



Race On



MOD WAR 100

\$50,000 to WIN

SEPTEMBER 18-21, 2024

HEART O' TEXAS
Speedway

PRESENTED BY

WILDE
ARMS

HEART O' TEXAS SPEEDWAY 784 N McLennan Dr, Elm Mott, Texas



FACILITY SPECS

- 1/3 Mile High Banked Clay Oval
- Has hosted 1 of the largest races in the state with over 300 cars
- 88 acre top notch facility located on the most traveled Highways in the US. US HWY 35
- The only DIRT TRACK in Texas with a Jumbo Tron on the Highway for passing traffic to see
- Longest running Dirt Track in Texas
- Largest Pit Side Catwalk in the South
- Seating for 4500 people
- PIT FACTS- Room for 375 cars and over 2000 people

WACO FACTS

- Home to Dr. Pepper and the Dr. Pepper Museum
- Home to the Magnolia Silos
- Located dead center between Dallas and Austin
- McLennan County has a population of 250,000 people
- Home to Baylor University
- Home to the Heart-O-Texas Fair and Rodeo

VENDOR OPPORTUNITIES

- Advertising like no other
- 225,000 vehicles pass by the Racetrack on a daily basis on US HWY 35
- 25,000 viewers will watch the race on RaceOnTexas.com
- 7,000 people will be on the facility for the 4 days

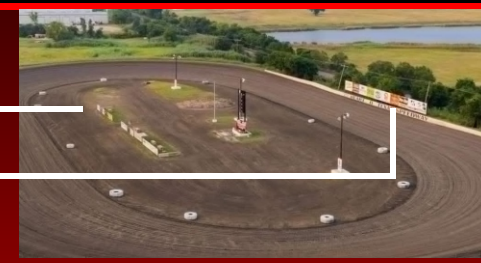


SPONSOR PACKAGES

PLATINUM PARTNER

\$5,000

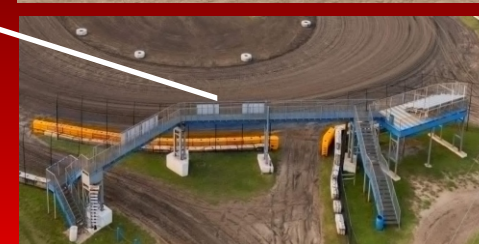
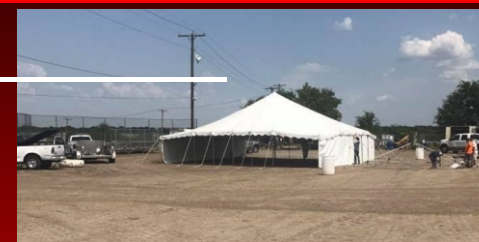
- JumboTron Coverage with a 20 second ad ran continuously all day
- A logo placed in the infield
- A 10'x10' Logo placed on the back straight
- Promotional display space in the pit area
- Banner display in the 60'x40' Tent located in the pit area
- 10 complimentary 4 day Grandstand Tickets
- 10 complimentary 4 day VIP Pit Passes
- (6) 30 second PPV ads on RaceOnTexas.com during the race.
- Full page ad in the souvenir program
- Your logo on all event shirts
- Every car in will have to run your 5"x8" logo in order to be paid
- 1 year and 3 year packages are available



\$5,000

OWN THE PIT AREA

- 60'x40' Tech and Party Tent in the pit area with your logos in it
- Pit Entrance and Main Catwalk Logo Sponsor
- Your logo on all event shirts
- 20 complimentary 4 day Grandstand Tickets
- 20 complimentary 4 day VIP Pit Passrs
- Your own 30'x60' space to have a booth in the pit area
- Every car will have to run you 5"x8" logo in order to be paid
- No other vendor can sell part or be in the pit area without your approval



ALL Sponsorships must be paid IN FULL no later than Wednesday, September 4th, 2024 to be included in all marketing materials

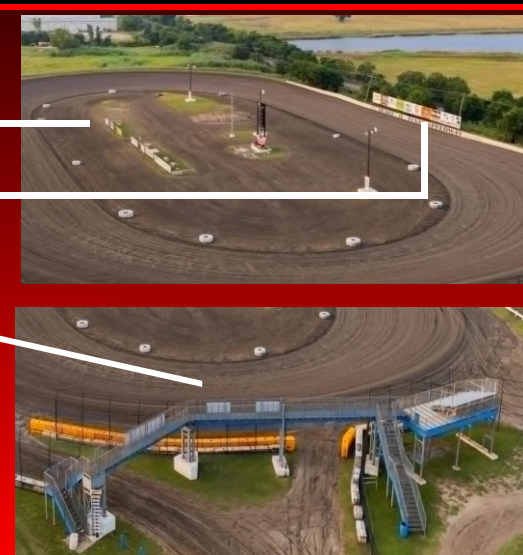


SPONSOR PACKAGES

PRO PARTNER

\$1,500

- JumboTron access
- Your logo placed in the infield
- Your logo on the back straight away and in the pit area
- A 3'x5' sign with your logo on the Catwalk
- Your logo on all event shirts
- 5 complimentary 4 day VIP Pit Passes
- 5 complimentary 4 day Grandstand tickets
- A 1/4 page ad in the Souvenir Program



\$2,000

WED. ALL STAR RACE SPONSOR

- The MOST WATCHED night of racing on PPV TV due to no competition
- Your logo on the ALL STAR shirt
- Your logo in Victory Lane for this race and the weekend

HARD CHARGER SPONSOR

\$250

FAST TIME AWARD

\$250

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SPONSOR PACKAGES

***CAUTION FLAG SPONSOR
FOR WHOLE EVENT***

\$1,500

\$1,000

***HARD CHARGER SPONSOR
FOR EVERY FEATURE***

***MOD HEAT RACE SPONSORS
FOR THURS AND FRI***

**\$250
EACH HEAT**

- You will be listed in the Souvenir Program and Mentioned on TV

**\$50
EACH B-MAIN**

***MOD B-MAIN SPONSORS
FOR THURS AND FRI***

- You will be listed in the Souvenir Program and Mentioned on TV

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SPONSOR PACKAGES

**CAUTION FLAG SPONSOR
FOR WHOLE EVENT**

\$1,500

\$1,000

**HARD CHARGER SPONSOR
FOR EVERY FEATURE**

\$2,000 to Win

**MOD TWIN A-MAIN SPONSORS
FOR THURS AND FRI**

**\$500
EACH A-MAIN**

- You will be listed in the Souvenir Program and Mentioned on TV
- You will be on the JumboTron
- An infield Sponsor Package
- 2 complimentary Grandstand Passes

**\$500
EACH B-MAIN**

**MOD B-MAIN SPONSORS
FOR SATURDAY**

- You will be listed in the Souvenir Program
- Featured in the PPV ad
- 2 complimentary front Grandstand 4 day Passes

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SPONSOR PACKAGES

NON QUALIFIER RACE SATURDAY MOD 100

\$500

- You will be on the TV ad and JumboTron
- Listed on the Flyer
- 2 complimentary Front Grandstand 4 day Passes

\$3,000 to WIN and \$300 to start. The winner has the option of joining the rear of the MOD 100 or taking the \$3,000

\$2,000

PRESENTING FEATURE SPONSOR SATURDAY MOD 100

- You will get to ride in the PACE TRUCK
- Your name on the Winners Check
- 2 complimentary 4 day VIP Pit Passes
- Your logo on ALL T-shirts
- A 3'x10' Banner for the Catwalk
- You will be on the Victory Lane Banner

LAP SPONSORS

\$50 PER LAP

- Lap 3 will be a bid in Honor of Charlie Smith
 - Lap 18 will be a bid in Honor of Scott Bloomquist
- (All proceeds of lap 3 and 18 being donated to the children)*

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SPONSOR PACKAGES

JUNIOR LIMITED SPONSOR PACKAGE

FEATURE EACH NIGHT

\$250

HEAT RACE WINNERS

**\$50
EACH**

B-MOD SPONSOR PACKAGE

\$250

FEATURE EACH NIGHT

**\$50
EACH**

HEAT RACE WINNERS

**\$50
EACH**

B-MAIN WINNERS

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