



Karting Club Sponsorship Opportunities



The Club

The Road America Karting Club (RAKC) has roots dating over 35 years. This stable entry-level club is enjoyed by nearly 100 members annually. Unlike many other karting clubs, the RAKC has no mandatory workdays and doesn't require an entire weekend commitment. The club is comprised of two distinct series. The weekend series runs a 9 race schedule on select Saturdays and Sundays, with racing taking place on the full track (approx .8 of a mile). The Tuesday evening series runs a 12 race schedule under the lights on the half-track (approx .5 of a mile).

The Track

Racing is conducted on the Briggs & Stratton Motorplex, which is located inside of Road America's 4-mile road racing circuit. The Briggs & Stratton Motorplex is situated between turns 6 and 11 of the internationally known 4-mile road racing circuit. The track is a purpose-built karting track that is capable of multiple configurations. Being constructed into a hillside, this one-of-a-kind facility offers many challenging twists and turns, including over 50 feet of elevation change. The Briggs & Stratton Motorplex is considered by many to have some of the best corners in karting.



Club Presenting Sponsorship

This great opportunity can tie your name or message directly into the Road America Karting Club. The Road America Karting Club presented by (your name here) is a wonderful opportunity to get your message out to potential customers while helping to build racing talent at the ground level. The following will be included with your contribution:

- Annual Briggs & Stratton Motorplex Signage
- Karting Special Event Pass for (8) Eight
- Decal on Membership Karts
- Inclusion in All Karting Marketing Materials (Email, Web, PR, Live Reads)
- Race Display Area
- Spectator Passes for (4) Four
- Awards Banquet Passes for (4) Four
- Awards Banquet Presentation & Display Space



Custom Sponsorship

Custom Sponsorships are an effective way to tie your business or message into karting activities with a minimal investment. All karting events are family-friendly and feature racing action typically displayed at higher levels of motorsports. The following will be included with your investment:



- Briggs & Stratton Motorplex Event Signage
- Inclusion in All Karting Marketing Materials (Email, Web, PR, Live Reads)
- Race Display Area
- Spectator Passes for (10) Ten
- Awards Banquet Passes for (4) Four
- Trophy Presentation

Class Sponsorship

Class Sponsorship allows you to incorporate your name or message along with a class of your choice. For example, The "your name here" Kid Karts would be referenced in all supporting material and announcements. The following will be included with your contribution:

- Briggs & Stratton Motorplex Event Signage
- Inclusion in All Karting Marketing Materials (Email, Web, PR, Live Reads)
- Spectator Passes for (6) Six
- Trophy Presentation



Sponsorship Upgrades

Amp up any sponsorship package with unique and existing add-on opportunities. For an additional cost, the following upgrades can be applied to any of the above sponsorships. These upgrade options can enhance exposure and provide an unforgettable experience for your guests.

Signage

Multiple signage opportunities are available at the Briggs & Stratton Motorplex to create additional visibility for your business or product during all public and private karting events. Over 10,000 people interact with the Briggs & Stratton Motorplex throughout the year for the Karting Club, Supermoto Series, Adventure Programs, and Public Karting events.

Tickets

Bring your staff, clients, family, and friends to karting events and enjoy a discounted ticket rate. For less than \$5 per person, your group can experience all the action that the Road America Karting Club has to offer.

Hospitality

Road America is known across the racing circuits for its first-class hospitality. Take advantage of any of our food, beverage, and meeting room options tailored to suit your individual needs.

Meeting Space

The private Briggs & Stratton Motorplex meeting space is conveniently located within walking distance of all the racing action. This space is perfectly suited to entertain your guests, host a meeting, or to take advantage of our hospitality options before, during, and after any of our events.



Rentals Karts

Give your guests the opportunity to experience the thrill of karting at Road America! A separate class can be created, allowing your guests track time as part of the event reaching speeds up to 45mph. All equipment is provided, and anyone 16 years and older would be allowed to participate in this high-energy activity.

To discuss sponsorship opportunities, call 800-365-7223 or email karting@roadamerica.com.



Karting Club Sponsor Agreement



Sponsor Name: _____

Street Address: _____

City, State, Zip: _____

Daytime Phone: _____ E-mail: _____

Website: _____

Sponsorship Type (Circle One) Club Presenting Sponsor Custom Sponsor Class Sponsor

Date or Class requested (if applicable) _____

Sponsorship Additions (please list any additions that you may be interested in, a Road America Representative will contact you to discuss them in detail): _____

Payment Options

- Cash Payments must be hand delivered to the Road America offices
- Checks are accepted payable to: Road America
- Credit Card Payments are accepted over the phone or by filling out the following.

Credit Card Type (circle one): Visa MasterCard Discover

Name on Card: _____

Card Number: _____ Expiration Date _____

CVV Number (3 digit on back of card): _____

Amount to be billed _____

Upon receipt of payment, Road America will issue a confirmation mailing including payment receipt and additional sponsorship items as agreed upon. Thank you for your support of the Road America Karting Club and securing the future of racing!

Please return the attached form one of the following ways:

Fax: 920-892-4550

E-mail: karting@roadamerica.com

Mail:
Road America
Attn: Karting Club
P.O. Box 338
Elkhart Lake, WI 53020