



Perris Auto Speedway

**Marketing
&
Sponsorship
Program**



PRESENTED BY:



LKQ

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Perris Auto Speedway

Saturday Night Dirt Track Racing

The PAS is home to the best dirt track racing in the industry. It is truly one of “America’s Premier” dirt tracks in the country! For over 28 years, the PAS has been entertaining race fans from all over the world.

“It’s time to get excited!” – Shav Glick, The Late Great Sports Writer of Los Angeles Times

The PAS is home to the popular USAC/CRA 410 Sprint Car Series. To date, names like THE 2021 NASCAR CUP CHAMPION KYLE LARSON AND CURRENT NASCAR CUP DRIVERS, CHRISTOPHER BELL, RICKY STENHOUSE JR, KYLE BUSCH AND TODD GILLILAND plus many more have all won main events at the PAS. It is a true fact; you can see “TOMORROW’S SUPER STARS SHINE AT THE PAS!”



The PAS is also home to “THE CRAZIEST SHOW ON DIRT”! Without a doubt, the NIGHT OF DESTRUCTION events at the PAS are a HUGE FAN FAVORITE. This show is a two and half hour, action packed event featuring Extreme Figure 8 racing, Mini Stocks on a road course, Mini Stock Figure 8 racing, Trailer Figure 8 racing, Demo Cross oval racing (with obstacles) and yes Double Deckers. Double Deckers are two cars stacked on top of each other and the driver in the bottom car controls the throttle and the brakes and the Driver on top controls the Steering! By the way it is not uncommon that you will not see a yellow flag during these events. If your car breaks and the Driver Door is not facing traffic, you become an obstacle!



an obstacle!

If you’re a Stock Car Fan, then the PASSCAR Series is for you! This series features Super Stocks, Street Stocks, American Factory Stocks and IMCA Modifieds. This is truly GRASSROOTS racing at its finest.



Advertise with Us

Outdoor advertising at the PAS can help put your company in, "The Winner's Circle". A Perris Auto Speedway sponsorship can help your company with growth and branding, while remaining cost effective, through opportunities such as:

- ❖ Category Exclusivity
- ❖ Event Title Sponsorship
- ❖ Billboard Space
- ❖ Vendor Space
- ❖ Web Site Links
- ❖ PA Announcements
- ❖ Publication Advertising
- ❖ Product Sampling
- ❖ Promotions
- ❖ Corporate Hospitality Parties
- ❖ Tickets to reward customers and employees

Meet Some of Our Sponsors



SPEEDWAY FIRE



We have several Sponsorship packages starting at \$5,000 per year. In addition to the packages listed on the Sponsorship Opportunities page, the PAS also offers Signature Event and Series Sponsorship as well. Sponsorship at the Perris Auto Speedway, the hottest track in Southern California, provides countless opportunities to expand your business exposure. It is also ideal for rewarding and entertaining clients, vendors, employees and friends with the most exciting form of dirt track racing at a state-of-the-art facility.

THANK YOU PARTNERS!

Join the PAS Team of Sponsors! Enjoy the benefits of partnering with an industry leader, and begin racing towards your company's goals today!



Community Support

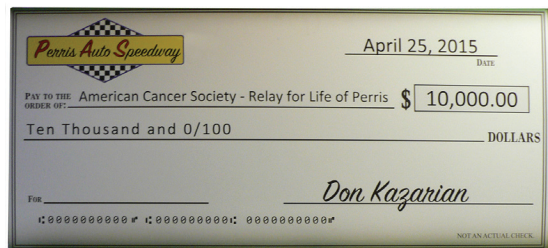


photo courtesy of Doug Allen Racing Photos

Passing the Helmet

Supporting the Community

Drivers pass the helmet throughout the crowd during various fundraising events. Perris Auto Speedway adopted the American Cancer Society, Relay for Life, Perris as their primary charity. Since 2006 the "PAS" has given over \$200,000 to this cause that searches for a cure for a disease that has affected us all.



Driver Involvement

Kris Carnish displays his stock car at General Old golf Course for their annual Breast Cancer Awareness golf tournament. Over \$30,000 was raised.

No Turkeys Here

Right out of deployment in Afghanistan, these young Marines from Camp Pendleton were guests of the "PAS" for the 2016 Turkey Night Grand Prix. Active Military and family are charged only \$5.00 to attend any event.





Location, Fans & Figures

Auto racing draws more spectators than any other sport in the United States. The PAS itself attracts over 150,000 energized fans through the gates each year! With motorsports events drawing higher attendance figures than the NBA, NFL, and MLB, it is easy to see why so many national companies are, "Off to the Races!"

"Perris is quite simply the best and most modern sprint car facility in the country,"
-Open Wheel Magazine

Getting top value for your advertising dollars takes more than just publicity. You need to reach the right people and Perris Auto Speedway will do just that! According to Performance Research, 55% of short track racing fans are between 35 and 54 years of age, the Golden Demographic. 42% make over \$60,000 a year. Most importantly though, PAS fans are extremely loyal, 58% of this audience said that their buying decisions are influenced by the sponsor!*



Racing fans are passionate about their sport and they want to do business with companies that care as much as they do. This makes for a great opportunity to brand your product as a lifestyle choice for thousands of race fans every week.

Southern California has grown to be one of the most successful economic regions in the world. With one of the largest and most diverse economic bases in the country, the Southern California region is expected to continue growing.

Southern California maintains one of the largest concentrations of population, employment, income, business, industry and finance compared with other leading urban areas in the United States. In addition to its strength in the manufacturing and service sectors, Southern California has led the United States with the greatest concentration of high tech industries, mathematicians, scientists, engineers and skilled technicians in recent years. This resource has attracted top public companies in the Southern California area.



*For more demographic info from Performance Research, check out our Knowing Your Customers section at the back of this package.

Perris Auto Speedway

Expanded Social Media



The PAS Social Media can help drive your BRAND OR SERVICE BUSINESS AND INCREASE YOUR CUSTOMER BASE. The PAS has a tremendous, loyal fan base and we can deliver your message on FACEBOOK, INSTAGRAM, X (Formerly Twitter) and THREADS. In addition, the PAS posts on several local City Facebook pages weekly with a combined 891,805 members to drive our customers to our events. Our new Sponsorship Packages includes The PAS Promoting your Business on our Social Media. Based on our last survey, 58% of our fans say that a PAS Sponsor will influence their purchases!



Here are our current Social Media Statistics:

Facebook

FOLLOWERS – 22,623

Average Discovery Post Reach
(Weekly) - 52,817

2.7 MILLION Yearly Discoveries Post Reach

Average Post Engagement
(Weekly) - 15,097

785,044 Yearly Post Engagements

Instagram

FOLLOWERS - 22,619

X – (Formally Twitter) – 3,299

Threads – 3,299



Follow Us

To find us on social media go to:
www.PerrisAutoSpeedway.com and click on any of the social media icons.



Sponsorship Opportunities

Outdoor Advertising

Billboards communicate with dramatic, colorful impact, and a sense of prestige that pre-sells your product or service. Our billboard space provides prime display locations which makes your company clearly visible to over 150,000 fans each year. Our Spectators experience a high energy environment and the thrill of watching a pack of high powered race cars sliding sideways over a clay surface at every event throughout the racing season.

Amenities	Bronze	Silver	Gold	Platinum
Billboard Size	12'x16'	12'x20'	12'x24'	12'x30'
General Admission Tickets	100	200	250	300
PA Announcements per event	1	2	4	5
PAS Website Link	Yes	Yes	Yes	Yes
VIP Access (4 passes)	4 events	6 events	8 events	10 events
Corporate Night (50 people)	n/a	1	n/a	1
Corporate Night (100 people)	n/a	n/a	1	1
Logo Placement (Victory Stand)	n/a	Yes	Yes	Yes
Banner Placement (3' x 10')	2	4	6	10
Company name in press releases	Yes	Yes	Yes	Yes
Social Media Post (Monthly)	2	4	8	12
Display Space	Yes	Yes	Yes	Yes
Price	\$5,000	\$7,500	\$10,000	\$12,500

SIGNATURE EVENTS AND SERIES SPONSORSHIPS

PAS SIGNATURE EVENTS

- 4TH OF JULY FIREWORKS EXTRAVAGANZA SKY CONCERT
TITLE SPONSOR - \$20,000
- ANNUAL OVAL NATIONALS SPRINT CAR EVENT (2 DAY EVENT)
PRESENTING SPONSOR - \$30,000



PAS SERIES PRESENTING SPONSORSHIPS

- USAC/CRA SERIES (8 events) - \$17,500
- NIGHT OF DESTRUCTION (9 events) - \$16,000
- PASSCAR STOCK CARS (8 events) - \$14,000



In addition to the added exposure of these Sponsorship Opportunities, you will receive the "Platinum" package above, plus additional amenities to be agreed upon.



Perris Auto Speedway

Knowing Your Customers

AGE

18 – 24.....	19%
25 – 34.....	32%
35 – 44.....	23%
45 - 54.....	14%
Over 55.....	12%

GENDER

Male.....	53%
Female.....	47%

COUNTY DEMOGRAPHICS

Riverside.....	40%
San Diego.....	11%
Los Angeles/Orange.....	24%
San Bernardino.....	25%

MARITAL STATUS

Married.....	52%
Single	48%

OCCUPATION

Professional.....	24%
Skilled Labor.....	19%
Customer Service.....	9%
Management.....	15%
Sales/Marketing.....	7%
Other.....	26%

EDUCATION

High School Graduate.....	38%
Some College.....	34%
College Graduate.....	22%
Trade School.....	6%

INCOME

Under \$24,000.....	9%
\$15,000-\$30,000.....	10%
\$31,000-\$45,000.....	11%
\$45,000-\$60,000.....	28%
Over \$60,000.....	42%

Own a recreational Motorsport Vehicle

Yes.....	61%
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Own a Recreational Watercraft Vehicle

Yes	40%
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Drink Energy Drinks

Yes	82%
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Purchase Merchandise at Events

Yes	58%
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Have Aftermarket Vehicle Mods.

Yes	62%
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SPONSOR INFLUENCE PURCHASES

Yes.....	58%
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In the next year plan on:

Purchasing airline tickets for a race..	46%
Stay at a hotel for a race event.....	63%
Purchase or refinance a home.....	27%
Purchase a new car or truck.....	40%
Purchase tires for a vehicle.....	76%
Purchase a racing magazine/paper....	67%
Purchase an oil change	78%
Purchase goods from a home Improvement store	80%
Purchase Racing Apparel	74%
Purchase Riding/ Safety Gear	51%
Purchase items from an Auto Parts Store	88%

TYPES OF VEHICLES OWNED

Truck.....	70%
Car.....	87%
Motorcycle.....	25%