



**2019 Marketing Opportunities**



## About Georgetown Speedway

Georgetown Speedway is located at the intersection of heavily traveled Route 113 and Speedway Road in Georgetown, Del., a 40-minute drive from Ocean City, Md., and just miles away from the Delaware Beaches.

Constructed in 1949 by businessman and auto racing pioneer Melvin L. Joseph, Georgetown Speedway is not only an historic landmark in Delaware, but is well-known across the country for its role in the development of stock car racing as it is known today.

Georgetown Speedway features a half-mile clay oval that produces high speeds and thrilling racing action. The facility has spacious grandstands with seating for more than 2,500 spectators, ample parking, a large, flat pit area, room for overnight camping and more.

In March 2018, the speedway was recognized by the state of Delaware with an historic marker at its entrance.



## About BD Motorsports Media LLC

BD Motorsports Media LLC returns to operate Georgetown Speedway again in 2019. A series of special events will include big- and small-block Modifieds, USAC wingless Sprint Cars, URC 360 Sprint Cars, Super Late Models and a variety of local divisions. The season will kick off in mid-March and run through November on selected race dates.

The 2018 season at Georgetown was an unprecedented success with huge crowds filling the historic facility to the point of overflow on a regular basis. Competitors, locally and traveling from across the Northeast and Mid-Atlantic, flocked to Georgetown in staggering numbers.

Led by owner Brett Deyo, BD Motorsports Media LLC has promoted more than 100 race events at 15 different venues in four states (NY, NJ, PA & DE). Deyo also owns the traveling Short Track Super Series for Northeast Modifieds and operates Fonda Speedway in Fonda, N.Y. He recently completed his third season as Georgetown Speedway's promoter.



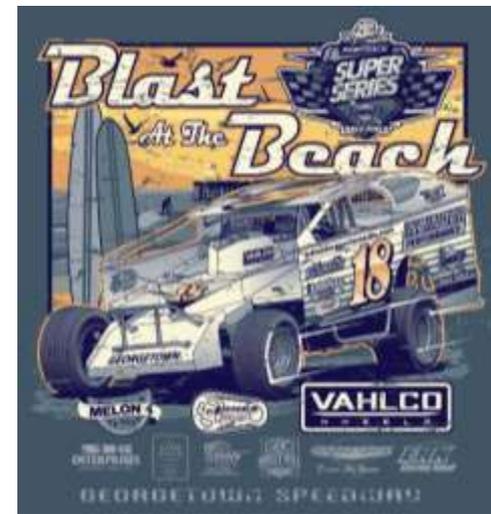
## Season-Long Marketing: Gold Level Sponsorship

Georgetown Speedway offers marketing partners a season-long, high-profile exposure opportunity via its Gold Level Sponsorship.

Through this package, your company name will receive recognition for an entire season at the speedway, receiving PA mentions at each event, a billboard in the infield and grandstand area, your business name and logo featured on speedway apparel sold throughout the season, your company logo featured in a prominent position, with link, on the speedway website, logo will be printed on the year-long schedule, you will receive social media exposure and more.

Your company reps will be permitted to experience Victory Lane, as well as set up displays to promote your business in the grandstand midway area.

*Gold-Level Marketing Partnership: \$7,500*





## Marketing: Race Night Sponsorship

Receive the full Georgetown Speedway VIP experience as the title sponsor of a race night at the track!

As a race-night marketing partner, your company will receive exposure throughout the event with PA announcements, company banners at the facility, the ability to set up a display in the midway, your company name included in all pre- and post-race press releases for the night of racing and in all advertisements, locally and in trade publications, leading up to the event. Race night sponsors enjoy the night of competition with VIP pit area access to meet the drivers. 10 complimentary passes are provided for the sponsored night. Company reps are permitted to meet the winners in Victory Lane for photo opportunities, to wave the green flag to start a feature event and more.

*Race Night Sponsorship Investment: \$1,500 and up*



## Marketing: Billboard Advertising

Catch the eyes of race fans and competitors throughout the busy 2019 season at Georgetown Speedway. An eye-catching billboard will feature your business name, logo and information to attendees of the speedway through a schedule of high-profile events. Thousands of eyes will view your company information through their nights out at the track. Billboard sponsors also receive mentions on the track public address system during each event.

Billboards can be featured in both the grandstand area and infield area in addition to a new backstretch structure. A limited number of billboard opportunities facing Route 113 are also available. Statistics show more than 25,000 cars pass the speedway daily.

Billboard Investment -

*4X8 Grandstand Billboard: \$650 annually*

*4X8 Infield Billboard: \$650 annually*

*Backstretch Billboard: \$2,500 annually*

*Route 113 Billboard: \$2,500 annually*



## Marketing: Divisional Sponsorships

Looking for season-long exposure at the speedway? Signing on as a divisional sponsor guarantees brand recognition to competitors and fans. Link your business with one of the speedway's classes – i.e. XYZ Towing Super Late Models – and receive mentions each time the division hits the track on the PA system, in addition to all pre- and post-race press releases and advertisements. Each package includes a grandstand billboard.

Divisional Sponsorship Annual Investment -

*Big-Block Modifieds - \$5,000*

*Super Late Models - \$5,000*

*Crate 602 Sportsman - \$3,500*

*Crate Late Models - \$3,500*

*Delmarva Chargers - \$1,200*

*Delaware Super Truck - \$1,200*

*Southern Delaware Vintage - \$1,200*

*Little Lincolns - \$1,200*



## Marketing: Monster Truck Madness

Thousands of enthusiastic fans will descend on Georgetown Speedway July 5-6, 2019 for the second annual Monster Truck Madness sanctioned by the Monster Truck Racing League (MTRL). BIGFOOT, SNAKEBITE and several other earth-shaking Monster Trucks will be on hand to thrill the crowd. As seen on TV at Monster Jam, QUAD WARS will make their debut. This event consists of two complete shows, Monster Truck rides, autograph sessions and more.

In 2018, the Monster Truck Madness attracted the largest crowd of the entire season to the speedway.

Get your company involved in this highly anticipated weekend event.

*Gold Sponsorship: \$6,500*

*Silver Sponsorship: \$3,000*

*Bronze Sponsorship: \$1,500*



## National Television Benefits

In 2018, Georgetown Speedway made its national television debut. The August 'Blast at the Beach' at the speedway was broadcast nationally across the country on MAV-TV Motorsports Network. The one-hour program highlighted the speedway, its marketing partners and racers from coast-to-coast. MAV-TV is available to more than 35 million viewers across the country on DIRECT-TV, Verizon, Comcast, Time Warner Cable and many other providers. Again in 2019, at least one Georgetown Speedway event is scheduled for broadcast on MAV-TV, offering marketing partners widespread exposure.



A promotional graphic for the 'BLAST AT THE BEACH' event. The top section shows a collage of racers and a truck on a track, with palm trees and a rainbow. The text 'BLAST AT THE BEACH' is prominently displayed in a stylized font. Below this, a dark blue banner contains the text 'WEDNESDAY, OCTOBER 17 @ 7PM &amp; 10PM EST.' The bottom section features the MAVTV Motorsports Network logo in large, bold letters.



## Social Media Benefits

A marketing partnership with Georgetown Speedway isn't solely confined to the speedway on race night. Georgetown boasts a very active social media platform that includes Facebook and Twitter, not to mention video clips and a frequently updated website.

The speedway maintains a graphic artist on staff as a social media expert. Your company will receive exposure in the tens of thousands through images, press releases, videos and more distributed through the digital world.



## Why Georgetown Speedway?

Marketing your company or business at Georgetown Speedway gives you the edge on your competition! Georgetown Speedway draws a cross-section locally from Sussex County, Kent County and the eastern Shore, eastern and northern Maryland, Virginia, New Jersey, Pennsylvania and even New York State.

Racers and their fans are loyal to those who support the sport they love! Sign on today to build your customer base. We can build a package that works for you.

Georgetown Speedway

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