

# **DELAWARE** SPEEDWAY

**EXPERIENCE THE DELAWARE DIFFERENCE!**



## **2009 PARTNERSHIP GUIDE**

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Delaware, Ontario, Canada N0L 1E0**

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## **THE TERRACE PROVIDES AN EXCELLENT VIEW OF THE RACES AND A PRIVATE CASH BAR**

- Private area for you and your guests
- Exciting view of racing, directly overlooking the front straight-away
- Service staff to attend to you and your guests
- Cash bar
- Various food menu options available for order!

A maximum of 40 guests may be accommodated in the Terrace area. Note: There is no permanent seating in the Terrace. Standing room or chairs available upon request.

**AN AFFORDABLE WAY  
TO HOST A GROUP OF  
FRIENDS OR CLIENTS!**



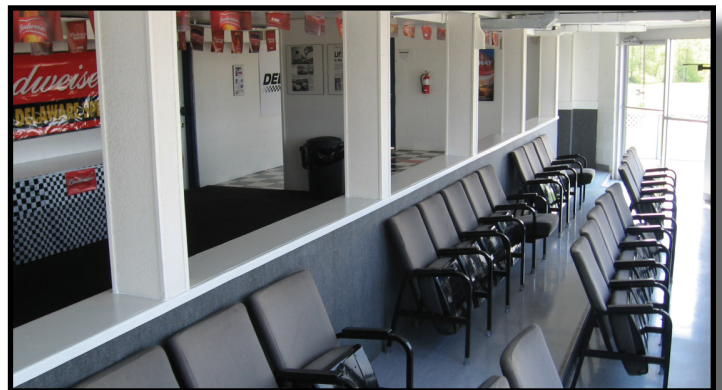
# DELAWARE VIP LOUNGE

 SPEEDWAY



**THE AIR CONDITIONED VIP LOUNGE IS THE PERFECT PLACE TO ENTERTAIN YOUR GUESTS!**

- Private area for your guests
- Great for special occasions (bachelor or bachelorette parties, birthdays, special anniversaries)!
- Located on the second floor of the main broadcast tower.
- The best view of the racing, directly overlooking the front straight-away
- Air Conditioned / Heated Lounge with Patio
- Service staff to attend to you and your guests
- Cash bar
- Various food menu options available for your group!



# COMPANY EVENT NIGHTS!

**ASK ABOUT COMBINING  
WITH A SIGNAGE  
PARTNERSHIP FOR EVEN  
MORE VALUE!**



***Make great impressions for your company: a perfect platform to build company spirit or to host existing or potential clients!***

Event nights at Delaware Speedway are a dynamic and effective means of achieving several goals at once. It will make great impressions for your company in front of a receptive audience. The speedway is also a unique hospitality resource, providing the perfect platform to build company spirit or to host existing or potential clients. Delaware Speedway is a great place to do business, and best of all, it's a lot of fun.

*Bring out your company for the best office party you've ever had!*



# SHOWCASE YOUR COMPANY



Display your corporate fleet in a parade lap!

<b>THE VALUE OF AN EVENT NIGHT:</b>	
Event tagged with your company name (ie. United Rentals night at Delaware Speedway!)	✓
VIP Lounge & Cash Bar Access	✓
Ticket Package of 35 VIP Lounge & 65 General Admissions	✓
Additional Tickets available at 1/2 price	✓
Inclusion in track media advertising leading up to event	✓
Ad in the Weekly Program / Roster at your event	✓
Inclusion in the 2009 schedule (note: contingent on confirmation prior to print date)	✓
Your Company Vehicle Fleet in the Parade Lap	✓
Your signage displayed around the facility	✓
Your company name on post-race awards that you get to present in victory lane!	✓
Choose a representative to throw the green flag!	✓
Give the call to "Start Your Engines"!	✓
P.A. Announcements throughout the evening	✓

<b>Ask about fun valued added no-cost add ons for your night!</b>
Private "About Delaware Speedway" Presentation by a Track Announcer (before the event)
Private pit tour for selected guests (before event)
Select a representative to "ride-along" in the Official Pace Vehicle!
Invite to the announcers booth: Join the announcers in the booth to talk about your company!

# CORPORATE ENTERTAINING



Looking down the front stretch from your corporate chalet!

Treat your employees, customers and clients to an exclusive, unique and fun experience: a corporate hospitality chalet at Delaware Speedway! With an attentive staff at your service, you can focus on visiting with your guests while they enjoy a memorable experience in a unique environment they're sure to appreciate.

Each hospitality chalet can be tailored to meet your group's specific needs and to work within your budget. Overall costs are determined based on the number of people you have in your group and the kind of experience you want for yourself and your guests.

A Delaware Speedway representative will gladly assist you in choosing from the many options to put the event together for your group.



# RACE PROGRAM SUPPORT

**DIRECTLY SUPPORT THE  
RACERS OF DELAWARE  
SPEEDWAY!**



***Ask about the broad range of opportunities to contribute to the Delaware Speedway racing program, and tailor your support to meet the needs of your business!***

Put your company right in the action, and your products and services in the hands of the drivers and their team members. Race division point fund, race purse or product support programs are effective and exciting ways to communicate your message. The loyalty and appreciation you'll build through the drivers and their network of team members and associated sponsors will benefit your business. And the fun you'll have by being a direct part of the race program will make for a great night at the race track!



# TRACK SIGNAGE



A sign at Delaware Speedway is a great way to get involved!



Let your logo work for you! When people decide to choose the kinds of products and services you offer, have them think of you first. Billboard signage is a sure method of achieving guaranteed visibility in front of a captive audience, building "top of mind" awareness for your company.

More than building awareness at the track, your sign keeps working long after the event is over through photographs and video recordings of the event. Signage is also visible in the national television broadcasts of the NASCAR Canadian Tire Series events on TSN.





# PUBLICATION ADVERTISING



## SOUVENIR AUTOGRAPH BOOK

The Souvenir Autograph Book is the annual publication of Delaware Speedway. It contains photos of all cars and drivers. It is the perfect souvenir of the race season and the perfect way to get your name in front of race fans!

Advertising in this book has been very popular in recent years and space runs out very quickly! Don't miss this chance to be a part of this great book!



## WEEKLY ROSTER AND POINTS PROGRAM

The weekly printed program contains all the important information for the evening including important roster and points information. The program also often contains editorial content by various track personnel.

These weekly programs are a great way of creating awareness for your business! Space is limited on a weekly basis, call for availability.



## PRINTED SCHEDULE

The printed schedule is the key promotional tool for the speedway and can do wonders for your business! These schedules are handed out to thousands of fans each year and are used for reference throughout the season. Place an ad or a coupon and get your name out there!

# DELAWARE SPEEDWAY



# CONTACT INFORMATION



## **Delaware Speedway Track & Office**

Phone: (519) 652-5068

Fax: (519) 652-5069

E-mail: [info@delawarespeedway.com](mailto:info@delawarespeedway.com)

### **Mailing Address:**

P.O. Box 189  
Komoka, Ontario  
N0L 1R0

### **Location:**

1640 Gideon Drive  
Delaware, Ontario  
N0L 1E0

### **Your Delaware Speedway Representative is:**

Contact the speedway office  
(519) 652-5068 Ext 202

Give us a call! We're always open to new promotional ideas, opportunities and partners - - lets work together on your objectives!

# DELAWARE SPEEDWAY INFORMATION SHEET



## ABOUT DELAWARE SPEEDWAY

Delaware Speedway is a half-mile paved oval stock-car track, located just west of London, Ontario, Canada. For more than 55 years, Delaware Speedway has been the home to some of the finest stock car racing in Canada. Its unique natural amphitheatre-like setting allows a family or group of friends to enjoy an exciting, comfortable evening of entertainment.

Racing at Delaware features its four weekly racing divisions; Late Models, Open Wheel Modifieds, Super Stocks & Trucks, as well as an Enduro Division (short for "Endurance") the Junior Racing League and the newly introduced Chaos Cars.

Each summer thousands of fans take in the racing action of Delaware Speedway. Typical attendance at a Friday event is between 2,000 & 4,000 fans. By placing your company in the centre of the action you'll gain top of mind brand awareness with a loyal fan base!



## DELAWARE SPEEDWAY DEMOGRAPHICS

- Typical attendance ranges between 2,000-4,000 fans
- Draws competitors, sponsors and fans from around South-Western Ontario
- 64 % Male, 36 % Female
- 57% are between 35 – 54 years of age
- 28% are between 25 – 34 years of age
- 84% own a house
- 73 % are married or cohabitating
- 91.8 % say sponsorship advertising attracts their attention
- 77.8 % said sponsorship encourages them to try that company's product or service

## FAN ATTITUDES TOWARDS VEHICLE SPONSORSHIP

- Racing fans are three times as likely to try and purchase sponsors' products and services
- Racing fans understand the need for sponsorship
- Stock car racing fans are incredibly loyal, and go great lengths to support the businesses that support what they love most: racing.

**DELAWARE**  
SPEEDWAY  
YOU WON'T SEE RACING THIS INTENSE ON TELEVISION!

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On behalf of everyone at Delaware Speedway it gives us great pleasure to welcome you to the 2009 racing season! Delaware Speedway is a very special place, not just to us but to the thousands of fans and hundreds of drivers who join us as our guests each season. The level of dedication put forward from our drivers, fans and business partners is truly special and we are proud to play host to this wonderful racing community.

Delaware Speedway is a half-mile paved oval stock-car track, located just west of London, Ontario. We hold great auto racing events each Friday night from May through Labour Day as well special events and touring classes throughout the summer. We are also the proud home of the Krown Body Maintenance Junior Racing League, an educational racing program for kids aged 8 to 17 years, which runs on Wednesday evenings in June, July and August.

Our crowds for weekly events typically range between 2,000 and 4,000 people and our special events draw closer to 4,000 or more. Annual attendance, depending on the number of events, is often upwards of 80,000.

2009 is the 58th anniversary of Delaware Speedway and we are proud to be the oldest continuously operating asphalt racing facility in Canada. This record is a testament to the dedication of everyone who is involved in Delaware Speedway racing. Over the years we have developed one of the best weekly racing programs and North America, and continue to work to put together the best entertainment package for our fans & partners.

We hope that you will join us this season as a business partner. Being involved in Delaware Speedway racing is very special and provides many great opportunities to expand the reach of your business. We strive to put forward the most value possible and look forward to working with you this year!



All the best in 2009,

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