



2016 Contingency Sponsor Guidelines

2016 Sponsorship

To be a cash sponsor you must first Sponsor at least 1 lap in our Keystone RaceSaver challenge. Laps are \$100 each and checks can be made to Port Royal Speedway. Your sponsorship will be noted on the KRC event page and during announcements.

Further cash sponsors will work as follows.

Gold Level – Monetary sponsor of \$3000 will receive the following

- Your business have their approved logo prominently on our main index page of our web site. Size - 180px × 87px logo will also link to your web page
- Your business will also be listed as a primary sponsor on the information we supply to each race tracks for public announcements during our portion of each racing event.
- Your logo will also appear on our Victory Lane sign and promotional banners ets.

Gold level sponsors will have first right of refusal on additional gold level sponsors in competing markets and may provide decals for teams up to 12"x6" for teams that wish to show their appreciation by displaying your logo

Silver level – Cash sponsors of \$1500 will receive the following

- Your approved logo will appear on our Teams/standings page (in order of contribution) Size - 150px × 50px and will link to your web page
- Your business will be listed as a primary sponsor on the information we supply to each race tracks for public announcements during our portion of each racing event.

Competing sponsors will be allowed at this level. Silver level sponsors may provide decals for teams up to 8"x4" for teams that wish to show their appreciation by displaying your logo

If a Gold level sponsor does not commit by June15 our first Silver level sponsor will attain gold level benefits

Bronze level Sponsor – Cash sponsors of \$500 will receive the following

- Your approved logo will appear on our Teams/standings page (in order of contribution) and below Silver level sponsors Size - 150px × 50px and will link to your web page

All sponsor levels will receive a news item mention on our web page as well as a "like" on our Facebook page. It is essential that all advertisers know that sponsorships constitute advertisements and are not endorsements of any kind. Lap sponsorships are payable to Port Royal Speedway and Web page sponsorships are payable to IMCA. As volunteers we forward these payments to the respective payees with some guidelines on disbursement but ultimately they have final say on how/when the funds are dispersed.

Sponsors have no control over the racing program via their sponsorship and are paying for web advertisement only. PASS retains the right to refuse any sponsorship that is deemed inappropriate or in any way counterproductive to RaceSaver or IMCA. All ads must be approved.