



Bridge City Speedway Inc. – Managers of

AUTO CLEARING MOTOR SPEEDWAY

PO Box 169, Saskatoon, SK S7K 3K4

Phone: 306-956-3212; **Fax:** 306-242-8007;

Email: info@autoclearingmotorspeedway.ca

Website: www.autoclearingmotorspeedway.ca



The Saskatoon Stock Car Racing Association proudly operates the only volunteer-run, community-owned race track in Canada !! From the humble beginnings of Bridge City Speedway, the development of the finest paved oval in the country became a reality in 2006 through the dedication and hard work of volunteers, corporate and community partners, drivers, crews, team owners and fans.

Auto Clearing Motor Speedway has hosted approximately 300 races featuring a variety of exciting vehicle classes !! It has also gained international recognition as being the first speedway in North America to ever host an Air Show !!

... and 2015 promises to be the most excitement-filled season yet !! The schedule shows 18 action-packed race dates as well as the popular NASCAR Canadian Tire Series on July 15th !!

Upon recently receiving the Gold Pinnacle Award at the International Council of Air Shows Convention in Las Vegas, the largest Tribute to Veterans event in Canada returns to the Speedway on July 11th & 12th, as the acclaimed Canada Remembers Our Heroes Air Show takes to the skies over Auto Clearing Motor Speedway !! The Snowbirds, CF-18 Hornet Demo Team and more, promises a new kind of horsepower !!

The first outdoor Monster Truck & Moto-Cross Show in Saskatoon in many, many years, will be turning up the volume as the Monsters & Mayhem Tour hits the Speedway on August 1st & 2nd !! Plans are also under review for more new projects in 2015 !! Stay tuned !!

Motorsports continues to command the lead in North American spectator sports and Auto Clearing Motor Speedway is taking that excitement to a new level in Saskatchewan, by hosting and producing even more fantastic events for the community, fans and corporate partners !!

Please take a few minutes to review just a few of the many cost-effective and results-driven inventory items that the Speedway has implemented. Our goal is to extend a TRIPLE-WIN formula, whereby the community-at-large wins, the Speedway and hard-working volunteers win ... and you, our invaluable corporate partners, win !!

We look forward to a no-obligation and informal conversation to discuss any of the enclosed items or one of many customized options that may fit your specific objectives and budget. We hope you will consider Auto Clearing Motor Speedway within your marketing, client or staff appreciation and community involvement plans for 2015 !!

Regards,

Brian Swidrovich
Director of Community / Business Development & New Projects
Auto Clearing Motor Speedway
Saskatoon Stock Car Racing Assoc.
Ph. 306-956-3225 Cell. 306-222-9901
brianswid@sasktel.net
www.autoclearingmotorspeedway.ca

2015 Auto Clearing Motor Speedway ... OPPORTUNITIES & OPTIONS :

Note : It has been deemed of enhanced value to most (if not all) corporate clients to reflect advertising as being the primary preferred expense (re: Revenue Canada deduction options) and include event tickets as a bonus to the advertising package for internal allocation to staff or customer and community appreciation. **In each option, NEW billboard sign production (approx. \$750-\$950.00) can be either added to the package or invoiced separately from the supplier.**

TRACK BILLBOARDS:

These 8 ft. x 20 ft. highway-size billboards are prominently positioned in clear and constant view from the entire crowd throughout 18 regular race events ... AND NASCAR ... AND the Canada Remembers Air Show ... AND the Monsters & Mayhem (Monster Trucks) Show !!



Option One: \$3,500.00 / yr.

- includes 10 Flex Paks (100 tickets); (Ticket Value: \$1,400.00)

Option Two: \$2,850.00 / yr.

- includes 3 Flex Paks (30 tickets); (Ticket Value: \$420.00)

Option Three: \$2,400.00 / yr.

- does not include any event tickets (all options plus GST)

Flex Tickets are not useable for NASCAR or other non-race events.

NEW ... SAFETY FENCE SIGNAGE !!!

NEW ... PIT BLOCK SIGNAGE !!

Safety Fence Signage will be positioned along the bottom of the entire 900 feet of track fence. Each Partner (a max. of 4) will receive a total of 27 signs (approx. 12 in. high x 6 ft. long), positioned every fourth fence section !! Highly visible to ALL patrons regardless of their viewing or seating location !! **Fence Section : \$125.00 ea. x 27 = \$3,375.00 (for 27 sections); set of 27 sections includes 8 Flex Paks (\$1,120.00 ticket value) for internal or customer use.**

Pit Block Signage affixed to every second cement block (2 ft. x 6ft.); **Cost \$350.00 per block (\$300.00 per block – min. 4, which also includes one Flex Pak (\$140.00 value).** (40 blocks along primary viewing area on track (Turn Four to Turn One); max. four partners.



Example above shows the prominent exposure even with multiple partners !!



FRIENDLY REMINDER ...

All exposure opportunities at Auto Clearing Motor Speedway are highly cost-effective for season-long advertising and corporate profiling, however the accompanying ticket options are equally valuable assets, as your recipients will enjoy the outing, provided by you, while also seeing your corporate name proudly displayed at this volunteer-run, community owned Speedway !!

Flex Pak Tickets carry an adjusted value of \$140.00 (for 10 tickets); they may be all used at one event or spread out through the season !! These may also be used for Special Race dates which carry a gate fee for Adults of \$20.00 – a great saving !! (not accepted for NASCAR).

You may opt to utilize the Flex Tickets for ...

- internal staff incentives
- staff & family appreciation and acknowledgement
- surprising customers as an extra and unexpected expression of appreciation
- added value-with-purchase within your business
- a donation from you to charities, non-profits or other community volunteers
- a donation to golf-tournaments, school & community team fund-raisers, etc.

**EVERYONE ENJOYS GOING TO THE RACES !!!
EVEN MORE SO WHEN YOU GIVE THEM A FREE TICKET !!!**



2015 ATTENDANCE AT AUTO CLEARING MOTOR SPEEDWAY PROJECTED TO EXCEED 50,000 !

MAIN ENTRY-EXIT FENCE BANNERS !!



These new 5 ft. x 8 ft. colorful banners will be prominently positioned at the main entry-exit, highly visible to THOUSANDS of vehicles, coming and going !! Approximately 50,000 people will pass by YOUR banner ... many of them TWICE per event !! Total of 12 banner locations available.

The top visual shows the mesh banners previously displayed at the front gate; new print technology and an objective to over-deliver in as many areas as possible, will see this advertising opportunity increase in banner size and quality ... adding greater visibility and impact to your business name or product. (Note: Production approx. \$9.00 / sq. ft. = \$360.00; client cost subsidized to max. of \$250.00; ACMS will pay the balance).

BONUS: Clients prior banners will be re-positioned on-site at No Charge !!

OPTION ONE: (Single year package)

\$1,250.00 for 2015 season (plus \$250.00 production, one time during term); includes two Flex Paks (20 tickets, value \$280.00) (plus GST)

OPTION TWO: (2 yr. package agreement)

\$1,050.00 for each of 2015 & 2016 (plus \$250.00 production, one time during term); includes three Flex Paks per year (total 30 tickets, value \$420.00 per year) (plus GST)

Custom banner designs and multi-location options may be discussed separately.



COMMUNITY EVENT / CHARITABLE & NON-PROFIT PROMOTIONAL BANNERS:

A Saskatoon and area community event, charity or non-profit organization may choose to either pay the applicable discounted fee to display a banner promoting their applicable project (dates, activities, etc.) ... OR ... secure the season-long exposure at no-cost, and reciprocate with Auto Clearing Motor Speedway by allowing ACMS to also position a banner at your event, festival, fund raiser, etc. !!!

Banners to be positioned throughout the race season (approx. Apr. 15 – Oct. 15), prominently visible to in excess of 50,000 spectators from across the province and beyond.

Non-Profit COMMUNITY BANNER: \$350.00 / season (banner size preference 5ft x 8ft) and provide an equivalent value in tickets to your event, festival, fund raiser, etc. (banner provided by the organization or ACMS can arrange for production and have the invoice sent to you.

COMMUNITY CROSS-PROMOTIONS:

ACMS will exchange equivalent values in event tickets for various cross-promotion options. ACMS may use your tickerts for random public draws at race events (garnering public address mentions for applicable community programs) and/or for ACMS volunteer appreciation, thanking a sponsor, or other community allocations.

By working together, multiple community groups can cross-promote ... treat each other's community event volunteers and help each other in several ways throughout the year !!

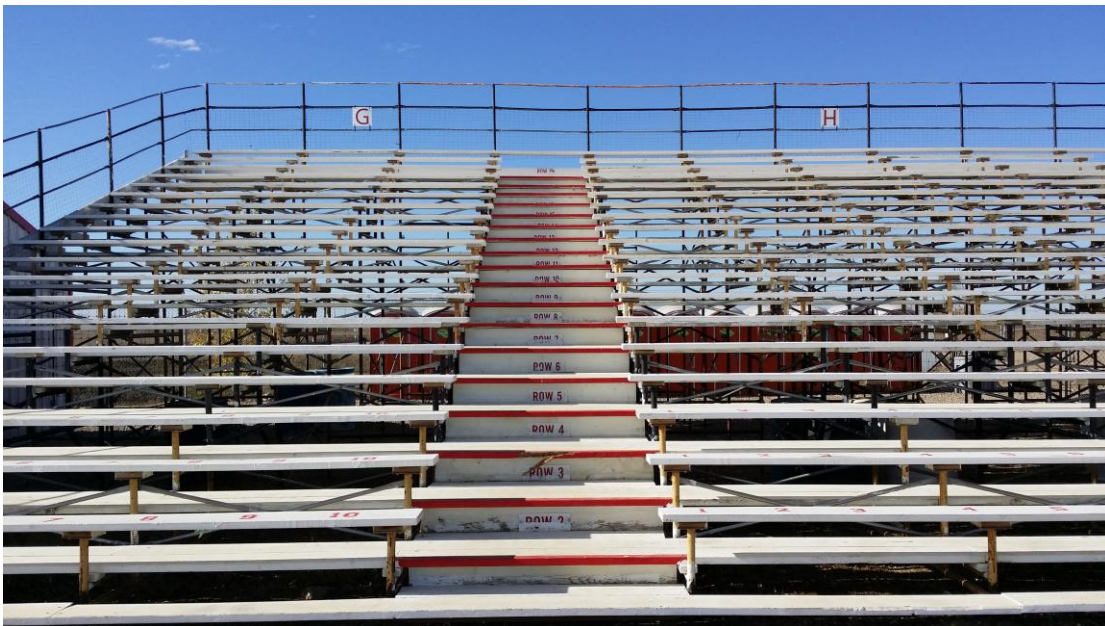
EXAMPLE: Folkfest provides \$350.00 in Passports for ACMS internal use; ACMS also gives Folkfest \$350.00 in race tickets for Folkfest to use at their discretion !!

NEW !! CUSTOMIZED BLEACHER WRAPS !!

NAME AFFILIATION TO THE WEST-END BLEACHERS !!

Your company name, logo, product or message will be boldly visible on the top and sides of a giant bleacher, both on the seating side AND the outside (which has great visibility to everyone entering the main access road !!). All references to ticketing and seating within this area will carry YOUR company name !! (i.e. the Castrol Section / SaskTel Section / SIGA Section ... etc.); Production included to a max. of \$1000.00 (client pays balance). Each Bleacher Banner display 100 ft. x 3 ft. – with your business name on both sides of the banner – displayed at all ACMS events !!

Cost: \$4,700.00 per Bleacher (includes 10 Flex Paks (100 tickets, value \$1,440.00))



NOTE THE EXAMPLE ON NEXT PAGE SHOWING BANNER VIEW FROM THE OUTSIDE OF THE BLEACHER.



BANNER WILL COVER THE ENTIRE BACK AND SIDES; YOUR NAME OR MESSAGE CAN BE POSITIONED ON THE ENTIRE BANNER OR STRATEGICALLY PLACED IN SECTIONS FOR DIFFERENT IMPACT.

NEW !! CUSTOM MESH PHOTO BANNERS !!

Unique opportunity to capture profile for your business; all custom options come with event tickets for internal allocation at your discretion, as well as with additional exposure within the site !!



ENVISION SOMETHING WITH A STUNNING AND COMMANDING PRESENCE THAT THE CROWDS WILL JUST HAVE TO GO SEE !! PRICING DISCUSSED IN PERSON.



EXAMPLE ONLY; ALL BLEACHER FULL GRAPHIC OPTIONS CUSTOMIZED.



NEW !! LIGHT POLE SPINNING BANNERS !!

Prominent visibility on six Light Standards – three poles crowd side, three in the track area; two spinning banners (16 x 32 in.) per pole.

**** Crowd Side Pole Banner Cost: \$650.00 per banner (FIRST production included) or \$3,600.00 for all six (\$600.00 / banner); includes 8 Flex Paks (80 tickets, \$1,120.00)**

**** Track Side Pole Banner Cost: \$450.00 per banner (FIRST production included) or \$2,400.00 for all six (\$400.00 / banner); includes 4 Flex Paks (40 tickets, \$560.00)**

Multiple your message opportunities by controlling all banners !!!



NEW !! ... GRANDSTAND FLOOR GRAPHICS !!

Strategically positioned to be visible to every single eyeball ... along the entire row !!

Six Sections; 13 rows per section; each graphic approximately 1 ft x 3 ft (or customized per client requirement);

Cost: **Only \$80.00 per graphic piece (production included); choose how many you would like, per your budget !! A Ticket Bonus will be applied based on total package.**

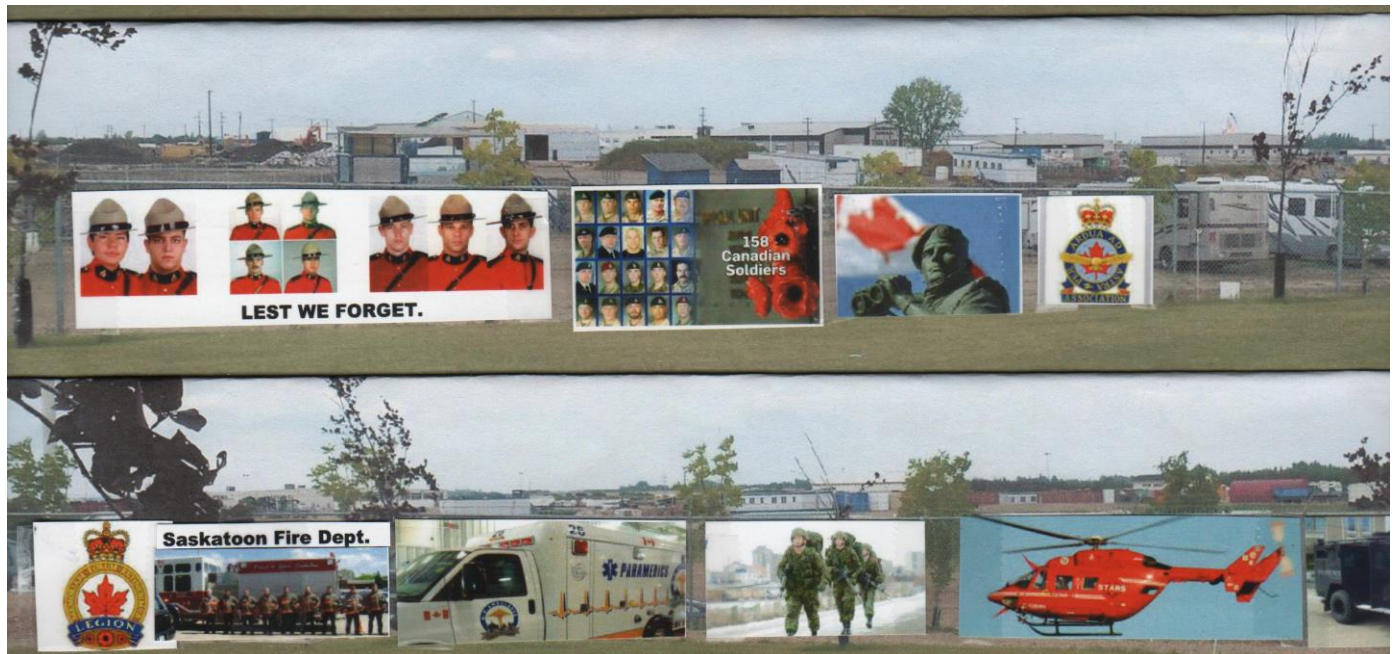


NEW !! ... WALK of HONOUR !!

Aside from watching the exciting races, there may be little reason to roam the rest of the Auto Clearing Motor Speedway site other than for visiting friends and going to the concessions or washrooms, however we plan to create separate areas of interest that fans and families will WANT to check out !! This will also be incorporated into an effective and low-cost option for corporate or community partners to show their support of for the RCMP ... City and RM Police Departments ... Fire Departments ... STARS ... MD Ambulance ... the Canadian Armed Forces ... Royal Canadian Legion and others who serve in our communities !

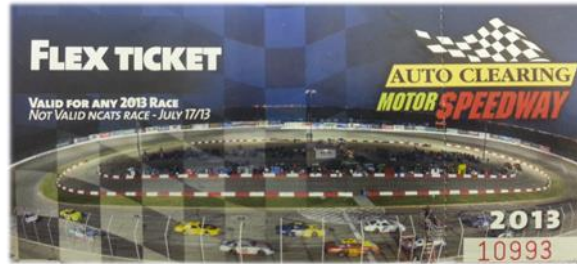
Affiliate YOUR business with the brave men and women who have - and continue to serve our country and community. You choose the Service you wish to pay Tribute to and your company banner will be positioned beside it ... i.e. ('Your Business Name' ... Honours and Remembers Our Fallen RCMP ... Thanks Our Fire Department ... Salutes Our Veterans, etc.

Cost: \$1,300.00 / yr. (for your banner and the chosen Service Banner; plus production, capped at \$360.00 per 5 x 8 ft. banner.



NOTE THE CURRENT FENCE (BELOW) COMPARED TO THE HONOUR WALL EXAMPLE ABOVE





CORPORATE FLEX-TICKETS are included in virtually all advertising and profiling packages. These are fantastic tools for staff and customer appreciation throughout the season ... or send the entire office and their families to one race !!

Allocate to a community-based or charitable fund-raiser !! How you utilize the tickets **AND ENJOY ALL THE ACTION** is at your discretion !!



LET AUTO CLEARING MOTOR SPEEDWAY ENTERTAIN YOU AND YOUR STAFF OR CUSTOMERS WITH HIGH POWER ACTION RIGHT HERE IN YOUR BACK YARD !! A GREAT COMMUNITY ASSET JUST FOR YOU TO USE WHENEVER YOU FEEL THE NEED FOR SPEED !!

