

Susquehanna Speedway Park Marketing Opportunities

The Susquehanna Speedway Park, located directly off Interstate 83 midway between Harrisburg and York, PA is easily accessible. SSP offers a wide variety of advertising and marketing opportunities to reach the most loyal brand consumer in the world with more than 1.4 million people living within a thirty radius of the speedway.

Your company can take advantage of the various ways of using the excitement and fun during a night of racing to promote business traffic at a professional entertainment facility. You can increase visibility through displays, hospitality, media and signage at the track. There is no set "formula" to develop marketing opportunities for our corporate clients. Ideally, we will discuss the marketing needs and goals for corporate brands and "custom design" a program to fit those needs. Other times, businesses will simply go through our menu of items and determine what is the most appropriate for their needs. In either case, we will be there to help create a program that satisfies specific needs and goals of the corporate client.

Distinguish your business from its competition through a promotional / marketing plan that offers great local and regional exposure by building brand name awareness and a positive image among your targeted audience. SSP can help create a high-excitement merchandising vehicle and sales opportunities designed to drive customers to your business through cross promotions and tie-ins. Some of our programs will even help your company earn publicity exposure in local, regional and potentially national print and broadcast media.

1. Weekly Program Ads - SSP produces a professional magazine-style souvenir program each week for sale to participants and spectators. It measures 8 1/2" x 5 1/2" in size and includes pages of "feature" material, photos, prior event results, point standings, driver rosters and more that makes it a "must buy" for the hardcore racing fan or the first-time visitor to SSP. The advertising ranges from a 1/8 of a page to a full page. All ads are "black & white." Ad copy does NOT need to be camera ready as we can produce an ad that you will be proud of. Just give us the information that you want our fans to see and we'll do the rest. Please place your ad as soon as possible as we only have a limited number of spaces available. Prepayment required on all advertising. **We can also change the ad from week to week as long as the change is requested by Monday at 5:00 p.m. the week prior to the next race.**

Full Page: \$400.00 1/2 Page: \$300 1/4 Page: \$200 1/8 Page: \$125 *Prices are for the full season.

2. Signage - SSP will have a sign professionally produced with you business logo and message and placed in an area of high visibility for the entire season for both spectators and competitors. SSP assumes the cost of original production, plus repair or replacement of the sign in the case of damage during the season. All signs include P.A. mentions each night of racing.

Mega-Board Billboard in Turns (8' x 20')	\$1,500 / yr.
Super Billboard in Turns (8 x 12')	\$1,000 / yr.
Flagstand Signage (3 signs – sides and back)	\$4,000 / yr.
Value Sign on Frontstretch Wall (4' x 8')	\$ 500 / yr. (MOST POPULAR TYPE of SIGNAGE)
Value Sign on Back of Grandstand Wall (4' x 8')	\$ 500 / yr.

Other signage can be customized for you!

Value Sign on Fence at the Outback Track (4' x 8') - \$ 325 / yr. (Friday Night Racing to Quarter Midgets and Karts)

3. Division Sponsorships – Your company can become the title sponsor of any division competing at SSP for the entire season. The exposure of sponsoring a race night can be a both a powerful marketing tool for your company to create "NEW" customers for your product or service. Each division sponsorship includes 10 tickets per race for that division. Your company will also receive season ending awards banquet tickets to present the awards to the drivers on stage.

1) Late Models (23 events)	\$5,000
2) Street Stocks (23 events)	\$4,000
3) Xtreme Stock Cars (23 events)	\$3,000
4) Road Warriors (18 events)	\$2,000
5) Mini Vans (8 events)	\$1,000
6) Legends Cars (8 events)	\$1,000
7) PENNMAR Vintage Cars (7 events)	\$1,000
8) Classic Cars (8 events)	\$1,000

4. Race Night Sponsorships – varies on the night. Please call for details.

5. Group Outings - Looking for a fun and affordable way to bring a group of people together? We also offer a wide variety of items for your employees that will build their morale. SSP is a great place to hold a company outing such as a "summer picnic" for your employees and their families that will be unforgettable! And remember, we can produce that "Bang for the Buck" that will put smiles on the faces of both your customers and employees. We offer discounted prices on general admission tickets for groups of 12 or more (ages 11 and older). Remember, kid's ages 10 and under are FREE. The more you buy, the more you save. Call us!

Please take a minute to think about how SSP might fit into your promotional and marketing plans for this year. The promotional and marketing opportunities are unlimited at SSP. If you have any questions or concerns, please contact us at 717-292-1696 or sspracing@hotmail.com. If we do not hear from you, we will check with you in a week or two to see how (and if) you'd like to pursue any of the promotional and marketing opportunities. We look forward to being of service to you and your company. *The mailing address is Susquehanna Speedway Park, 3805 Natalie Lane, Dover, PA 17315.*

(January 15, 2012)