



## **52 YEARS OF RACING TRADITION CONTINUES!**

You could be missing the best per dollar advertising exposure available in the Southern California market, and it's taking place right in your own backyard!

Professional Speedway Motorcycle Racing has a long and rich history at the Orange County Fairgrounds in Costa Mesa. For 52 years the weekly Speedway races at Costa Mesa Speedway have been the most exciting and colorful family entertainment in Southern California.

The evenings fast paced schedule features the Nation's best professional racers competing elbow-to-elbow on incredible alcohol burning motorcycles, with no brakes! Throw in daring Freestyle Motocross riders and hardcore Harley racers for a night of spills and thrills.

The Costa Mesa Speedway arena grandstand seating puts spectators on top of all the action and race fans are encouraged to visit the pits after the races to meet their favorite riders and examine the machines, firsthand.

The truth is that Costa Mesa Speedway is America's premier Speedway facility, drawing between 3,000 and 6,000 spectators to its weekly events. It isn't often that an event takes place locally, which on a weekly basis, directly targets your potential customers. Active race fans are acknowledged as the most "sponsor loyal" of all consumer groups and we have got thousands of them.

Please review the advertising rate card outlining Costa Mesa Speedway's rates. Contact us as soon as possible to confirm your position as an Official Sponsor of Costa Mesa Speedway.

Brad & Jaleen Oxley

**INTERNATIONAL SPEEDWAY, INC.**  
2017 Via Concha  
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## SPEEDWAY ADVERTISING PACKAGES

### Main Event Pack:

*	(1) Display ad Speedway News Program	\$ 1,000.00
*	(2) 4 X 8 Billboards	\$ 2,000.00
*	(1) Full page U.S. National Championship Program Ad	\$ 500.00
*	(6) V.I.P. Reserved Season Tickets or Box seats	\$ 1,200.00
*	(2) Main Mall display space as scheduled	\$ 500.00
*	(2) P.A. Announcements at each event (value \$1000.00)	N/C

**Main Event Pack Costs: \$ 5,200.00**

### Sponsor Pack:

*	(1) Display Ad Speedway News Program (10 issues)	\$ 1,000.00
*	(1) 4 X 8 Billboard	\$ 1,000.00
*	(1) Full page U.S. National Championship Program Ad	\$ 500.00
*	(4) V.I.P. Reserved Season Tickets	\$ 800.00
*	(1) Main Mall display space as scheduled	\$ 250.00
*	(2) P.A. Announcements at each event (value \$1000.00)	N/C

**Support Pack Costs: \$ 3,550.00**

### Dealer Pack:

*	(1) 4 X 8 Billboard	\$ 1,000.00
*	(1) 1/2 page U.S. National Championship Program Ad	\$ 300.00
*	(2) V.I.P. Reserved Season Passes	\$ 400.00
*	(1) Main mall display space as scheduled	\$ 300.00
*	(1) P.A. Announcement at each event (value \$500.00)	N/C

**Dealer Pack Costs: \$ 2,000.00**

### Value Pack:

*	(1) 4 x 8 Billboard or banner	\$ 1,000.00
*	(1) Main mall display as scheduled	\$ 300.00
*	(1) P.A. Announcement at each event.	N/C

**Value Pack Cost: \$ 1,300.00**

**Custom packages are available to suit any particular need.  
Build an entire event around your business, customers and/or employees.  
Call for information and pricing.  
Too Much Fun!**

## Costa Mesa Speedway Display Booth

### Main Entry Mall Display Space:

The attractive mall area entry is the single entrance/exit to the “bull ring” style arena and is traveled by all of our event attendees.

Set up and breakdown are convenient, quick, and easy with full access to the display area between noon and 4:30pm on event nights. The events conclude promptly at 10:00pm and you should be loading up to leave by 10:30pm. In that short span of time spent at our weekly events your company will make as many or more contacts as at an all day event or trade show.

10' x 10' Display Space: \$400.00 per weekly event  
**\$500.00 per Harley Night**

### International Speedway, Inc. will provide:

- ★ Electricity
- ★ One (1) table and (2) chairs
- ★ One (1) PA announcement
- ★ Space for (1) banner
- ★ Four (4) admission tickets

### You will provide:

- ★ 20 second PA copy
- ★ Banner