tickets with hyperlink
- Eight (8) social media posts, two per quarter, on all platforms
- 150x150 Banner Ad on all DRE websites...for 12 months
 - Including The Groove Music Hall
- Banner Ad inclusion in two (2) DRE and Groove E-blasts
 - Sent between March – October

INVESTMENT: \$ 5,000

Digital Ticket Sponsorship

(two sponsorships available)

Sponsor our tickets that are purchased online and delivered to the consumer digitally. The digital ticket will include a hyperlink to your business website.

What you will receive...

- Banner ad inclusion on all digital tickets with hyperlink
- Four (4) social media posts, two per quarter, on all platforms
- 150x150 Banner Ad on all DRE websites...for 6 months
 - Including The Groove Music Hall
- Banner Ad inclusion in one (1) DRE and Groove E-blasts
 - Sent between March – October

INVESTMENT: \$ 1,000



Oval Track Seasonal Sponsorships

(eleven sponsorships available)

Oval Track Seasonal Sponsors receive big screen advertising during the race night, PA announcer recognition, DRE social media posts concerning their sponsorship or award and their logo on the DRE website with a link to the sponsor's website.

Race Restart Zone Sponsor	\$4,000
Pace Car Sponsor	\$3,000
Victory Lane Sponsor	\$3,000
Restart CONE Sponsor	\$1,500
White Flag Sponsor	\$1,500
Late Model Stock Car Series Pole Award	\$2,500
Late Model Stock Car Series Half Way Leader Award	\$2,000
Late Model Stock Car Series Hard Charger Award	\$1,250
Virginia Racer Stock Car Series Pole Award	\$2,000
Virginia Racer Stock Car Series Half Way Leader Award	\$1,500
Virginia Racer Stock Car Series Hard Charger Award	\$1,000



Race T-Shirt Sponsorship

(six sponsorships available)

Be part of our weekly t-shirt promotion! Each NASCAR race we throw or shoot t-shirts into the crowd or pits. These shirts are unique because they can not be purchased, so the fans want to get their hands on them.

On the front, the shirts will feature the Dominion Raceway logo and the back will include up to four sponsor logos.

What you will receive...

- Four (4) social media posts, scheduled during the racing season
- Big screen advertising showing the shirts and sponsors on race night
- Banner Ad inclusion in two (2) DRE E-blasts, during racing season
- Your company logo as one of four logos on the back of the t-shirts

INVESTMENT: \$700

