



Dear Potential Sponsor,

Merry Christmas from Sweetwater Speedway! We hope that you consider supporting dirt track racing in Sweetwater County in 2020. A total of twelve (12) events will be held from May through September at the Sweetwater Events Complex. In 2019 we had racers and fans from not only our community and Wyoming, but also from the surrounding states of Utah, Idaho, Montana, Colorado, Nevada, Kansas, California, New Mexico and Canada. We are excited to again be hosting an American Sprint Car Series, the IMCA Wild West Modified Tour, the High Plains Late Model Series and a National Dwarf Car Show! This will be the first time Late Models will be back in almost a decade.

***Why should you become a sponsor?*** 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. Depending on your sponsorship 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. Many of these are new customers that do not ordinarily spend money in our community. In 2019 we had **153 different race car drivers** attend events at Sweetwater Speedway. We started a new entry level class called the Cruisers. There were 14 brand new cars and families participating this year. We have already ben told that there are at least 5 more Cruisers in this class for next year.

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. We also hold a Candy Dash, Pop Dash and Beer Dash nightly that allows three different groups to participate. During intermission they get the opportunity to run down the track and see how much they can scoop up. The kids love seeing how much candy they can get each night.

Thank you for considering becoming a sponsor. Our sponsorship form is included. Please complete and return to the address below. Your support is essential to making this a successful 2020 season! Complete event details will be posted on our Facebook page and website at [www.sweetwaterspeedway.com](http://www.sweetwaterspeedway.com).

Sincerely,

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