



Medicine Hat Drag Racing Association  
Ste. 306, 97 Carry Drive SE  
Medicine Hat, AB T1B 3M6  
[www.mhdra.com](http://www.mhdra.com)  
Race line: 403-548-7061  
Corporate Access Number: 512937343

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## MEDICINE HAT DRAG RACING ASSOCIATION

### 2011 Sponsorship Packages

#### LEVEL #1

**\$5000 + Cash Sponsorship**  
**1 Race Weekend Advertising (Sat + Sun)**  
8'x12' Sign  
4'x8' Return Road Sign  
10 Season Passes (\$100 value each)  
200 One Day Passes (\$15 value each)

#### LEVEL #2

**\$1500 Cash Sponsorship**

8'x8' Return-road Sign  
4'x8' Trackside Sign  
6 Season Passes (\$100 Value each)  
30 1-day passes (\$15 value each)

**\$2000 Cash Sponsorship**

8'x12' Return-road Sign  
4'x8' Trackside Sign  
6 Season Passes (\$100 Value each)  
40 1-day passes (\$15 Value each)

**\$2500 Cash Sponsorship**

8'x12' Return-road Sign  
4'x8' Trackside Sign  
6 Season Passes (\$100 value each)  
50 1-day passes (\$15 Value each)  
\*Shared Race Day Advertising

#### LEVEL #3

**\$500 Cash Sponsorship**

4'x4' Trackside Sign  
4 Season Passes (\$100 Value each)

**\$750 Cash Sponsorship**

4'x8' Trackside Sign  
4 Season Passes (\$100 Value each)  
10 1-day passes (\$15 Value each)

**\$1000 Cash Sponsorship**

Two 4'x8' Trackside Signs  
4 Season Passes (\$100 Value each)  
20 1-day Passes (\$15 Value each)

**Please see the following page which outlines all of the other benefits of sponsoring the MHDRA.**

#### **Sponsorship benefits also include:**

Level #1

- All benefits of Levels 2 & 3
- Race weekend Sponsors will receive advertising in conjunction with MHDRA Race Announcements through our media relations director.
- Use of VIP Suite at the Medicine Hat Track (second level of the tower)
- If your company wishes to hand out promotional product or offers to spectators, our members/volunteers would be glad to distribute them to the crowd for you.
- Drag racing members would be willing to display their vehicles at your business for one day for a show and shine to draw attention to and promote your business.

Level #2

- Benefits listed under Level #3
- Top donors may share Race Day sponsorship and advertising benefits
- Use of VIP Suite at the Medicine Hat Track (level 2 of the Tower)
- Some vehicles will display at your business for a day to help draw customer awareness to your company

Level #3

- Name listed as Race Day Sponsor on 2011 Yearly event schedules if sponsor is paid by printing deadline of February 28, 2011
- Two Tickets to the MHDRA Year-end banquet and awards night (held in October or November) at reduced rate
- Track announcer takes several opportunities during racing to announce names of all sponsors.
- We will be pleased to issue a receipt for advertising for income tax purposes

- Note:**
- All season passes are good for MHDRA race dates, does not include CMDRA Bike Race or track rentals
  - One Day passes are good for spectator entrance only
  - All passes include free entrance to the pit area
  - Levels and conditions of sponsorship may be altered depending on the number of sponsors for each level
  - Feature race sponsorship may be determined separately from this package.

**Sponsorship Contact:**

Mike Schaan (403) 504-6595

Email: [mcschaan@telus.net](mailto:mcschaan@telus.net)