



Marketing Partnership Opportunities and

SPONSORSHIP

Options at KAM Kartway



KAM Kartway
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Kamkartway.com



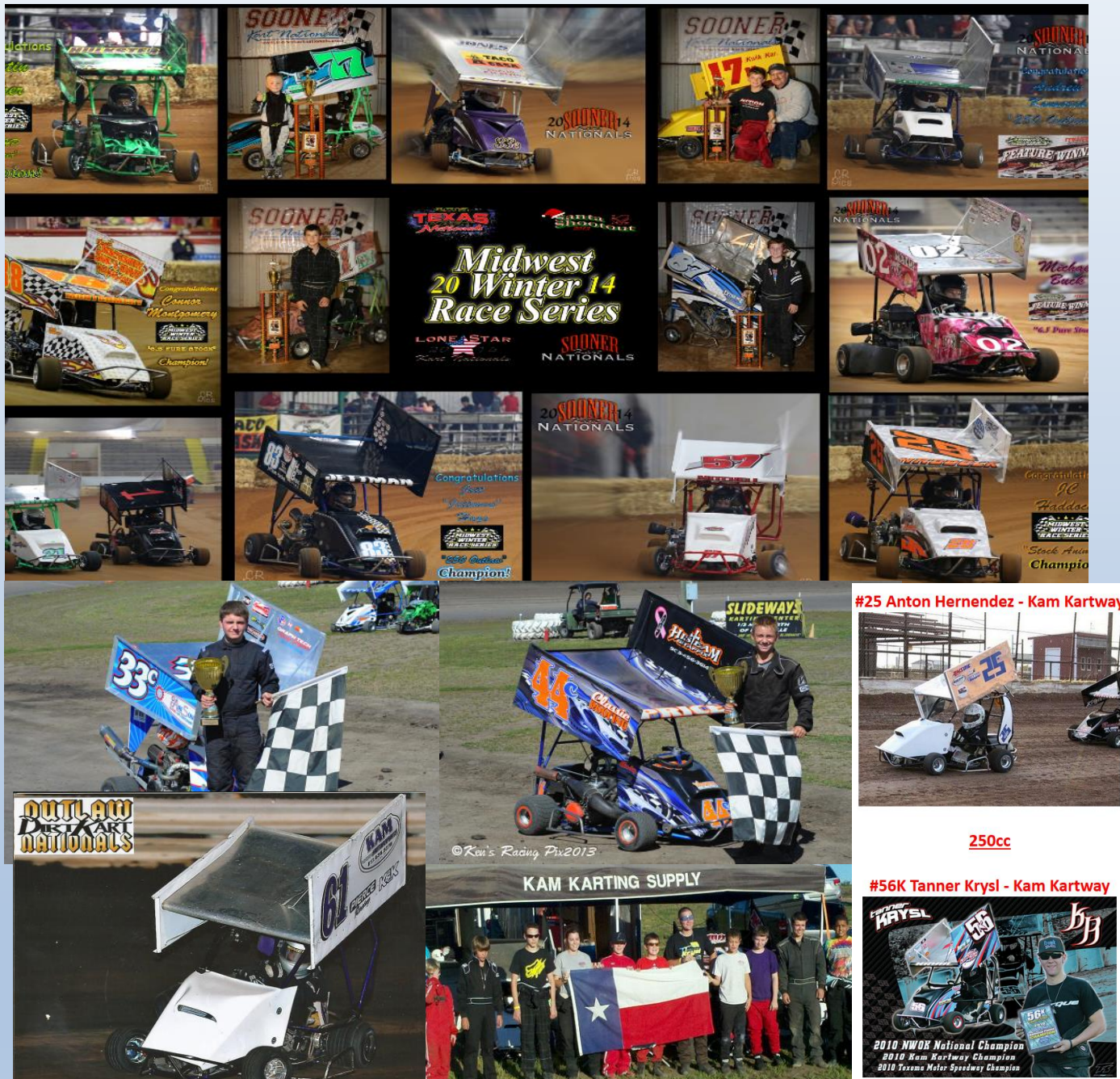
INTRODUCTION

- The benefits of promoting through karting are many, but here are the biggies:
- Kart racing a true family centered grassroots form of racing and is the fastest growing motorsport in the USA.
- According the National Kart News over 66,000 families working together each weekend for their race team.
- Over 92% of today's professional drivers from karting and most of them in NASCAR have ties to dirt karting like – the newest and hottest new driver? Rookie Kyle Larson! And our KAM Drivers competed WITH him the Tulsa Shootout just three years ago. Last year, KAM family member Kaley also ran several Sprint Car races with him and plans to again this year during the Knoxville Nationals (if his Owner lets him after Tony Stewart's accident last year in the Sprint Cars).
- The average length of karting participation is 16 years.
- Karting is the first step in the motorsports ladder and 99% of these kids have motorsports career goals after karting.
- KAM Kartway is a leader in Dirt Track racing and has produced the most Track, Regional and National Champions than any other track in the US. The Midwest region is the location of 44% of all karters and our reach goes out to all of them by reputation and talent of both the track and of the KAM Drivers (current and former).
- Racers are the most Brand loyal consumers in America. They support the companies that support their sport.
- The average age of the Dirt Karter is 22 years old, with rookies starting as young as 4. This is a sport that every age, demographic and gender can enjoy and participate in.
 - 25% are ages 4-21
 - 52% are ages 22-35
 - 23% are ages 35 and up
- Track Owners and promoters, Mike & Kelley Engstrom have a combined karting background of almost 40 years and have owned, operated and supported karting events for 19 years in association with between KAM Kartway and their race shop KAM Karting Supply.
- Sponsorship exposure goes well beyond the weekend racing because of this. A large customer pool frequents the location daily as the race shop is at the same location and they share a driveway & parking lot. The location is also on a State Highway 14 miles West of Texas Motor Speedway with high volume drive by – our track stands out and signage is in premium location.

**“This is were kids go to learn
how to race.”**

- Bill Kee, Owner Bill Bilt Wings

KAM Drivers have historically DOMINATED everywhere they go!



#25 Anton Hernandez - Kam Kartway


250cc

#56K Tanner Krysl - Kam Kartway



2010 NWOK National Champion
2010 Kam Kartway Champion
2010 Texas Motor Speedway Champion

When you Partner with KAM Kartway you gain exposure
through the KAM Drivers on a National Level!



As with all motorsports, tracks and race venues, KAM Kartway simply could not exist without the generosity of our dedicated sponsors.

Options Available

Benefiting Youth & Grassroots Racing in North Texas

We can custom tailor a marketing plan to suit your advertising needs. Following are some Sponsor Packages that we currently have in place.

24 Race Points Championship Series

Poker Run

Freedom Fest Fireworks

Redneck Nationals

John Makula Memorial Race

Short Track Shootout

Affiliate Sponsors*

24 RACE SUMMER POINTS SERIES

One of the oldest and most popular
points series' for held in the Midwest for
over 10 years.

Now taking Sponsorship reservations
for the 2015 season!



#1 Series in Midwest

Title, Associate, & Class Sponsorships Available

One of the oldest and most popular points series' for held in the Midwest for over 10 years.

•Title Sponsor: \$3,500

- Name/Logo on all weekly trophies/awards and series Championship Cups
- Logo on main Sponsor page top & center for the year
- Logo included in Sponsor Collage which is on sidebar of KAM Kartway Website (all pages)
- Name of Series named after company.
- Reserved Pit Spot in prime location for all points races
- Booth at year end awards celebration & swap meet (new for 2014)
- Sponsored Blog Posts >no less than 3/yr (sponsor supplied copy, photos and/or videos)
- 2 Season Pit Passes and 2 tickets to year-end awards celebration.
- 1 Driver Season Pass (to be used for your driver or gifted to a recipient at KAM)
- 3 Billboard signs locations (Title sponsor space at center of track, highway side and trackside 5x8, signs provided by sponsor)
- Logo on track t-shirt (new for 2015)
- Logo on all Marketing and Press Releases related to Series
- Logo on Printed Flyers for Series (ie: Schedule)
- Logo/Link included in monthly eNewsletter on random/rotating basis (distribution 500 monthly)
- Driver Appearances for your marketing event
- Presentation of Sponsor Appreciation plaque at year-end awards celebration
- Social Media channel posts monthly on Facebook, Pinterest, Google+, Twitter and Tumblr
- **NEW – Sponsorship Benefactor:** This year we will be awarding a graduating KAM driver a sponsorship package worth \$500 - \$800 that the Title Sponsor will be listed as a Backer in presentation, media & custom graphic.

•Class Sponsors: \$600

- Name/Logo on Class Championship Cups 1st through 5th Places
- Logo on Events page of KAM Kartway Website with Link
- Logo on Sponsors Page of KAM Kartway Website
- 1 Season Pit Pass Points Series
- Billboard spot on track for 5x8 sign provided by sponsor
- Driver Appearance from your class drivers at your location
- Logo on track t-shirt
- Presentation of Sponsor Appreciation plaque at year-end awards celebration

•Associate Sponsors: \$1,000 *Note this sponsor level is for the entire year!

- Official _____ of KAM Kartway & Category exclusivity (we will not be partner with any other like company)
- Logo on Sponsor & Home page of KAM Kartway Website with Link
- Logo on Sponsor Tab of Facebook page, Pinterest and Google+ social media
- 3 Season Passes for Points Series and 2 tickets to year-end awards celebration
- Billboard spot on track for 5x8 sign provided by Sponsor as well as highway facing sign
- Logo on track t-shirt
- Presentation of Sponsor Appreciation plaque at year-end awards celebration
- Driver Appearance at your location 2 times per year
- PA Announcements 4 times per race event
- Social Media channel posts monthly on Facebook, Pinterest, Google+, Twitter and Tumblr
- **NEW – Sponsorship Benefactor:** This year we will be awarding a graduating KAM driver a sponsorship package worth \$500 - \$800 that the Title Sponsor will be listed as a Backer in presentation, media & custom graphic.

John Makula Memorial

This November will mark the 9th Annual Event that honors the spirit of the “KAM Fam” as we honor the memory and legacy of our first “Patriarch”





Sportsmanship

Honor, Integrity & Determination is the theme of this event

This Annual Event was established to honor the spirit of the KAM Fam as we honor the memory and legacy of first “Patriarch” John Makula.

•**Title Sponsor: \$1,000**

- Name/Logo on all Trophies
- Logo on event page on Website & Facebook
- Logo included in Sponsor Collage which is on sidebar of KAM Kartway Website (all pages)
- Name of event named after Sponsor (ie: John Makula Memorial brought to you by _____ OR _____’s John Makula Memorial OR memorial named after someone just as worthy = Title Sponsor’s choice)
- Booth at race event, year end awards celebration & swap meet
- Sponsored Blog Post (sponsor supplied copy, photos and/or videos)
- 4 Pit Passes to race event and year-end awards celebration.

•**Class Sponsors: \$250**

- Name/Logo on Class Trophies 1st through 3rd
- Logo on Events page of KAM Kartway Website with Link
- Logo on Sponsors Page of KAM Kartway Website
- 2 Pit Passes to Race Event and year end awards celebration

•**Website Links:** All sponsors will get a website link to their home page or Facebook page. Sponsored blog post will be available to those sponsors who are interested.

• PA Announcements throughout event.

• Social Media channel posts monthly on Facebook, Pinterest, Google+, Twitter and Tumblr

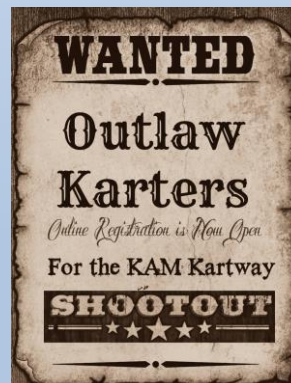
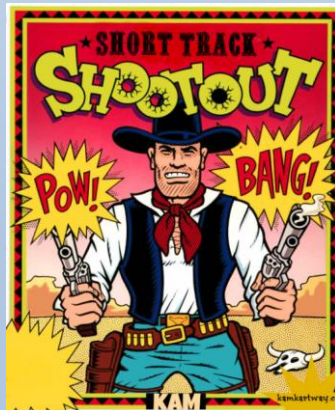
• Signage for event (2'x4' vinyl type sign to be provided by sponsor)

• Track will distribute coupons or other marketing material for sponsor.

•**NEW – Sponsorship Benefactor:** This year we will be awarding a graduating KAM driver a sponsorship package worth \$500 - \$800 that the Title Sponsor will be listed as a Backer in presentation, media & custom graphic.

SHORT TRACK SHOOTOUT

2015 will be the 6th year for this
2-day Show Event that draws
close to 100 entries each year





Short Track Shootout

A 2-Day Race Event

- **Title Sponsor: \$1,500**

- Name/Logo on all Trophies
- Logo on event page on Website & Facebook
- Logo included in Sponsor Collage which is on sidebar of KAM Kartway Website (all pages)
- Name of event named after Sponsor (ie: John Makula Memorial brought to you by _____ OR _____'s John Makula Memorial OR memorial named after someone just as worthy = Title Sponsor's choice)
- Booth at race event, year end awards celebration & swap meet
- Sponsored Blog Post (sponsor supplied copy, photos and/or videos)
- 4 Pit Passes to race event and year-end awards celebration.

- **Class Sponsors: \$350**

- Name/Logo on Class Trophies 1st through 3rd
- Logo on Events page of KAM Kartway Website with Link
- Logo on Sponsors Page of KAM Kartway Website
- 2 Pit Passes to Race Event and year end awards celebration

- **Website Links:** All sponsors will get a website link to their home page or Facebook page.

- **Sponsored blog post** will be available to those sponsors who are interested.

- PA Announcements throughout event.
- Signage for event (2'x4' vinyl type sign to be provided by sponsor)
- Track will distribute coupons or other marketing material for sponsor.

◦**NEW – Sponsorship Benefactor:** This year we will be awarding a graduating KAM driver a sponsorship package worth \$500 - \$800 that the Title Sponsor will be listed as a Backer in presentation, media & custom graphic.

Don't get taken for a ride...

We are not the typical race track. KAM Kartway's goal is RESULTS and we are only successful when our Sponsors and Racers are WINNING.

With 20 years in the Motorsports industry and another 20 in Marketing, our innovative and creative approach brings value added benefits to all KAM Participants.

Your target demographic is waiting to hear from you!



Examples of KAM Programs Offered

Rookie Clinics & Open Track Practice
Marketing & PR Training
Karting 101
Advanced Techniques
Tech & Set up workshops
D4D Prep Workshops
Blog

Need Based Senior Citizen Season Passes
Disabled/Injured Vet Driver Sponsorships
Free Printables, ebooks and Free Worksheets
Swap Meet (new for 2014)
Hall of Fame (new for 2014)
Youth Ministry

WHEN YOU INVEST IN KAM KARTWAY, YOU ARE ALSO INVESTING IN THE RACING CHAMPIONS OF TOMORROW!

No other track offers this wide-ranging race program with an emphasis on driver development and skill building. Help us continue to create a solid racing foundation for long and successful motorsports careers.

It's their dream and your target market!

SIGN UP TODAY

