

NOW SELLING

2027 SEASON SPONSORSHIPS

Support local racing with a spot at the track — whether you're a business, family or fan.

A 3/8-MILE CLAY OVAL IN ROTHBURY, MICHIGAN

WHY SPONSOR WINSTON SPEEDWAY?

More Than Racing. A Powerful Marketing Partnership.

Winston Speedway is a growing West Michigan entertainment destination that brings together thousands of passionate race fans, families, businesses and community members throughout the racing season. Our historic 3/8-mile clay oval entered a new era under new ownership in October 2025, with significant investments in infrastructure, facility improvements, expanded entertainment and the overall fan experience. Unlike traditional advertising, our sponsorship opportunities allow your brand to become part of an experience that fans return to week after week.

80%+ GRANDSTAND ATTENDANCE
Inaugural 2026 season under new ownership topped 80% capacity.

3,000+ MAJOR EVENT CROWDS
More than 3,000 fans at the August 14 Move Over Michigan event.

90% FAMILY AUDIENCE
About 90% of fans attend as families.

100 Miles REGIONAL REACH
Most fans travel from within 100 miles of Rothbury.

15 Acres EXPANDED FACILITIES
Added acreage for expanded competitor pits and parking.

2027 BIGGER EVENTS
Expanded schedule, national touring series and a planned grandstand expansion.

TURN RACE FANS INTO YOUR CUSTOMERS — SPONSORSHIPS FROM $500

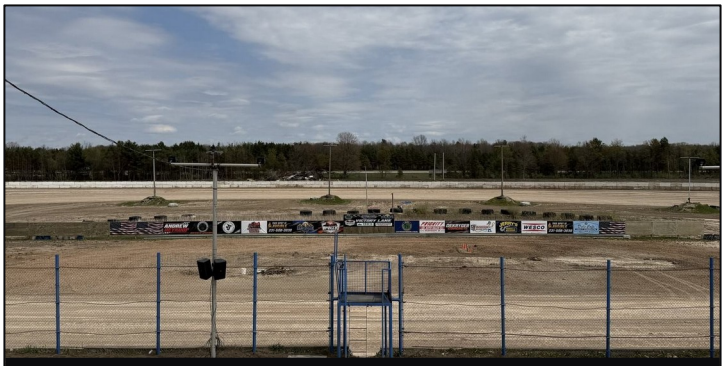
Track boards & banners · Victory Lane · Class naming rights · Race night title sponsors · Kids Night · Season Championship Awards Banquet

Prices shown are pay-in-full. Payment plans available through June 30, 2027 (banquet through Sept 30, 2027). Spots are limited and first come, first served. See the full terms at sponsorwinston.com/terms.html.

BOARDS, BANNERS & VICTORY LANE

Your sign is up all season long. You choose the product and size; the track assigns the exact placement.

TRACK BOARDS & BANNERS



Front stretch — in view of the grandstands all night long

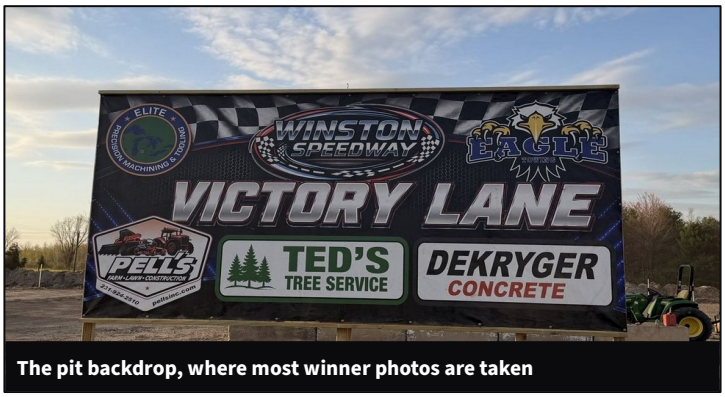


Grandstand wall banners

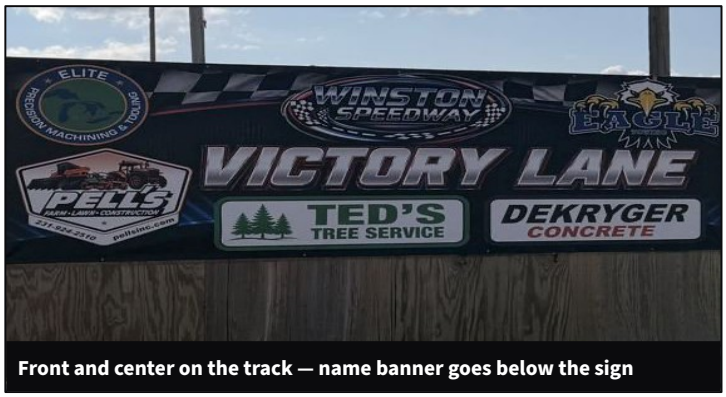
PRODUCT	SIZE	SPOTS	PAY IN FULL	3-MO PLAN (MONTHLY)	4-MO PLAN (MONTHLY)
Front Stretch Board	4 ft × 8 ft	25	**$1,200**	**$450**/month	**$375**/month
Grandstand Banner	4 ft × 24 ft	6	**$2,400**	**$900**/month	**$750**/month

VICTORY LANE

Two signs for the price of one: a smaller sign front and center on the track, and the big backdrop in the pits where most winner photos are taken. The 2 ft × 16 ft name banner sits below the Victory Lane sign.



The pit backdrop, where most winner photos are taken



Front and center on the track — name banner goes below the sign

SPOT	SIZE	SPOTS	PAY IN FULL	3-MO PLAN (MONTHLY)	4-MO PLAN (MONTHLY)
Victory Lane — Top spot	2 signs	2	**$6,000**	**$2,250**/month	**$1,875**/month
Victory Lane — Bottom spot	2 signs	2	**$4,000**	**$1,500**/month	**$1,250**/month
Victory Lane Name Banner	2 ft × 16 ft	1	**$2,000**	**$750**/month	**$625**/month

Name banner: best suited to your business name spelled out in large lettering, rather than a logo. Artwork: upload a PDF or picture when you order; signs are installed within 21 days of proof approval, weather and track access permitting.

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CLASS NAMING & RACE NIGHTS

Put your business name on a class all season, or on an entire night of racing.

CLASS NAMING RIGHTS

One sponsor per class for the 2027 season. Your name goes on the class, like "Eagle Towing Cyber Stocks" or "Lewis Farms Super Late Models" — in announcer calls, lineups and results, social posts and the website.

CLASS	SPOTS	PAY IN FULL	3-MO PLAN (MONTHLY)	4-MO PLAN (MONTHLY)
Super Late Models	1	$3,000	$1,125/month	$937.50/month
Pro Late Models	1	$2,500	$937.50/month	$781.25/month
IMCA Modifieds	1	$2,000	$750/month	$625/month
Street Stocks	1	$1,500	$562.50/month	$468.75/month
Cyber Stocks	1	$1,000	$375/month	$312.50/month
Mini Wedge 10-14 year olds	1	$500	$187.50/month	$156.25/month
Mini Wedge 6-9 year olds	1	$500	$187.50/month	$156.25/month

RACE NIGHT TITLE SPONSORS

One sponsor names the entire race night, like "Lewis Farms presents Hell Tour." Special events are below. Regular race nights are $1,000 each (14 spots) — list your top 3 preferred nights at checkout (excluding already-titled events), assigned first come, first served.

RACE NIGHT	DATE	ROLE	SPOTS	PAY IN FULL	3-MO PLAN (MONTHLY)	4-MO PLAN (MONTHLY)
Hell Tour	Tue, July 13, 2027	Title	1	$5,000	$1,875/month	$1,562.50/month
Iron Man	Thu, Aug 12, 2027	Title	1	$5,000	$1,875/month	$1,562.50/month
Great Lakes Super Sprints	Fri, Aug 13, 2027	Title	1	$2,500	$937.50/month	$781.25/month
Veterans Night	Fri, July 2, 2027	Title	1	$5,000	$1,875/month	$1,562.50/month
Dead Pedophiles Don't Reoffend $5,000 Street Stock Special Night	—	Presenting	Unlimited	$1,000	$375/month	$312.50/month
Regular race nights	Pick top 3 nights	Title	14	$1,000	$375/month	$312.50/month

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KIDS NIGHT, BANQUET & HOW TO BUY

Community events your business can put its name on.

KIDS NIGHT — FRIDAY, AUGUST 27, 2027

A night at the track for kids and families. Bounce house and midway fun, bike giveaways, and kids watching the racing from the grandstand.

Donations of any amount are welcome too — give online.





SPONSORSHIP	SPOTS	PAY IN FULL	3-MO PLAN (MONTHLY)	4-MO PLAN (MONTHLY)
Name Sponsor — "Kids Night presented by <your name>"	1	**$1,500**	**$562.50**/month	**$468.75**/month
Hot Dog Sponsor	1	**$500**	**$187.50**/month	**$156.25**/month

SEASON CHAMPIONSHIP AWARDS BANQUET





Sponsor the year-end awards banquet as a title sponsor or with a 4 ft × 8 ft banner.

Title sponsors are presented like "Season Championship Awards Banquet, presented by Lewis Farms." Up to six co-title sponsors, all featured together on the banquet title banner, plus event recognition and social media.

SPONSORSHIP	SPOTS	PAY IN FULL	3-MO PLAN (MONTHLY)	4-MO PLAN (MONTHLY)
Banquet Title Sponsor	6	**$1,000**	**$375**/month	**$312.50**/month
Banquet Banner (4 ft × 8 ft)	Unlimited	**$500**	**$187.50**/month	**$156.25**/month

BUY ONLINE AT SPONSORWINSTON.COM

Full details, live availability and secure checkout: https://sponsorwinston.com

Three ways to pay: pay in full (prices shown — save 20%), a 3-month plan (10% off list) or a 4-month plan (list price) — all by card or check. Card: secure Square checkout; monthly plans are charged automatically to the same card. Check: drop off or mail in; the first check is due within 14 days, then monthly checks with reminders. Plans available through June 30, 2027 (banquet through Sept 30, 2027).

Artwork: every sponsorship accepts your logo or artwork if you have one (PDF or picture) — used for track signs, banners, social media posts and event promotions.

SCAN TO BUY ONLINE

READY TO SPONSOR? BUY ONLINE AT SPONSORWINSTON.COM

Live availability, payment plans and secure checkout. Spots are limited — first come, first served.

Right of Refusal: Winston Speedway and its promoter reserve the right, in their sole discretion, to decline or reject any sponsorship application, advertising content, or sponsor, with or without cause. If a sponsorship is declined, any amounts paid will be refunded in full to the original payment method, and Winston Speedway shall have no further obligation or liability to the applicant.

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