



Merry Christmas from Sweetwater Speedway! We hope that you consider becoming an advertising partner at Sweetwater Speedway in 2023. 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 2022 we had drivers and fans from over 10 different States and 2 Canadian Provinces. There was standing room only at our 2nd SMASH & BASH Derby. We hope that you consider supporting dirt track racing in Sweetwater County in 2023 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 over 8,000 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. 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

1 Ramshead Circle

Rock Springs, WY 82901

307-272-3361

sweetwaterspeedway@gmail.com



2023 Schedule

Wyoming Dwarf Car Showdown
May 26 & 27

Dwarf Cars, Modifieds, Sport Mods, Sport Compacts & Go-Karts

Yeager/Trent Memorial Modified Special
June 16 & 17

All-Star Qualifier Modifieds, Sport Mods, Sport Compacts & Go-Karts

July 4

Enduro Craziess – run what you bring

Western Fender Special
July 7 & 8

Stock Cars, Hobby Stocks, Modifieds, Sport Mods, Sport Compacts & Go-Karts

Smash & Bash Derby
July 22

High Plains Late Model Special
August 18 & 19

High Plains Late Models, Modifieds, Sport Mods, Sport Compacts & Go-Karts

All-Star Labor Day Special
September 1 & 2

Modifieds, Sport Mods, Stock Cars, Hobby Stocks, Sport Compacts & Go-Karts

We are still working on finalizing all events. Stay tuned to our website and social media for more details.

www.sweetwaterspeedway.com