



Dear Potential Sponsor,

Merry Christmas from Sweetwater Speedway! We hope that you consider becoming an advertising partner at Sweetwater Speedway in 2022. We survived COVID and had another amazing season! We had the BEST fan counts ever and **304 different drivers** came to race in 2021 from over 15 different states. There was standing room only at our 1st ever SMASH & BASH Derby. We hope that you consider supporting dirt track racing in Sweetwater County in 2022 by becoming an advertising partner.

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 almost 7,000 Facebook followers and 1000 Instagram followers. We also have many individuals that find us on Google. Our average reach for social media is around 12,000 unique individuals. 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. Let us help promote your business in Sweetwater County!

Sincerely,

Kara Beech
Manager/Promoter
2507 Cripple Creek Drive
Rock Springs, WY 82901
307-272-3361
sweetwaterspeedway@gmail.com



May 27 & 28 - Paul Trent/Rudy Yeager Memorial
Dwarf Cars, Modifieds, Sport Mods, Stock Cars, Cruisers & Go-Karts
June 17 & 18 - Modified Special
Modifieds, Sport Mods, Stock Cars, Cruisers & Go-Karts
July 1 & 2 - Star Spangled Racing
Modifieds, Sport Mods, Stock Cars, Cruisers & Go-Karts
July 4 - Cruiser Enduro Craziiness - run what you bring
July 23 - Smash & Bash Derby
August 12 & 13 - Sprint Car Sprintacular
ASCs Sprint Cars, Modifieds, Sport Mods, Stock Cars, Cruisers & Go-Karts
September 2 & 3 - Late Model Labor Day Special
High Plains Late Models, Modifieds, Sport Mods, Stock Cars, Cruisers & Go-Karts