



# Road America's Street Legal Drags Sponsorship Opportunities

## Road America's Street Legal Drags

Road America's Drag Race Showdown is Wisconsin's ultimate streetcar drag racing event. With 18+ classes on a given night, competitors can prove who has the fastest car and the most skill on one of the world's most prestigious and well-known racetracks. There are hundreds of engaged and passionate gearheads attending and competing in Road America's Drag Race Showdown throughout the year. In addition, Road America's Drag Race Showdown sponsorships allow companies to enhance and grow their brand while leaving a lasting impact among passionate racing fans and competitors.

## The Track

In the early 1950's, sports car races were being run on the streets in and around **Elkhart Lake, Wisconsin**. When the state legislature banned racing on public roads, a man named Clif Tufte organized a group of influential local citizens and leaders of the Chicago Region of the Sports Car Club of America (**SCCA**). This group developed plans and sold stock to build a permanent racecourse. The overall vision of Road America grew out of the dreams of Tufte, a highway engineer, who chose 525 acres of Wisconsin farmland outside the Village of Elkhart Lake for the track.



Tufte's dream became a reality in April 1955. The natural topography of the glacial Kettle Moraine area was utilized for the track, sweeping around rolling hills and plunging through ravines. By September 10, 1955, the track's first SCCA national race weekend was held. At 4.048 miles in length, with 14 turns, the track is virtually the same today as it was when it was first laid out and is revered the world over as one of the world's finest and most challenging road courses. Road America was even recently named the 2021 **Best NASCAR Track in America** as voted on by USA Today readers.

## Present Day

The 640-acre, park-like grounds offer amazing viewing opportunities, fantastic concessions and high-speed excitement to thousands of spectators each year. In addition to being a major attraction during **public race weekends**, Road America offers **group event programs**, the Briggs & Stratton Motorplex for karting and Supermoto club racing, and the Road America Motorcycle and Advanced **Driving Schools**.

Millions of dollars in improvements have been made throughout the years, but the original 4.048-mile, 14-turn configuration has never been altered. In 2005, Elkhart Lake's Road America, Inc. celebrated its 50th anniversary. Its history was documented in a book, "**Road America: Celebrating 50 Years of Road Racing**" by Tom Schultz. Celebrities such as David Letterman, Tom Cruise, Patrick Dempsey, Tim Allen, Ashley Judd, and

the late Paul Newman have visited this venue, not only for the great racing but also for the scenic surroundings of this resort community.

Road America is big business, attracting over 800,000 visitors a year from every corner of the world. Economic impact studies show that Road America, its events and visitors generate more than \$100 million dollars annually each year. Over 500 events are held annually at Road America, often running multiple activities on the same day incorporating the four-mile track, the interior Briggs & Stratton Motorplex and the beautiful grounds surrounding the facility.

## **Road America's Street Legal Drags Presenting Sponsorship**

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This great opportunity can tie your name or message directly into Road America's Drag Race Showdown. Road America's Drag Race Showdown, presented by (your name here), is a wonderful opportunity to get your message out to potential customers while building and enhancing your brand. The following will be included with your contribution:

- Signage opportunities during the event
- Prominently placed logo in all Road America's Drag Race Showdown marketing materials (email, web, P.R., and live reads)
- Race day display area
- Spectator passes for (4) four to each event



## **Road America's Street Legal Drags Class Sponsorship**

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

- Inclusion in all Road America's Drag Race Showdown marketing materials (email, web, P.R., and live reads)

## **Road America's Street Legal Drags Trophy Sponsorship**

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Trophy Sponsorships are an effective way to tie your business or message by engraving your company name or logo into a lasting piece of hardware that top racers will value forever. The following will be included with your contribution:

- Company name and logo on all awards on the night of sponsorship
- Inclusion in marketing materials on the night of sponsorship (email, web, P.R., and live reads)
- Opportunity to personally hand out all the awards during the night of sponsorship

## Sponsorship Upgrades

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

### Signage

Multiple signage opportunities are available at the track to create additional visibility for your business or product during all public events. Over 800,000 people interact in events at Road America including Public events, Karting Club, Supermoto Series, and Adventure Programs.

### Tickets

Bring your staff, clients, family, and friends to our public events and enjoy a discounted ticket rate.

### Hospitality

An event at Road America is a fantastic way for your group to gather in a private, track-side setting, whether it be for an employee outing, company picnic, or family gathering. It doesn't have to be a race day to put you in the winner's circle! We can accommodate groups from 20-2,000+. You can choose from our permanent venues, like the Tuft Center, The Road America Center, or our VIP tower. If you prefer, we can personalize your experience and create a private space in a Chalet or tent set up specifically for your group. Add in programs such as Karting, Geo-Caching, ATV off-roading programs, and more, and make your experience unique.



### 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 [programs@roadamerica.com](mailto:programs@roadamerica.com).