

Western Drag Racing League
Rome Awde
Director of Operations
1-587-434-1938
marketing@wdrl.ca
wdrl.ca



WDRL Marketing Partner Opportunity

Drag racing offers marketing opportunities that are unsurpassed in sports and entertainment. It delivers a motivated, focused and enthusiastic audience with desirable demographics and fans who respond to products and ideas associated with competition. The venue provides a platform for sponsors to promote products and services. It forges lasting bonds between fans and drivers and puts its corporate partners in the center of the action. Motorsport is the fastest growing spectator sport in the world.

WDRL delivers an educated and motivated audience more efficiently and more effectively than traditional advertising approaches. That's why drag racing sponsorships make good economic sense for so many companies.

We are happy to offer you and your company the chance to become a part of the Western Drag Racing League racing family. By partnering your company with our organization, you have the marketing opportunity to discover what nearly half of the top Fortune 500 companies already know – that each racing event will put your name in front of thousands loyal race fans at the race track.

WDRL is a new Western Canadian based Drag Racing organization. Featured race cars are the amazingly fast Pro Modified machines. These incredibly quick cars can cover the quarter mile in under 6 seconds with speeds up to 250mph. They have a variety of engine power adders, including Superchargers, Turbochargers and Nitrous Oxide injection systems. Also within the series is the ever exciting Top Sportsman class, running 8.5 seconds to 6.5 seconds at 200 mph. Unique body styles are also an exciting feature of these fast door cars. New and growing classes are Extreme Street and Outlaw 8.5, which is are exciting 1/8 mile racing classes that are growing quickly.

Motorsports advertising effectively reaches 75% males 16 - 60, half of who have an annual income of \$45,000 or more. Many racing fans are children, teens, and women and their purchasing decisions are heavily influenced by what they see at the track. 98% of racing fans say their buying decision is influenced by what sponsors they see at their favorite race track. No sport provides a more effective arena for building brand awareness, positioning new products, capturing new customers, strengthening team spirit and sharpening corporate images. No marketing opportunity will offer you and your customers this much excitement and entertainment for the value.

We already have your customer market base in our Winner's Circle!

Benefits of WDRL Marketing Partnerships:

- By displaying your company name and/or logo on our uniforms, banners, series trailer, race cars, website and promotional materials, you have the unique opportunity to expose your company name to thousands of motorsports fans in Western Canada. When we hit the quarter mile drag strip, your company name and logo take center stage.
- Entertain your clients, associates and employees with available on-site hospitality. The action has never been closer or more easily accessed and when our race cars reach 240+ mph in less than 6 seconds, the racing has never been faster.
- Build company team spirit by rewarding your employees with a day or weekend at the races. Watch the enthusiasm and excitement grow as you demonstrate that teamwork, both on and off the race track, ensures winning results.
- Reinforce to your customer and client base that your company is performance driven, competitive and up-to-speed, offering the very best service or products at the best value available today.
- Images of the race car, drivers and race teams can be used for photos, advertisements or public relations tying the WDRL to your business, products and commitment to winning results.

Imagine...seeing the name of your business by thousands...hearing the name of your business announced and associated with the Fastest Door Car Drag Series in the West...seeing the name of your business in regional and national publications as a supporter of one of the greatest racing sports in North America and associated with one of the top Drag Racing organizations in the Northwest.



WDRL supports Kids Up Front. This great Western Canada based organization helps children and families get to sporting and entertainment events that they normally would not be able to afford. The WDRL also will have programs in place to raise funds for the Kids up Front program.

WDRL Major events for 2015.

- JULY 17-19 MOPAR IHRA Rocky Mountain Nationals. IHRA's largest race.
- JULY 24-25 Lucas Oil Canadian National Open. Canada's biggest NHRA Event.
- JULY 4-5 DoorWarz III. Canada's Fastest Door Car event.
- SEPT 5-6 Race, Rock & Roll. The top Pro Mod Event in the country.



Marketing Partner packages are available for every budget. Ranging from Uniform Logos for \$200.00 to Class sponsorships, and even Event Title and Series Title packages.

All Sponsors and Partners get their company logos prominently displayed at all WDRL events, PA mentions as well as on the wdrl.ca website and printed materials. Contingency sponsorships are also a great way to put your company front and center with the WDRL fan. Items and products required by the organization throughout the season can include: Series RV Trailer, Fuel, Hotel Accommodations, Airline Tickets, Weight Scales, Display pop-up tents, Vehicle wraps and graphics, T Shirts, Crew Uniforms, Embroidery, etc.

Please contact us to create a unique marketing package for your company to be featured with this incredible sport, with proven demographics and very loyal fan base. Marketing on the fast track! **Contact Rome Awde, 1-587-434-1938 marketing@wdrl.ca**

WDRL Partnerships Custom packages are available.

Series Title Partner

Logo integrated with series logo for all media, web links and printed materials
Most PA mentions and most commercial play at WDRL events
Company commercials in all WDRL online Video
Logo on event RV and Event materials as well as all signage
Logo on Championship trophies.
Hospitality opportunity at Events.

Event Title Partners. 5 Events available.

Logo integrated with Event marketing materials and web links
Company Commercials in all WDRL online Video
PA Mentions and commercials at Events
Logo on Event RV and signage
Logo on Event Trophies

Class Partners. 4 Classes available.

Logo on all class related marketing materials
Logos on race cars in class
PA Mentions when Class is at staging and running
Logo and adverts and links on Website in Class sections.

Series sponsors.

Logo on signage and printed material. Smaller in size than above.
Logo on RV and T Shirts
Logo on Website with links
PA Mentions at events. at least 3 per event.

Product Sponsor opportunities.

T Shirt sponsors. Includes logos on shirts tossed in crowds at events
RV sponsor. RV use for entire season. Prominent logo on RV and WDRL materials, Media and website exposure.
Fuel Sponsor. Points and discounts to teams. Logos on RV, Media Web links

Partnership packages have a payment option. 5 payments, April thru August. payment due at beginning of each month. Sponsor payments due at signing.

Partnership and Sponsor packages will be offered at 3 year contracts. Renewable each year at first year pricing.



Rome Awde
Director of Operations
1-587-434-1938
marketing@wdrl.ca

wdrl.ca
wdrl1320.com

Facebook: Western Drag Racing League