



Sponsorship Opportunities

Madison International Speedway in Oregon, Wisconsin

Signage / Starting at \$1500

- 5' X 10' Concourse Billboards
- 8' x 20' TV Billboards
- Exclusive High Visibility Locations Are Also Available

Nightly Event Entitlement Sponsorships / Starting at \$3000

- Complete Integration Into Nightly Racing Program
- VIP Experiences
- Onsite Activation (Optional)
- Hospitality (Add On)

Specialty Sponsorship & Promotional Opportunities

- Yearly Series Entitlement Sponsorships
- Official Pace Vehicle
- Pre Race Ceremonies
- Reoccurring 'In-Event' naming rights
- Weekly / Annual Awards
- Miscellaneous and/or Original Event Sponsorships

Hospitality & VIP Suites / Starting at \$25 a Person

- Employee / Customer Appreciation
- Picnic-Style Catering Included
- Ability to Accommodate Large & Small Groups
- Hospitality (50 - 1,200 People) / Individual Suites (Up to 25-30 People)

Group Tickets

- Discount & Reserved Seating
- 2 for 1 Offers Through Your Company
- Free Admission To All Through Your Company

Our goal at Madison International Speedway is to provide custom marketing opportunities designed to satisfy the specific needs of your business. The above assets are only meant to serve as a starting point. For more information and to further discuss how we can partner in unique, effective promotions that reach your audience, please feel free to contact Angie McKarns (amckarns@misracing.com) or Gregg McKarns (gm@misracing.com) or call our office at 608-835-9700.

