



### **Partnership Packages 2020**

Hello!

Thank you for taking the time to hear about our exciting racing series, the North Atlantic Truck Racing Series (NATRS). Our racers hit the track with everything diesel from pick-ups to cars all the way to semi-trucks. With much demand for our style of racing, we are excited to begin our second year into this venture. We expect to accumulate more fans and competitors at every event for the 2020 season and continue growing enthusiasts for diesel racing in all sizes of vehicles. We invite you to join the party with us for the 2020 season by bringing your products and services to all attendees of NATRS events through advertising and vendor set-up. Below are some packages we've put together for you. Let us know how we can get you involved!

**Saturday May 25<sup>th</sup>** – “Mid Atlantic Diesel Nationals” @ Cecil County Dragway, Northeast, MD. Pickups & Semis racing.

**Saturday June 20<sup>th</sup>** – “Northeast Diesel Nationals” @ Lebanon Valley Dragway, West Lebanon, NY. Pick-ups & Semis.

**July 5<sup>th</sup>** – “Diesels Freedom Race” ESTA Safety Park Dragstrip, Cicero, NY. Pickups & Semis Drag Racing.

**Saturday July 24<sup>th</sup>** – “Keystone Diesel Nationals” – Maple Grove Raceway, Mohnton, PA. Pickups & Semis racing.

**Saturday September 12<sup>th</sup>** – “Island of Trucks” @ Island Dragway, Great Meadows, NJ. Pick-ups & Semis Racing, Dyno, Truck Show

**Saturday September 26<sup>th</sup>** – “Diesels in the Pines” @ Atco Dragway, NJ – Pick-ups & Semis, Dyno, Light Show, Truck Show.

**NATRS Series Classes Offered: *Outlaw, 6.70 Index, 7.70 Index, E.T. Bracket Pick-up, Semi Outlaw, Semi E.T. Bracket, Gas Pick-up E.T. & select events will offer a Gas VS Diesel Showdown.***

### **Title Sponsorship - \$30,000**

- Logo appearing on all promotional advertising (print & digital)
- Social Media postings in every Facebook event page, NATRS Facebook Page, NATRS IG page, Smoke & Speed Snapchat, Smoke & Speed TikTok
- Company logo & website link on the NATRS section of Smoke & Speed Website
- Cross advertising with Smoke & Speed events, social media, pulling, shows, trade shows, etc.
- 10 Banners 3ft x 6ft max displayed at every event (sponsor provided)
- Vendor/Booth space, at every event in prime location of Vendor Row.
- Logo on all 2020 NATRS apparel
- Decal displayed on every race vehicle in competition (sponsor provided)
- 10 VIP Passes per event.
- Logo on Live Feeds, when applicable (Live Feeds only available at select events)

### **Lane Sponsor - \$1,000 per event OR \$5,500 for every event of 2020 season**

- Announcements throughout the day of competitors in “your company” lane
- Banners/flags allowed trackside up to 1/8mile mark of lane
- Decals/stickers provided by sponsor (no larger than 5inch by 10inch) to be included in competitor packets (must be received by Smoke & Speed no later than 3 weeks before event/season starts)
- Any promotional items you wish to be given in competitor packets or at the NATRS booth (Koozies, bottle openers, stickers, business cards, etc..)
- 8 VIP wrist bands per event.
- 8 tickets per event for giveaway drawings

### **Class Sponsors:**

- Class of choosing (if not spoken for already) classes and pricing listed below
- Company name on class awards (trophy/plaques) for winner, runner up and semi-finalists
- Company Name on all class announcements including all social media, announcements at the event, any reference made to the class sponsored (example: “Company Name” Outlaw Class)
- Logo on all official event photos, class videos, event videos.
- Decals/stickers provided by sponsor, no larger than 5inch by 10inch, for competitors to run on vehicles (must be received by Smoke & Speed no later than 1 week before event starts, competitors must run your stickers in set location to receive winnings.)

- Any promotional items you wish to be given in competitor packets or at the NATRS booth (Koozies, bottle openers, stickers, business cards, etc..)
- Premier Vendor Space dedicated to company at all events

Class	Partnership per Event	Partnership per Season	# VIP Passes Event/Season
Outlaw	\$1,500.00	\$10,000.00	7/50
6.70 Index	\$1,500.00	\$10,000.00	7/50
Super Single	\$1,500.00	\$10,000.00	7/50
7.70 Index	\$1,500.00	\$10,000.00	7/50
E.T. Bracket	\$1,500.00	\$10,000.00	7/50
Semi Outlaw	\$1,500.00	\$9,000.00	7/42
Semi E.T. Bracket	\$1,500.00	\$9,000.00	7/42
Gas Truck E.T. Bracket	\$1,000.00	\$6,000.00	5/35

**Dyno Sponsor - \$1000 per event or \$6000 for all of 2020 season**

- Logo on all official event dyno pictures
- Company name on all Dyno Awards
- Minimum of 8 announcements made throughout the day of event
- Banner hung on side of dyno (provided by sponsor)
- Any promotional items you wish to be given in competitor packets or at the NATRS booth (Koozies, bottle openers, stickers, business cards, etc..)
- Vendor space available at all NATRS events
- Series Sponsor will be advertised as "Company Name" Dyno Competition of 2020. Also will have name/logo on year end awards for Dyno Competition.
- 8 VIP wrist bands per event.
- 8 tickets per event for giveaway drawings

**Vendor - \$150 for single day events, \$250 for 2-day events OR \$1,000 for every event of 2020 season**

- 20 X 20 Vendor Area to be utilized on Race Dates - Additional Space available \$50 per 10x10 & 2 VIP Wristbands for duration of event

**General Sponsorship - \$300 per event OR \$1500 for every event of 2020 season**

- Announcements throughout the event (minimum of 8)
- Banners allowed to be hung on fence in front of grandstands, maximum 2 banners per sponsor (must not exceed 8ft long x 3ft wide)
- Any promotional items you wish to be given in competitor packets or at the Smoke & Speed booth (Koozies, bottle openers, stickers, business cards, etc. Every registered competitor for racing, show, dyno, etc. will receive competitor packet on race day.)
- 3 VIP Wristbands
- 4 tickets per event for giveaway postings

**Truck Show (to be offered at all events)**

Pickup Sponsor \$1,000 per Event or \$5,500 for whole 2020 Season

- Name on all truck awards
- Product samples (if applicable) given to all winners
- Business cards in all show competitor packets
- Announcements on social media and during the event as "Company Name" Truck Show
- Can choose Company favorite award(s) per event
- Points per show will be accumulated for end of year/season winners
- Vendor Space for all NATRS events available

Semi Sponsor \$1,000 per Event or \$5,500 for all of 2020 Season

- Name on all truck awards
- Product samples (if applicable) given to all winners
- Business cards in all show competitor packets
- Announcements on social media and during the event as "Company Name" Truck Show
- Can choose Company favorite award(s) per event
- Points per show will be accumulated for end of year/season winners, Seasonal Sponsor will have name and/or Logo on year end awards
- Vendor Space for all NATRS events available

*Please fill out the following page and email or mail in as soon as possible. First come, first serve bases on sponsorship opportunities will apply. Classes may have up to 2 sponsors in which case total amount will be due, can be split in half or any other increment set up by the 2 companies wanting to split. Dyno competition can have up to 2 sponsors, percentage of pay set up by sponsoring companies allowed. Show sponsors can only be split by "Pick-up" show and "Semi" show. No additional sponsors or splitting of show sponsors will be taken.*

*Rain-outs. Any event rained out will result in partial refund if not full refund. Vendors who back out of an event, must request reimbursement at minimum 48 hours prior to start of the event, not applicable for other sponsorship packages. Any company deemed a "No-Show" will be considered an event sponsor for the day. This form will serve as contract between the NATRS Series and Company. This will be used as guidelines for what we are bound to provide sponsor/vendor for the duration of the 2020 season or for specified event, whichever is applicable. Any terms of this agreement negotiated that differ from above stated form will be in writing and need to be signed between a NATRS representative and sponsoring Company. All announcement advertisements will be provided by sponsoring company prior to an event. If no advertisement is submitted, company name will be inserted as "company announcement".*

Company Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Specialty/Brief Description: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

I am interested in the following partnership opportunity(ies):

Vendor Space: 2020 Season OR Certain Event(s): \_\_\_\_\_

Sponsorship: 2020 Season OR Certain Event(s): \_\_\_\_\_

Pick-up Truck Show Sponsor: 2020 Season OR Certain Event(s): \_\_\_\_\_

Semi Truck Show Sponsor: 2020 Season OR Certain Event(s): \_\_\_\_\_

Full Class Sponsorship for 2020 Season. Class Name: \_\_\_\_\_

OR Class Sponsorship per event. # of event(s) \_\_\_\_\_ Class Name: \_\_\_\_\_

Dyno Sponsorship for 2020 Season OR Dyno Sponsor per event: \_\_\_\_\_

Lane Sponsorship per 2020 Season \_\_\_\_\_ Right Lane OR \_ Left Lane OR

Lane Sponsorship at event(s): \_\_\_\_\_

Y / N T- Shirt Logo Sponsor for 2020 Season *(Please email PNG of logo with form)*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Make Checks Payable to: Smoke & Speed LLC. If paying with Credit Card please email us for invoice.*  
[info@smokeandspeed.com](mailto:info@smokeandspeed.com)