RIVERSIDE
INTERNATIONAL SPEEDWAY

Corporate Partnership

2017

2017

Corporate Partnership

As host of the top summer sporting events in the Maritimes, Riverside International Speedway offers unique marketing opportunities for companies with a goal to present its products and services to a brand-loyal audience.

Our 2017 season includes perhaps the most exciting schedule yet with everything from Mini Stocks - four cylinder entry level race cars, to the top touring series in the Maritimes - the Parts for Trucks Pro Stock Tour, to the NASCAR Pinty's Series - its only stop on Canada's east coast, to the IWK 250 - an event that this year has attracted NASCAR legend and Hall of Fame inductee Mark Martin as our celebrity driver.

By offering such a diverse schedule we increase our fan base and in so doing the value to our marketing partners.

In 2016 more than 30,000 spectators passed through our gates coming from the local area as well as drawing large numbers from throughout the Maritimes. Our website and social media numbers are strong with more than 1.5 million hits/reaches. With our continued growth for 2017 these numbers are expected to increase.

Our reach, and that of our marketing partners, extends even further with the television broadcast of the NASCAR Pinty's Series event on TSN, rated at more than 250,000 viewers. And two of our three Parts for Trucks Pro Stock Tour events are broadcast live online worldwide via Race Time Radio, whose professional announcers do a fantastic job promoting both the event and our partners to those who are unable to be at our events in person.

Our marquis event, the IWK 250 Presented by Steve Lewis Auto Body, has grown to become what is widely known as the most exciting stock car race in Canada. The three-day event attracts more than 10,000 spectators with many of those staying in our on-site campground full to capacity with more than 900 sites. Since its inception in 2007, the IWK 250 has raised awareness and more than $400,000 for the IWK Health Centre.

Management and staff at Riverside International Speedway are committed to offering the best value possible to our partners and as such provide a professional support staff, both at the track and in preparation and promotion of the events. We utilize a combination of television, internet, radio, magazine, and newsprint to promote our shows. Professional graphics and public relations help garner even more advance exposure and once on-site our fans enjoy the best public relations announcers in the business.

I invite you to be a part of our exciting 2017 season and explore the many possibilities to work with us in developing and activating a partnership that will provide your brand the exposure it deserves. A variety of offerings ensure your product or service gain maximum coverage. In addition, we are happy to consider combinations as well as custom packages in order to best fit your budget and goals.

Thank you in advance for the consideration.

I look forward to hearing from you.

Sincerely,

Paul McLean
General Manager
902-863-9614 or mclean@riversidespeedway.ca

The BIGGEST, BADDEST, Loudest, Fastest Racin' you'll ever witness on a 1/3 mile oval.

Riverside International Speedway is widely recognized as one of the premier short track facilities in Canada hosting several special events each year, indeed a leading destination in the region. Together with its sister company, Nova Construction, their owner Donald Chisholm is pleased to promote economic growth and stimulus for Antigonish and the surrounding area, to provide a platform for humanitarian efforts such as support of the IWK Foundation, Wounded Warriors, and local groups. Our fans enjoy high octane excitement with door handle to door handle short track racing. Our corporate partners realize unparalleled value with the enclosed marketing packages.

the loyalty of race fans...

NASCAR fans continue to demonstrate the greatest loyalty toward a sponsor's brand among all sports fans in the U.S., according to SponsorLink research released by Repucom. Seven out of 10 NASCAR fans said they are loyal to a sponsor's brand when the brand supports their sport, which is nearly 20% higher than a typical sports fan. Repucom, a trusted advisor in sports and entertainment intelligence, is again monitoring and evaluating the performance of more than 1,000 brands appearing in the NASCAR Sprint Cup, XFINITY and Camping World Truck series in 2015. By using leading technology and advanced data analysis, Repucom monitors the value and quality of exposure and messages getting through to fans and advises clients on how to stand out in the highly competitive commercial space. Repucom analyzes more than 350 hours of NASCAR programming per year, and evaluates how changes to the race schedules, sponsors, teams and broadcast channels impact value versus prior years and among the entire field of entries. In total, sponsors in NASCAR's top three national series earned nearly $1.3 billion in television exposure value in 2014. In addition to audience size, Repucom considers factors such as exposure duration, size, quality and the number of competing messages when determining value. Repucom also measures the value and impact of brand exposure in digital and social media, areas that are becoming increasingly important as media consumption patterns change.

2017 Schedule

June 17
Pro Stock Tour
Sportsman Series

July 13-15
Sportsman Series/Legends
IWK 250

August 18-19
Sportsman Series/Minis
NASCAR Pinty's Series

September 9
Sportsman Series
Pro Stock Tour

Subject to change without notice

BRONZE PACKAGE

for 2017 - $920.00, including HST

Bronze Package - Benefits:

- (2) reserved seat tickets for each of the 2017 racing events
- (2) lap sponsorships for the IWK 250
- 2' x 2' sign along the grandstand walkway
- public address system announcements during each of our events
- your company logo on our lap board, for the season
- your company logo on our website sponsor page, with link

Bronze Package - Renewals:

_____ Yes, please renew my sponsorship for the 2017 racing season

_____ Yes, I will be renewing but with changes, please call me

_____ No, I will not be renewing my sponsorship for the 2017 racing season

Bronze Package - New Sponsor:

_____ Yes, please sign me up for the 2017 racing season

Company Name:					
Your Name:		Phone #:		Email:	

For More Information: Paul McLean at 902-863-9614 / 902-863-2291 or mclean@riversidespeedway.ca
or... www.riversidespeedway.ca

RIVERSIDE INTERNATIONAL SPEEDWAY

Trans-Canada Highway 104, Exit 30 at James River
PO Box 1969, Antigonish, Nova Scotia, B2G 2M5

SILVERPACKAGE

for 2017 - $1,380.00, including HST

Silver Package - Benefits:

- (2) reserved seat tickets for each of the 2017 racing events
- (5) lap sponsorships for the IWK 250
- 30" x 6' sign on pit wall
- (2) public address system announcements during each of our events
- your company logo on our lap board, for the season
- your company logo on our website sponsor page, with link

Silver Package - Renewals:

_____ Yes, please renew my sponsorship for the 2017 racing season

_____ Yes, I will be renewing but with changes, please call me

_____ No, I will not be renewing my sponsorship for the 2017 racing season

Silver Package - New Sponsor:

_____ Yes, please sign me up for the 2017 racing season

Company Name:					
Your Name:		Phone #:		Email:	

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GOLD PACKAGE

for 2017 - $2,875.00, including HST

Gold Package - Benefits:

- (6) reserved seat tickets for each of the 2017 racing events
- (10) lap sponsorships for the IWK 250
- (2) signs: (1) 4' x 8' sign along the grandstand walkway plus (1) 30" x 6' on pit wall
- (3) public address system announcements during each of our events
- your company logo on our lap board, for the season
- your company logo on our website sponsor page, with link

Gold Package - Renewals:

_____ Yes, please renew my sponsorship for the 2017 racing season

_____ Yes, I will be renewing but with changes, please call me

_____ No, I will not be renewing my sponsorship for the 2017 racing season

Gold Package - New Sponsor:

_____ Yes, please sign me up for the 2017 racing season

Company Name:					
Your Name:		Phone #:		Email:	

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PLATINUM PACKAGE

for 2017 - $5,750.00, including HST

Platinum Package - Benefits:

- (10) reserved seat tickets for each of the 2017 racing events
- (20) lap sponsorships for the IWK 250
- (2) signs: (1) 4' x 8' sign along the grandstand walkway plus (1) 30" x 6' on pit wall
- (5) public address system announcements during each of our events
- your company logo on our lap board, for the season
- your company logo on our website sponsor page, with link

Platinum Package - Renewals:

_____ Yes, please renew my sponsorship for the 2017 racing season

_____ Yes, I will be renewing but with changes, please call me

_____ No, I will not be renewing my sponsorship for the 2017 racing season

Platinum Package - New Sponsor:

_____ Yes, please sign me up for the 2017 racing season

Company Name:					
Your Name:		Phone #:		Email:	

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