

ANDERSON **MOTOR SPEEDWAY** *The Supertrack of the Carolinas!!!*



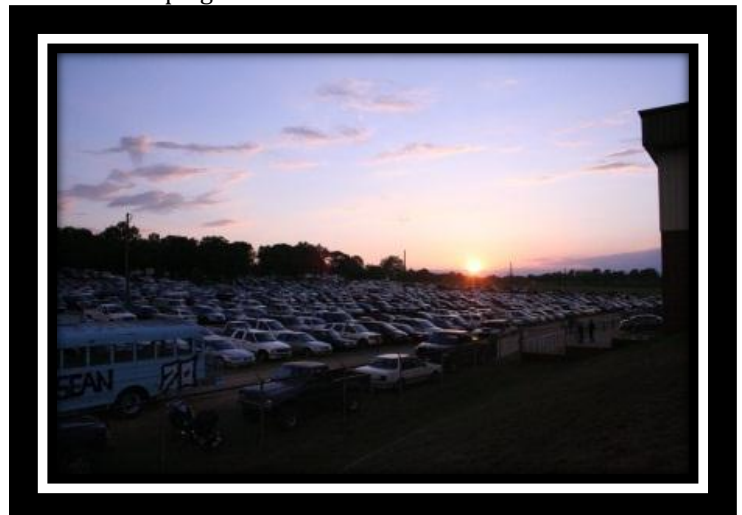
Anderson Motor Speedway is a 3/8 mile asphalt oval located just 1.5 miles off Interstate 85 at Exit 27 (just off Highway 81). The track hosts weekly racing March thru September and the 2012 season will mark the 49th consecutive year of operation.

PROMOTIONAL OVERVIEW

- ▶ Sponsor receives direct benefit from over 25 weeks of continuous advertising and promotion.
- ▶ Excellent track to sponsor cross-promotion compatibility.
- ▶ Increase customer base through at-track visibility; use the excitement of auto racing to entertain and sell.
- ▶ Secure grass roots exposure for sponsor by becoming a regular part of the weekly program.
- ▶ Provide dealers, distributors, retailers and sales staff with the opportunity to earn the privilege of VIP treatment at Anderson Motor Speedway.

OBJECTIVE

- ▶ Build a positive image for sponsor through the unique entertainment at Anderson Motor Speedway.
- ▶ Project sponsor products/services in hundreds of thousands of Greenville-Spartanburg-Anderson metro area through special events, as well as, electronic and print media campaigns.





RACE FAN DEMOGRAPHICS

Age	
18 / 24	15%
25 / 34	29%
35 / 44	25%
45 / 54	16%
55 +	8%
Gender	
Male	58%
Women	42%
Marital Status	
Married	64%
Single	22%
Divorced/ Widowed	14%
Annual Income	
\$50,000 or more	34%
\$40,000 - \$49,999	14%
\$30,000 - \$39,999	19%
\$20,000 - \$29,999	17%
Less than \$20,000	16%

Education	
High School Graduate	88%
Some College/ College Grad.	38%
Some high school or less	12%
Occupation	
Professional/ Management	27%
Technical/ Clerical/ Sales	21%
Other	17%
Craftsmen	13%
Employment	
Full-time	72%
Part-time	10%
Retired/ Unemployed	18%
Residential Status	
Own	72%
Rent	28%



FANS ENTER THE GRANDSTANDS AT AMS



DEMO DERBY NIGHT AT THE RACES

SPONSORSHIP OPPORTUNITIES

BILLBOARD



One of the most popular ways to reach the large number of people who pass through the gates at Anderson Motor Speedway during the year is with signage at the track. This can be an attractive sign located on the back straightaway or a banner sign placed along the entrance driveway. Either option offers a sponsor a highly-visible, high-traffic area for patrons entering the Grandstand or Trackside areas.

Billboard signage at Anderson Motor Speedway will guarantee exposure multiple times throughout each weekly event. This sign may have any design, company logos, colors and available position that you desire.

When a company participates in the billboard advertising program they will receive free bonus public address announcements at each event. Any special promotions of the company will be promoted by Anderson Motor Speedway provided that the materials are provided by the sponsor organization.

2012 BILLBOARD PRICING *

8 x 8 foot (4 x 16 foot) Billboard	\$1,095 initial / \$895 renewal
8 x 16 foot Backstretch Billboard	\$1,995 initial / \$1,495 renewal
8 x 24 foot Backstretch Billboard	\$2,495 initial / \$1,995 renewal
4 x 8 foot Entranceway Banner	\$595 - Annual Cost
3 x 24 Infield Entrance Sign	\$1,995 - Annual Cost

* This amount includes all materials, as well as, erecting the sign.



SPONSORSHIP OPPORTUNITIES CONTINUED...

HOSPITALITY SUITE

Anderson Motor Speedway can provide fun, family entertainment for your clients, employees, family and friends. Combine your annual picnic with a trip to the races or organize a "Speedway Social" event package. Anderson Motor Speedway staff can organize a fun and exciting evening of entertainment for you and your group. An exciting night at the *Supertrack of the Carolinas* is guaranteed to make a great impression on your guest!

OPTION I: "A NIGHT AT THE RACES"

Benefits include a regular race night with the business name in the title, 25 complimentary VIP passes to the event, use of the VIP Tower facilities, company banners may be placed throughout the speedway facility, all media advertising leading up to the event will carry the sponsor's name as the "Official Race Sponsor" and company representatives will be given the opportunity to present the winners in each of the divisions with their trophies in the Winner's Circle (photographs supplied by Track Photographer).

OPTION II: SPECIAL EVENT / TITLE SPONSOR

Benefits include 50 complimentary VIP passes to the event, exclusive use of the VIP Tower Facilities, catered buffet and all media advertising will carry the sponsor's name. Banners from the sponsor will be placed around the speedway and used in all Winner's Circle activities. Sponsor will receive all winner circle photos and press releases for promotional purposes. Special event sponsors will receive sampling rights to distribute trial samples of their product to Anderson Motor Speedway fans and drivers.

OPTION III: DIVISION SPONSORSHIP

Choose from any one of our six weekly divisions Sponsor Benefits:

- (1) Division entitled with the sponsor's name and will always be referred to by this name throughout the entire race season.
- (2) Sponsor logo is prominently displayed on each car (sponsor organization to provide decal). Drivers must display decal to be eligible for point money.
- (3) Sponsor is promoted regularly via the Public Address system as the (Official Series Sponsor).
- (4) All advertising (newspaper, radio, television) will include the mention of sponsor name when referring to this division.
- (5) Sponsor receives 2 weekly Grandstand passes to use as they wish throughout race season.



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