



Marketing

Dear Potential Speedway Supporter:

Heart O' Texas Speedway would like to welcome you to the most exciting marketing and advertising opportunity in the world today, Motorsports. Besides being one of the largest spectator sports in the United States, motorsports can impact your business like nothing else. We understand how vital it is to promote and publicize our corporate supporters and to make as many consumers aware of your company, products and services as possible.

Why invest in advertising at Heart O' Texas Speedway? It's a well, known fact that dirt track race fans and automobile racing fans, in general, are among America's most passionate and brand-loyal consumers. Corporations spend billions every year sponsoring national teams for a reason: it works! It can work for your business too. So if you are looking for a cost effective marketing platform that can be customized to meet your marketing and sales objectives and budgetary constraints, then Motorsports marketing is for you! We have many proven options available for the upcoming season.

Nothing accelerates sales like motorsports. Combine the excitement of racing with intensely loyal fans and discover the opportunities that Heart O' Texas Speedway can deliver to your bottom line. The rumble of powerful engines... the smell of performance fuel... the spirit of competition... thousands of excited fans. This provides the backdrop for showcasing your products and services in an environment like no other. We are confident that once you use us as marketing and sales platform, you will want to become part of our extended racing family.

Thank You
Heart O' Texas Speedway Inc.

HOW TO GET INVOLVED

Heart O' Texas Speedway offers your business an opportunity to showcase your company name, products and services in front of thousands of potential customers. Plus entertain your customers, employees, and families during the thrills, spills and excitement of live dirt track racing.

- RACE NIGHT SPONSORSHIP
- BILLBOARDS
- INFIELD SIGNAGE
- KIDS EVENTS
- COMPANY PICNIC
- DISPLAY AREAS
- TROPHY SPONSORS
- SOUVENIR PROGRAM □ PLUS MUCH MORE!

Whether your goal is corporate branding with a motorsports facility.....driving foot traffic through your front doors.....raising awareness for a good cause.....or just sitting back and enjoying an entertaining evening at the races.....we want to work with you to create an opportunity for your business. Heart O' Texas Speedway knows every business is different. For this reason, we can design a package for your company that offers a wide range of features and benefits by incorporating the elements you feel will best achieve your goals.

For more information and to receive a complete Heart O' Texas Marketing Proposal call Selby Holder promoter 254-715-5742 or Marketing Director Mike McCarthy 512-415-4433

WHAT OTHERS ARE SAYING ABOUT MOTORSPORTS MARKETING

"Motorsports is the Number One spectator sport in America with over 52 million fans across the country."-**WALL STREET JOURNAL**

"The rule of thumb is that putting \$1,000 behind a race track, race event, or race team will generate the same exposure as \$10,000 in advertising."-**WALL STREET JOURNAL**

"Motorsports advertising/sponsorship offers another bonus: the chance to entertain clients, customers and employees by throwing a bash at the event itself."-**WALL STREET JOURNAL**

"Motorsports is attracting increased attention from major advertisers as a way to reach a new audience."-**BUSINESS WEEK**

"What brings large and growing crowds to motorsports? The answer is NOISE and SHOWMANSHIP! HORSEPOWER and PERFORMANCE!"- **BUSINESS WEEK**