

# BECOME AN ADVERTISING PARTNER WITH US!



We hope that you consider becoming an advertising partner at Sweetwater Speedway in 2025. We continue to have the strongest driver and fan count in the West. We have also grown our social media presence and viewership on IMCA.tv. In 2024 we had drivers and fans from over 10 different states. We believe that as an advertising partner you have great opportunities for promoting your business and we would like work with you in 2025.

**Why should you become an advertising partner?** Our Ultimate Fan Package costs less than \$42 an event and is great way to advertise your business to local and out of town potential customers. This gives your business broad coverage to various types of individuals through various markets. We have over 9,300 Facebook followers and 1,000 Instagram followers. We also have many individuals that find us on Google. Our average reach for social media is around 13,000 unique individuals per post. Depending on your level, advertising will include radio, newspaper, website, social media, flyers, event calendars, banners and track announcing. This gives your business broad coverage to various types of individuals through various markets. People that attend our events stay in hotels in our community, go out to eat in our restaurants, shop in our stores, and buy gas and parts for their cars and rigs. We have a great local driver and fan base, but also have individuals that come from all over the United States to participate in events or as tourists.

The Speedway is also accepting items that could be used as give-a-ways during the event. We typically use these items as give-a-ways to the first so many attendees, throw out during intermission or even Hard Charger or Biggest Loser awards for the drivers.

Thank you for considering becoming an advertising partner. Our partnership form is included; please complete and return to the address below. Complete event details will be posted on our Facebook page and website at [www.sweetwaterspeedway.com](http://www.sweetwaterspeedway.com). Let us help promote your business!

Sincerely,

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