



2024 CARRYING ON
THE TRADITION





TULSA SPEEDWAY

Tulsa Speedway hosted 32 events in 2023, attended by more than 40,000 fans. This 1/2 mile dirt oval continues a tradition of dirt track racing in eastern Oklahoma.

This track has hosted POWri West, OCRS, Xtrem Flattrack Motorcycles, Monster Truck Nitro Series and Sooner Late Model Series events and plans to expand this season with the World Of Outlaw Xtreme Outlaw Midgets, Poweri 410 Bandit Outlaw Series and National Midgets. Plus ASCS American Sprint Car Series, USRA Heartland Modified Tour and The Spring Chiller!

Most of the signage on the drag strip's grandstands is visible from the speedway.

Tulsa Speedway has its own social media profiles with over 18,000 followers on Facebook and a social reach of 1,187,000!





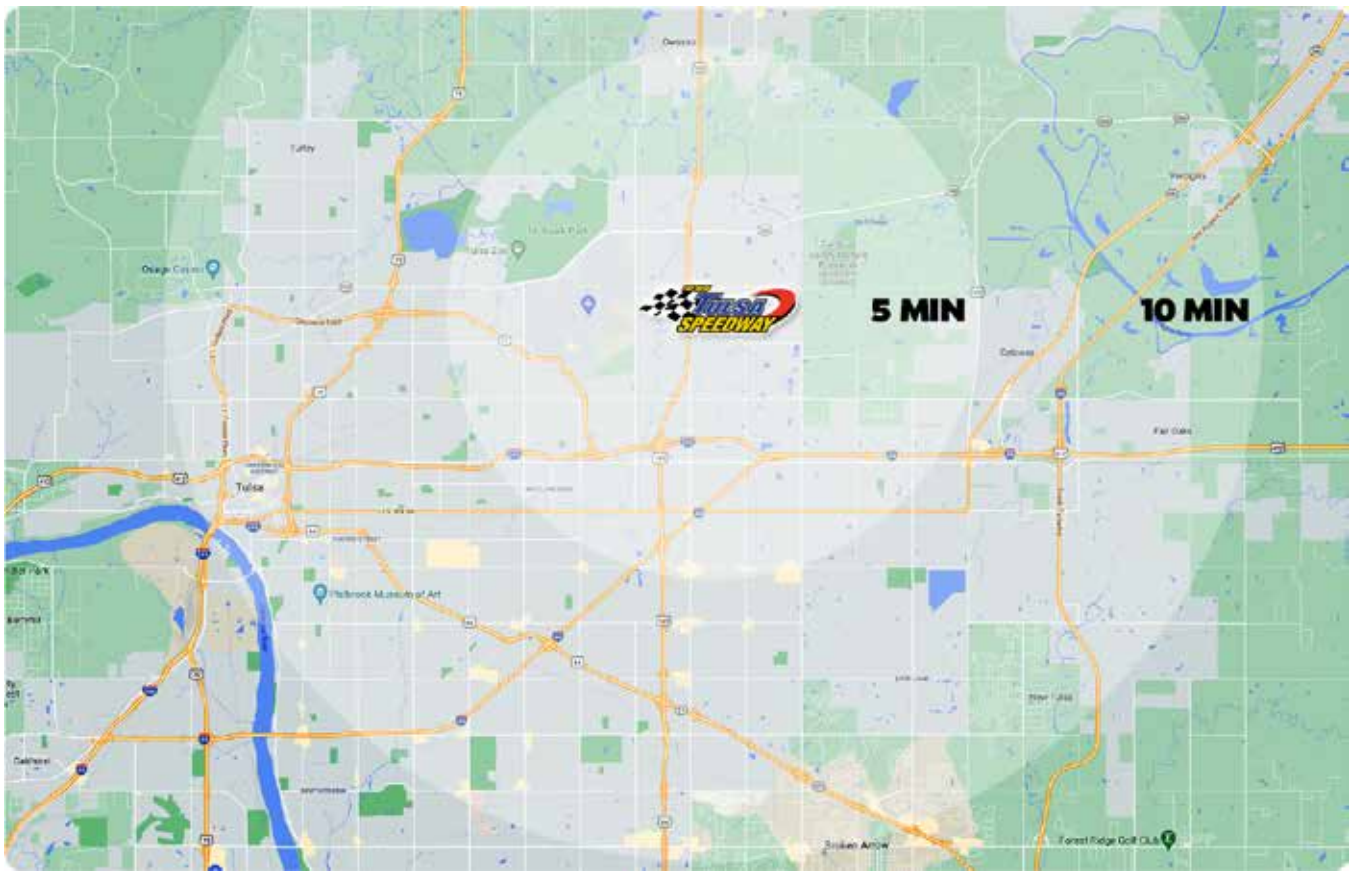
TRACK IMPROVEMENTS

Todd Martin and Keith Haney formed T&K Management Group in 2011. Both are local businessmen and drag racers that compete on a national level and have worked to bring Tulsa Raceway Park back to its premier glory.

T&K shows it's here to stay by investing over \$600,000 in 2022 and \$250,000 in 2023 for handicap access, ticket booth, ticket offices, VIP area, brand new bathrooms with air conditioning, concessions, merchandise, equipment, sound system, new lighting, pit bleachers, spectator bleachers with over 800 more seats, a new grader, track packer, lights, racer parking and on the track itself.

With these improvements, The Tulsa Speedway has become one of the nicest dirt track racing facilities in the state.





LOCATED ON HIGHWAY 169

Our facilities are located in northeast Tulsa on Highway 169 with an average of over 60,000 cars per day. The track, grandstands, tower and signs are easily seen by passers by.

We are just minutes away from the hotels and restaurants of Owasso to the north, Broken Arrow to the south and Catoosa to the east.

Tulsa International Airport is only 4 miles away and fans can be at downtown entertainment districts in just 12 minutes.

Other markets within 3 hours include Oklahoma City, Lawton, Enid, Stillwater,

Wichita & southern Kansas, Bartlesville, Joplin, Springfield, Rogers/Fayetteville, Fort Smith and northern Texas.





DEMOGRAPHIC INFORMATION

Tulsa Speedway events are geared toward exciting, fun-filled entertainment for the entire family.

Studies show that people who attend racing events have a higher base income than the average sports fan. They are loyal in spending their money with a racing sponsor, more than any other motor sport.

Their brand loyalty extends across the full spectrum of consumer goods from soft drinks, beer, petroleum products, household detergents and clothing.

Tulsa Speedway advertising display areas offer track sponsors and advertisers the opportunity for one on one interaction with their clients, both racers and fans.

Advertisers and sponsor companies are rewarded with new business as a result of their participation. Market research shows that racing attracts buyers who are more loyal than fans of the NFL, NBA and MLB.

The average racing fan spends at least 3-4 hours with us at each event.



SPEEDWAY SCOREBOARD

One of the hottest new spots at the speedway is the track's scoreboard! These sponsor panels have some of the best visibility anywhere on the track.

Directly across from the grandstands and suites, the scoreboard panels are viewed by everyone as race fans keep track of racers' positions, laps and time.

There are two different sizes of panels that surround the scoreboard. Your company can sponsor one whole side at 8' wide by 10' tall or single panels that are 8' wide by 2' tall.

If space is available, you can purchase multiple panels and combine them into one sign graphic.



THE TRACK

Back Turns & Straight Away

The 8'x4' and 8'x8' banners on the back straight are some of the most visible signs at the park. It's a great way to get your brand in the photos and videos of the races. Those photos and videos are shared with friends and family via social media.



Infield

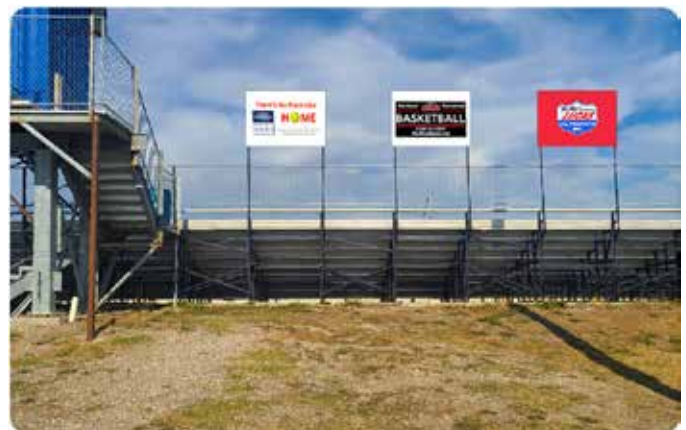
Feature your logo or message in the infield of the track itself. These 8'x4' A-Board signs are mounted on the barriers in the center of the oval and all the action.

Stadium Board

These 12'x15' double-sided mesh billboards are affixed to the top of the grandstands. They are highly visible to all areas of the track, facing north and south.

Each board (4 available) comes with the naming rights to that section. These billboards stay up year round at the track.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)



THE CLASSES

Sprint Cars Sponsor

Your class sponsorship of the Sprint Car class puts your name on the flyers and PA announcements associated with the class.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)



Modifieds Sponsor

Your class sponsorship of the Modified class puts your name on the flyers and PA announcements associated with the class.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)

B-Modifieds Sponsor

Your class sponsorship of the B-Mod class puts your name on the flyers and PA announcements associated with the class.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)



THE CLASSES

Factory Stock Sponsor **SOLD**

Your class sponsorship of the Factory Stock class puts your name on all the flyers and PA announcements associated with the class.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)



Tuners Sponsor

Your class sponsorship of the Tuners class puts your name on all the flyers and PA announcements associated with the class.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)

Have A Sponsorship Idea?

Let's hear it! We have a lot of races, classes and opportunities. Give us a call today and let's talk about it.

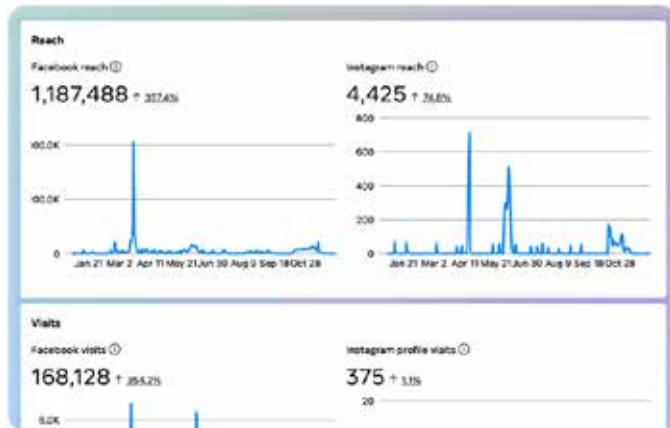


DIGITAL PROPERTIES

Tulsa Speedway Website

The traffic at tulsaspeedway.com have grown ten fold over the past season. Averages show over 6,000 monthly unique visitors, spending more than 5 minutes per visit.

We have several ad zones or a complete page sponsorship for your brand. We can also provide text links back to your site which can benefit your SEO efforts.



Tulsa Speedway Social Media

With over 18,000 followers on Facebook alone, our social media generates a large amount of traffic because our track photographers, promotions, and image shares

Our yearly reach of almost 1.2 million is up 335% from 2022 with 168,128 visits and 2,089,635 impressions in 2023.

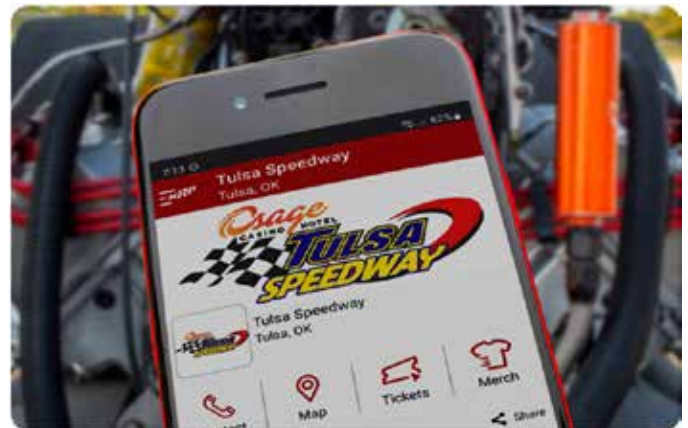
My Race Pass App

Racers get their times from our mobile app.

Social media share numbers are enormous as racers share their results with family and friends, then they share it too!

The banner area is clickable so it can link to your website or landing page.

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube
(SEE PAGE 17)



THE FACILITIES

Suites

It's the best way to watch the race or reward your favorite client. Each suite offers heat & air conditioning and can seat up to 6 people comfortably. They are located above the grandstands and priced for the night or get it for the entire season which includes a \$500 concession credit.



Concession Stand Signs

8'x2' signs are prominently displayed on top of the Concession Stand. The signs are in a high traffic area, clearly visible on the approach from the track.

Restroom Signage

The restroom signage is highly visible and frequented by racers and spectators for every event at Tulsa Raceway Park. These 8'x4' signs are in a prime traffic location.

We also have 18"x18" signs inside each stall door and above each urinal.



MORE THAN RACING

First Responder Training

Local firefighters and emergency personnel train and practice with special equipment at our 219 acre facility. We have plenty of pavement and open grass areas with the convenience of bathrooms, electrical and other amenities.



Heavy Equipment Training

Our property is large and just minutes from Tulsa International Airport, which makes it a perfect place for heavy machinery proving grounds and personnel training.

TV / Film Set

The complex has provided many film set opportunities with its bleachers, grandstands, parking and open grass areas.

The track itself obviously provides a classic motor sports setting but also 3/4 mile of pavement for high speed needs.



SPECIAL EVENTS

The Mud Run

Get down and dirty with a good old fashioned run in the mud!

We have a great course with the convenience of bathrooms, electrical and other amenities.



Balloon Festival

The fenced and gated TRP property is easy to manage for special events like the Balloon Festival.

The amenities are already in place and our position by Hwy 169 provides excellent walk up numbers.

Car Clubs, Events & Shows

We love celebrating cars and car culture. TRP is fortunate to host many car clubs and events featuring all kinds of makes and models.

The track makes the perfect backdrop and we even have a stage for announcements and presentations.





TRACK NAMING RIGHTS **SOLD THRU 2025**

The track's name sponsor accompanies every aspect of Tulsa Speedway's marketing materials.

Your name/logo will be featured and mentioned along with our logo on all of our signage, radio and tv commercials, website, digital media, promotional videos, fliers and more!

INCLUDES COMMERCIALS DURING STREAMING BROADCASTS WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube (SEE PAGE 17)

TSW is aggressively advertised on almost every medium available and we invite you to ride with us. A variety of on-site opportunities are available sponsors.

Let's talk about how we can maximize your exposure with racing fans at our facilities and on all of our advertising efforts.





RACE EVENT SPONSORSHIP

Be a part of some of the biggest events at the speedway by sponsoring one!

With a race “title” sponsorship, your company’s name/logo can precede the name of the event on signage, social media, broadcast announcing and track announcements.

With a “presenting” sponsorship, your company’s name/logo will follow the event title sponsor and name of the event as “Sponsored by _____” on signage, social media, broadcast announcing and track announcements.

Do you have questions or special requests for an event? Give us a call and let’s talk about your ideas!





STREAMING SPONSORSHIP **Only 2 Spots Left!**

This year we are partnering with FloRacing and Drag & Dirt Racing to stream all 32 events in 2024 LIVE from Tulsa Speedway.

Race fans can see all the action on their computer, mobile devices and connected tvs LIVE from Tulsa Speedway!

As the Streaming Sponsor, your product or company logo will appear on screen for every minute of the live feed. You will also receive commercial spots during breaks in the programming.

This package includes your logo/link on our website, inclusion on website and social

media, press releases, and 4 passes to each event. Plus, if you provide us with banners, we'll hang them up at each event!





COMMERCIALS IN LIVE BROADCASTS

Our steaming partnership with FloRacing gives advertisers an opportunity to run commercials during programming breaks and between races.

During the season's 18 events, commercials will be inserted into the LIVE programming and seen by viewers across the country!

We average about 15k uniques per event with over 1.5 million total live minutes watched during the 2023 season.

This feature is included with other track sponsorships. Just look for the YouTube logo on the sponsor descriptions.

The 30 second commercial that you provide will run at least twice during each event.





KIDS GET IN FREE SPONSORSHIP

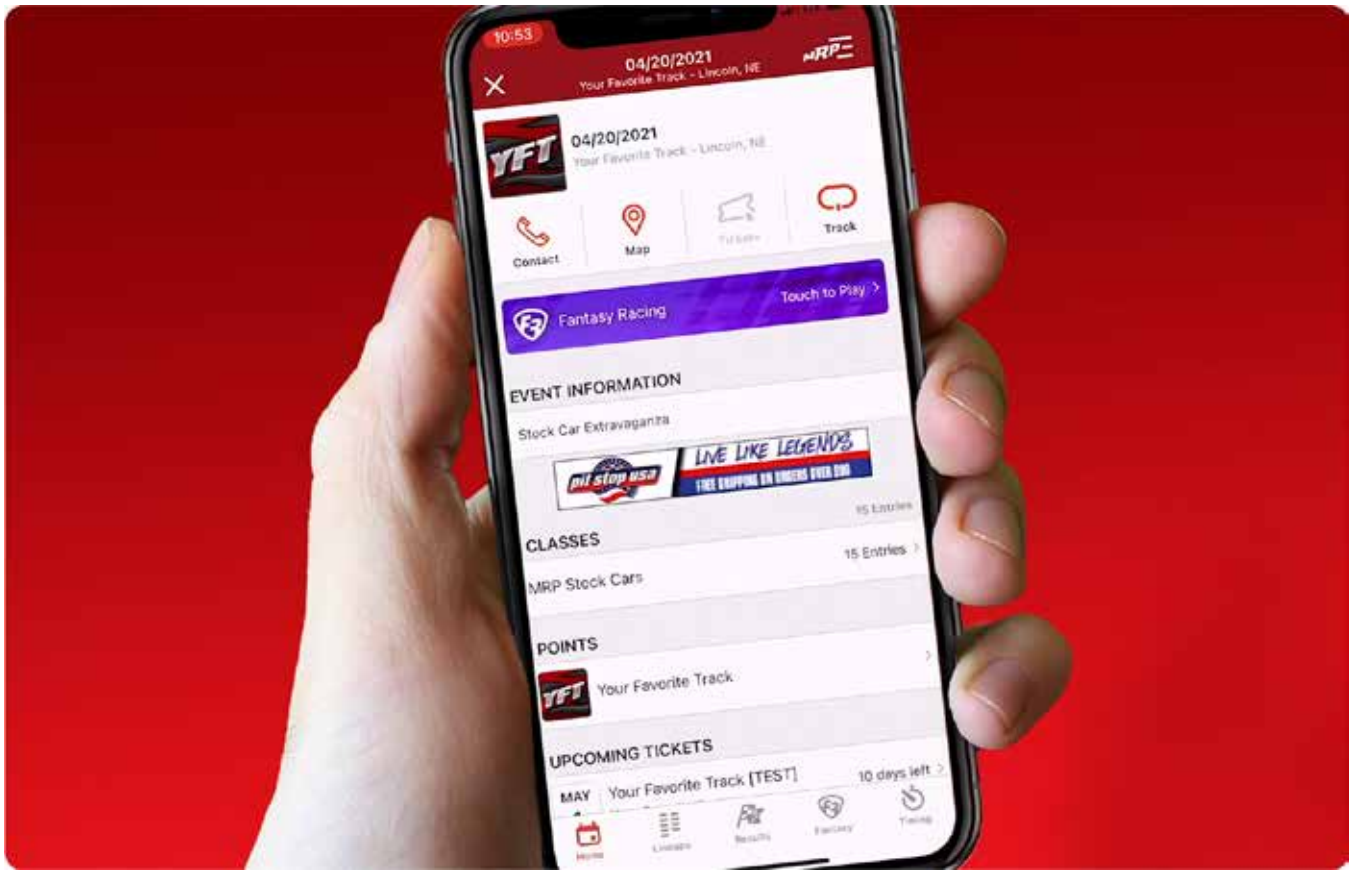
Kids 12 and under get in to Tulsa Speedway events FREE with a paid adult. We advertise that for every event on flyers and social media.

We do this to help give families a good value in entertainment and to help motivate the next generation of dirt track racers.

Your company can be a part of this effort by sponsoring their FREE admission. The company name or brand can follow the announcement every time we say it or print it. "Kids under 12 are FREE with paid adult, courtesy of (your name here)."

This sponsorship provides an opportunity to be on multiple platforms including track announcements, social media and print!





MYRACEPASS SPONSORSHIP

Fantasy sports are a big deal with fans and when it comes to fantasy racing, our fans are no different.

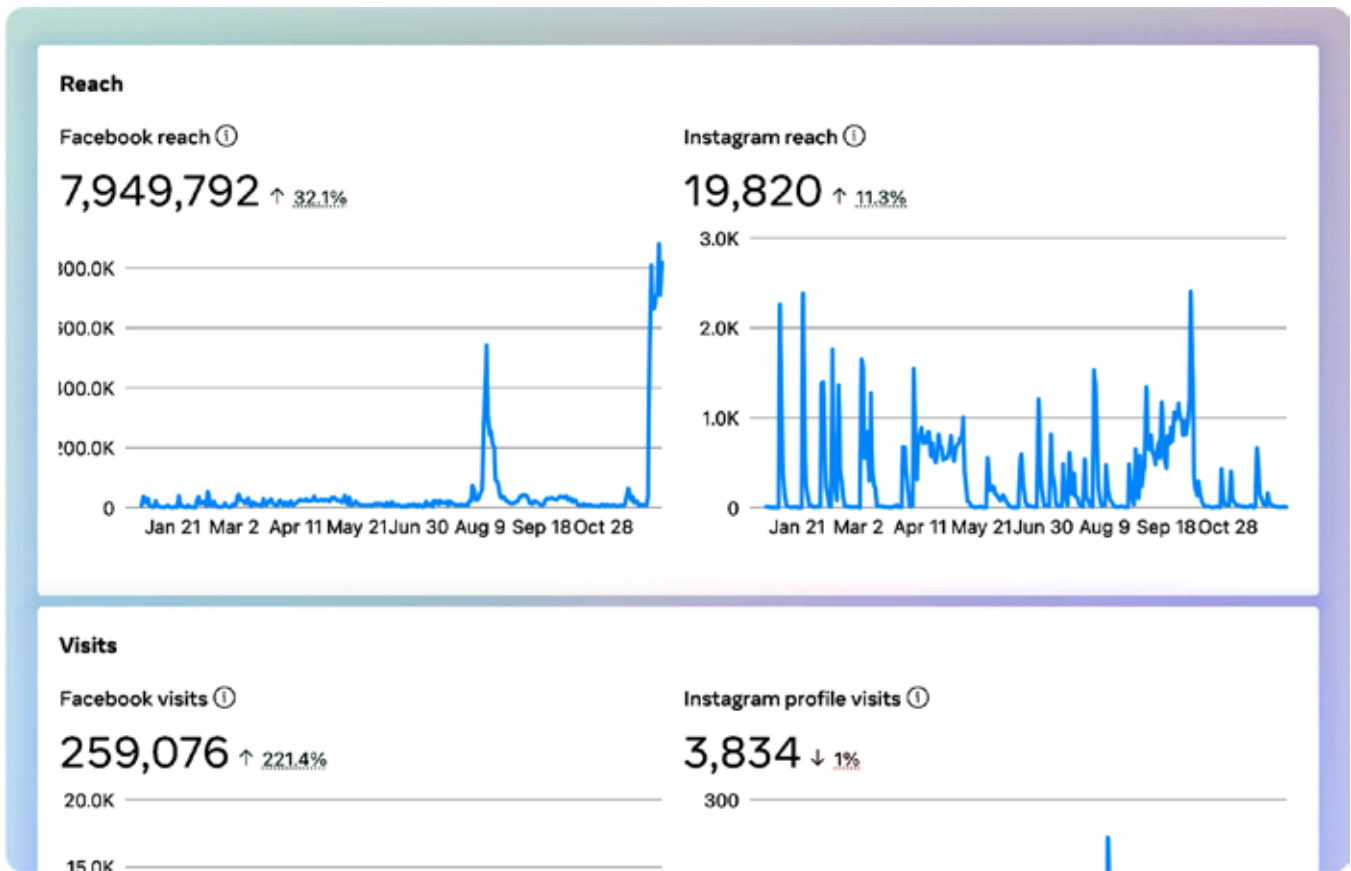
The MyRacePass app is simple for fans to use and makes setting up a fantasy race season really easy amongst their friends, family and coworkers.

It's a great way to keep up with your favorite drivers and tracks across the country. Plus, you can buy tickets, purchase drivers' merchandise and even win prizes.

Put your brand or product in the middle of the action each week as fans pick their

drivers and follow the results. Your ad is clickable with the ability to link your website and generate traffic 24/7.





TRP SOCIAL MEDIA REACH

Special efforts are being made to increase our social media reach and the numbers reflect it. In 2023 we had 7.6 million people reached on Facebook alone!

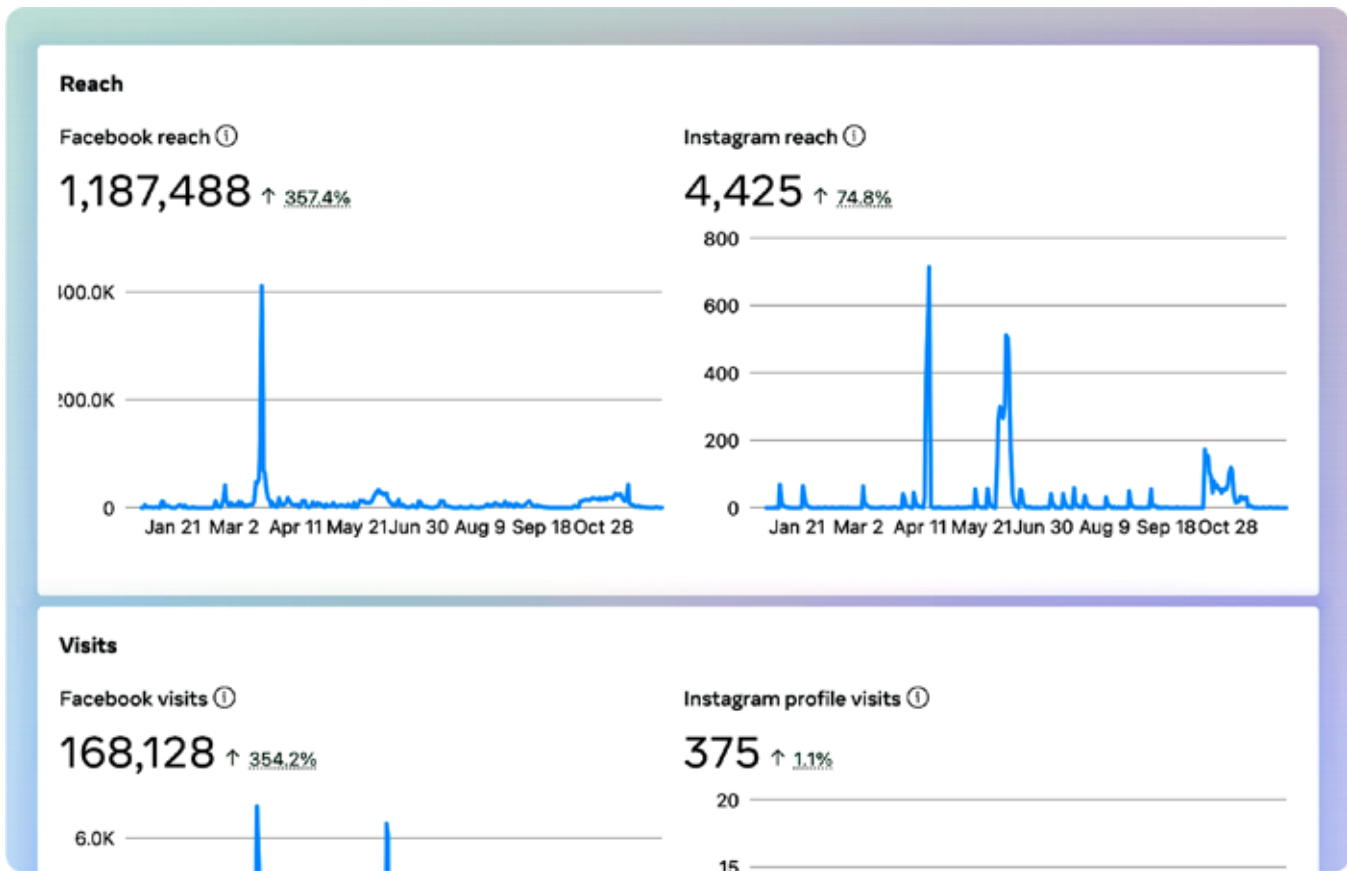
A combination of images, videos, flyers and announcements have fueled this growth and we are increasing our efforts for 2024.

Track photographers, videographers and content creators work together to provide a steady stream of posts that not only interests racing fans, but also provides the information on how they be a part of it.

Our efforts could include your brand and

expose it to our database of loyal racing fans on a regular basis. Get frequency and reach on our social media profiles.





TSW SOCIAL MEDIA REACH

There are 769 dirt tracks in the U.S. and more than 80,000 drivers that race on dirt in front of 1.3 million fans every weekend from February through November.

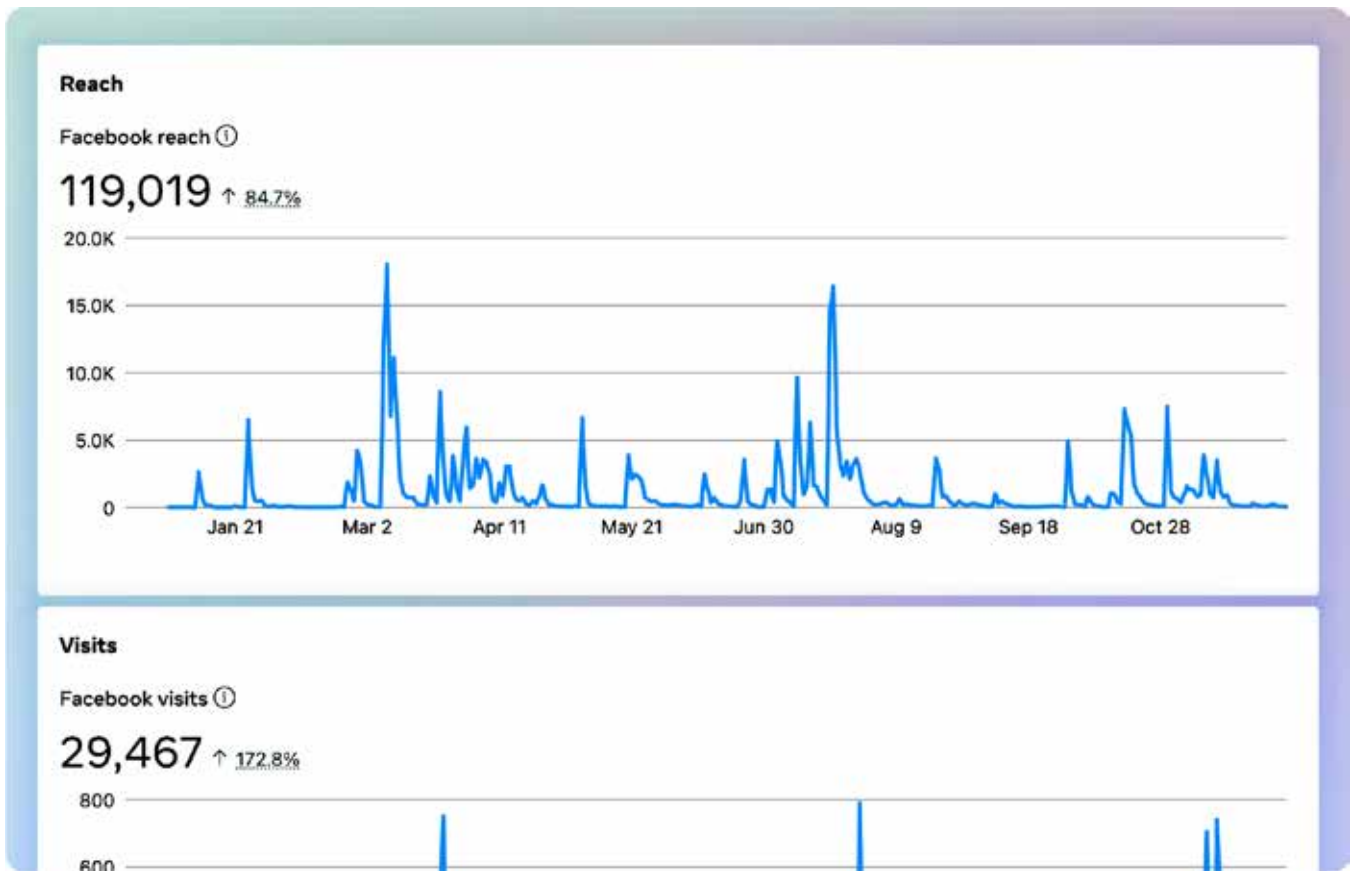
Those fans represent 52 million dirt track tickets per year. This is more than NASCAR, NBA, NFL and NHL combined!

Tulsa is a dirt track mecca, hosting two of the largest dirt track events in the world. Both drivers and fans want Tulsa Speedway for the other ten months of the year.

We have experienced large growth in our social media numbers for Tulsa Speedway

and focused on building its network with drivers, family and fans. The 2024 season has already begun!





TMD SOCIAL MEDIA REACH

The Midnight Drags attract a completely different crowd and may they be blessed for it. This group has been working all week long at their jobs and on their cars.

When Saturday night rolls around, you can bet that the enthusiasts, mechanics and manics are all looking for a place to race and hang out with family and friends.

Since the 70s, Tulsa Raceway Park has hosted these late night events on select Saturday nights from March - October.

Drivers and fans stay up to date through our social media, which has become the

source for weather and information. Plus, racers post their cars and times for family and friends to see.



PRICING

Scoreboard (see Page 6)

8'x10' panel on the left side of scoreboard.	\$ 8,000
8'x10' panel on the right side of scoreboard.	\$ 8,000
8'x2' panels on the right side of scoreboard. (each of 5)	\$ 2,000

Back Turns & Straight Away (see Page 7)

8'x4' banner on the fence behind the back turns & straight.	\$ 1,250
8'x8' banner on the fence behind the back turns & straight.	\$ 2,500

Infield A-Boards (see Page 7)

8'X'4 A-Board signs on the concrete infield barriers.	\$ 1,500
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Stadium Boards ** (see Page 7)

12'x15' grandstand sign at the top of the bleachers, visible from all areas of the track and Hwy 169 with over 60,000 cars per day. (4 available)	\$ 5,500
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Class Sponsor ** (see Page 8 & 9)

Sprint cars	\$ 8,000
Modified	\$ 7,500
B Modified	\$ 6,000
Factory	\$ 4,500
Tuners	\$ 3,500

Race Event Title Sponsor ** (see Page 15)

Weekly Events	\$ 500
Regional Events	\$ 1,000
National Events	\$ 3,000

Race Event Presenting Sponsor ** (see Page 15)

Weekly Events	\$ 300
Regional Events	\$ 750
National Events	\$ 1,500

**INCLUDES COMMERCIALS DURING STREAMING BROADCASTS
WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube
(SEE PAGE 17)

PRICING

Website (see Page 10)

Listing on our sponsorship page with text link to your website.	\$ 750
Listing on our sponsorship page plus logo on the homepage slider.	\$ 1,250
Race Schedule page sponsorship.	\$ 3,000

My Race Pass App ** (see Page 10)

News Page, Schedule Page, Points Page, and Fantasy Week page.	\$ 6,500
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Suites (see Page 11)

Friday Night Lights (includes six passes)	\$ 250
Special events (includes six passes)	\$ 500
Entire season (includes six passes for each event and \$500 in concession credit)	\$ 5,000

Concession Stand Sign (see Page 11)

10'x2' signs placed on top of the concession stand. Huge viewership.	\$ 1,500
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Concession Stand Walls (see Page 11)

8'x2' sign visible placed on the side of the concession stand. Huge viewership.	\$ 1,500
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Restroom Walls (see Page 11)

8'x4' sign visible place on the outside of the restroom	\$ 1,750
18"x18" sign posted inside each stall door and above each urinal. (both bathrooms)	\$ 1,200

Track Naming Rights Sponsor ** (see Page 14)

Your brand accompanies ours on all of our Speedway marketing efforts.	\$ 75,000
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Streaming Sponsorship ** (see Page 16) **2 Left**

Your logo will be on screen during all live programming, plus commercials, 4 passes to each event and sponsor provided banner space at each event.	\$ 10,000
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Commercials During LIVE Race Broadcasts (see Page 17)

Your :30 sec spot will play between races and intermission (18 events)	\$ 2,000
Need a commercial? We can produce one for you! Call for pricing.	\$ TBD

Kids 12 & Under Get In FREE Sponsor (see Page 18)

"Courtesy of your company" every time it is mentioned or printed.	\$ 5,000
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**INCLUDES COMMERCIALS DURING STREAMING BROADCASTS
WITH FLORACING AND DRAG & DIRT RACING TV ON YouTube
(SEE PAGE 17)



LET'S TALK ABOUT IT!

Our spectator numbers are climbing and digital efforts are skyrocketing with the help of modern technology. Our fans like to stay informed and the ability to share photos and videos help us remain relevant in the entertainment marketplace.

Todd Martin and Keith Haney want your business to be successful and can help develop a plan based on your needs.

With a combination of on premise and digital marketing efforts, we have popular platforms to promote your goods and services.

Call Keith Haney at 918-260-6565 and let him put you in the Winners Circle!

