



Karting Club Sponsorship Opportunities

The Club

The Road America Karting Club (RAKC) has roots dating back over 20 years. This stable entry level club is enjoyed by nearly 100 members annually. Unlike many other karting clubs the RAKC has no mandatory work days and doesn't require an entire weekend commitment. The club is comprised of two distinct series. The weekend series runs a 10 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 CTECH Manufacturing Motorplex which is located inside of Road America's 4 mile road racing circuit. The CTECH Manufacturing 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 CTECH Manufacturing Motorplex is considered by many to have some of the best corners in karting.



Club Presenting Sponsorship

\$2500

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:

- Yearly Signage space at the CTECH Manufacturing Motorplex
- Karting event for up to 8 people (\$800 value)
- Decal on Membership Karts (Approximately 100 karts)
- Inclusion in all karting literature
- Inclusion on club website with link
- Included in all press releases
- Display area for all races
- 4 guest spectator passes allowed for each race (\$460 value)
- Public Announcements during events
- 4 guests to year-end banquet (\$70 value)
- Involvement at year end banquet presentation
- Display space at year end banquet



Event Presenting Sponsorship

\$300

This is a wonderful way to tie your business or message into the evenings racing activities with a minimal investment. By becoming a presenting sponsor for the event you can become part of the action. All karting events are family friendly and feature racing action typically displayed at higher levels of motorsports. The following will be included with your contribution:



- Included on schedule literature
- Included in Web information
- Signage space during event
- Signage opportunity with each feature winner
- Trophy presentation opportunities
- Included in press releases pertaining to individual event
- Display area during event
- 10 guest spectator passes

Class Sponsorship

\$150

This opportunity 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. Some classes run in the Tuesday and Weekend series, thus providing you a combined opportunity of sponsorship. The following will be included with your contribution:

- Included in all literature
- Included in Web information
- Included in all press releases pertaining to class
- Trophy opportunities
- Display area for up to 3 races
- Included in announcements
- 6 guest spectator passes
- Opportunity to create and display 4x8 sign trackside



Sponsorship Upgrades

As an addition to any sponsorship several other unique and exciting opportunities exist. For an additional cost the following upgrades can be applied to any of the above sponsorships. These upgrades are wonderful ways to help gain additional exposure or unique ways to entertain guests and leave them with an experience they'll never forget.

Signage

Signage space is available at the CTECH Manufacturing Motorplex area. This is a perfect way to create visibility for your business or product. Not only will your signage be visible during all karting events, but your message will be displayed during all events, which includes public and private events on the CTECH Manufacturing Motorplex and 4-Mile tracks. Last year alone they had well over 6000 participants on track who participated in a variety of events such as the Kart Club, Supermoto, Adventure Programs and Public Karting.

Tickets

Additional tickets are always available. For an additional discounted rate your group is welcome to attend any of our karting club events. For less than \$5 per person your group can experience all the action that the Road America karting club has to offer. Use this addition as a way to treat your family, entertain your employees or impress your best customers.

Hospitality

Take advantage of any of our hospitality options. Combined with the use of a meeting space and this is the perfect way to treat your guests to a meal and some entertainment. Road America is known across the racing circuits for its first class hospitality, let us show you why.



Meeting Space

Maybe you have a message you would like to send to your guests, you can use the motorplex meeting room to do just that. This private meeting location 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 any of our hospitality options before, during and after any of our events.



Rentals Karts

Is anyone up for go-karting? Allow your guests to be part of the event with the use of our kart fleet. Our karts are capable of reaching speeds up to 45mph. A separate class can be created allowing your guests track time as part of the event. All equipment is provided and anyone 16yrs and older would be allowed to participate in this high energy activity.

Other customized sponsorship opportunities are available. For more information on opportunities please Road America 1-800-365-7223.



Karting Club Sponsor Agreement



Sponsor Name: _____

Street Address: _____

City, State, Zip: _____

Daytime Phone: _____ E-mail: _____

Website: _____

Sponsorship Type (Circle One) Club Presenting Sponsor Race 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): _____

Total amount to be billed _____

Once payment is received a confirm mailing will be sent. Included in the mailing will be a receipt for your contribution along with any other items that may be made part of the agreement. Thanks so much for your support of the Road America Karting Club, your contribution truly helps 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