

# GRAY RACING

## 2023 SPONSORSHIP PROPOSAL



## ORANGE COUNTY SPEEDWAY

Our Home Track for Charger Division Racing



**Orange County Speedway**, known as "the fastest 3/8-mile track in America," is a 3/8-mile (.375) asphalt oval located in Rougemont, NC. Conveniently situated in northeastern Orange County, the speedway is easily accessible from Triad and Research Triangle Park areas of North Carolina, as well as southern Virginia. The steep 19-degree banking in the wide, sweeping turns allow for multiple racing grooves and some breathtaking excitement for fans and competitors alike.

The facility offers modern grandstand seating from turn four, along the front stretch, and in to turn one, which provides for an excellent view of the track from every seat. The turn four VIP tower accommodates 40 people in air-conditioned comfort and gives fans a close-up view of all the exciting turn four action, as well as a fabulous view of the entire track. VIP seating is also available in the main front stretch tower which accommodates 15 people giving fans a bird's eye view of the Start/Finish Line as well as the remainder of the track.

## WAKE COUNTY SPEEDWAY

Our Home Track for Legend Division Racing



**Wake County Speedway**, "America's Favorite Bullring" is a quarter-mile asphalt race track located in Raleigh, North Carolina. WCS was established in 1962 by Glenn and Marvin Simpkins. The speedway operated as a dirt track until 1987, but with the increased popularity of NASCAR racing, Wake County Speedway was paved and became Raleigh's home for asphalt short track racing.

Located just minutes from Downtown Raleigh, the facility offers fans with excitement that you simply cannot find anywhere else in the capital city.



## BENEFITS OUR SPONSORS WILL RECEIVE

Gray Racing is a championship winning team on the track, and we will apply that same winning mindset to our partnership with you! These are just some of the benefits you will receive when partnering with us in 2023.

- **Display your logo on the car**  
Will be seen by ~1500+ fans at the track every race weekend
- **Advertising on official Gray Racing website and social media**  
Gray Racing will share posts, pictures, videos, etc. to promote your business
- **Complimentary race tickets/pit passes**  
Host your customers or stakeholders at the track to build your network and get a front row seat to all of the action
- **Driver/car appearances at your location or events**  
Drive attendance to grand openings, sales events, etc.





CHARGER CAR - ORANGE COUNTY SPEEDWAY



LEGEND CAR - WAKE COUNTY SPEEDWAY

## 2023 GRAY RACING SPONSOR PACKAGES

Below is a summary of our standard sponsorship packages for the 2023 season and our tentative breakdown of racing events for each car:

1. Charger car (~6 Saturday night events at Orange County Speedway)
2. Legend car (~6 Friday night events Wake County Speedway and ~2 Saturday night events at Orange County Speedway)

### PRIMARY SPONSOR PACKAGE

~~\$1,500 (CHARGER) / \$1,000 (LEGEND)~~  
**SOLD**

- Name/logo graphics on most prominent part of car:
  - Hood (charger)
  - Upper portion of rear deck lid (legend)
- Two car & driver appearances
- Pit passes and/or grandstand tickets for two races
- Advertising on Gray Racing website and social media accounts

### SECONDARY SPONSOR PACKAGE

~~\$1,000 (CHARGER) / \$750 (LEGEND)~~  
**SOLD**

- Name/logo graphics on next most prominent part of car
  - Rear quarter panel (charger)
  - Hood (legend)
- One car & driver appearance
- Pit passes and/or grandstand tickets for one race
- Advertising on Gray Racing website and social media accounts

### ASSOCIATE SPONSOR PACKAGE

~~\$500 (CHARGER) / \$250 (LEGEND)~~  
**\$600 (BOTH)**

- Name/logo graphics on next most prominent part of car
  - Rear deck lid (charger)
  - Lower portion of rear deck lid (legend)
- One car & driver appearance
- Advertising on Gray Racing website and social media accounts

### CUSTOM PACKAGES AVAILABLE

**\$-\$\$\$**

- If you're looking for something outside of these packages, we will build a custom package that makes sense for your business/organization and your marketing strategy!



## WHY PARTNER WITH GRAY RACING?

A race car sponsorship is so much more than just a rolling billboard. Partnering with Gray Racing this season will allow you to:

- **Drive sales and provide exposure for your business**

NASCAR fans are among the most brand-loyal fans in sports.<sup>1</sup> They gravitate towards the brands that they see on the track and make it a point to purchase their product and services.

- **Expand your online/social media presence**

There is no debate that social media marketing leads to more customers, more inbound traffic, and more conversions.<sup>2</sup> Leveraging our own Gray Racing social media accounts, we will help raise awareness of your brand and boost your customer traffic.

- **Boost team morale**

The opportunity get your team together at the track on race day will be a great way to bond, proudly show off your brand, and HAVE FUN!

Sources:

<sup>1</sup>American Marketing Association

<sup>2</sup>Forbes

# GRAY RACING

**INTERESTED?**

**WE'D LOVE TO HEAR FROM YOU!**

We at Gray Racing would like to thank you for considering a partnership with us in 2023.

If you have any questions or would like to learn more about this opportunity, please visit [www.grayracing.net](http://www.grayracing.net) or reach out to us directly using the contact information below:

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**THANK YOU AND WE LOOK FORWARD TO HEARING FROM YOU SOON!**

THE GRAY RACING TEAM