

NHRA Drag Racing
CHAMPION
Raceway
COM
MEDFORD, OREGON





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Who We Are

Champion Raceway is a NHRA sanctioned 1/4 mile drag strip located in the Jackson County All Sports Park, just north of the Medford City Limits.

The raceway has been in existence since 1979 and managed by a number of different operators through the years, with varying levels of success. In 2005 Jim Taylor, President of The Hot Rod Gassers Association, took over the management of Champion with a strong desire to bring the facility up to the standards that would bring the facility up to the standards that would attract racers and spectators from throughout the country.

Champion Raceway's season begins in April and runs through September, and hosts over 30 or more events. The racing events include a weekly Friday Night Street Legal Racing Series, an ET Championship Series, Nostalgia Racing, NHRA Lucas Oil Drag Racing Series with Jet Cars participating at the Major Events.

2009 was another successful year, following on the heels of a record setting 2008 and excellent 2007 seasons. There are multiple ways to be a part of this great facility, which are outlined in the Marketing Opportunities section. They range from a sign on the track to a major race sponsor. Champion Raceway provides a family friendly atmosphere filled with exciting racing to thousands of participants and spectators who could be potential customers. Thank you for taking the time to review these great opportunities.



2009 Recap

Advertising & Promotion

- Over \$300,000 spent on improvements and in promotions
- Weekly radio advertising for the ET Championship & Friday Night Street Legal Series
- TV advertising for major events
- 90,000 printed schedules produced and distributed
- Weekly coverage in National Dragster, which has a subscription base of 80,000 and a secondary reach of 250,000
- Website hits average 2,500+ per month

Race Series

- Friday Night Street Legal Series had an average car count of 80
- The ET Championship Series had an average of 70 cars per race
- NHRA Lucas Oil Division 6 Championships brought in 290 racers from throughout the west coast.
- Champion held 6 National Events and hosted "Medford Cruise" at the strip

Track Improvements

- New bathrooms complete with showers
- New ET ticket booth
- Additional leveling and grading of pit parking
- Newer ambulance for safety personnel
- Jaws of Life for use in emergencies
- 80 gallon fire fighting system
- Electrical hookups for VIP motor homes
- Race fuel storage building for on site fuel sales
- Complete stripping of our return road



Marketing Opportunities

Champion Raceway has a number of different marketing opportunities for our sponsors/partners. It's been shown over and over again that motor sports fans are extremely loyal, and have a high awareness of who the major sponsors are. Your investment is therefore maximized.

The marketing potential at Champion Raceway is extremely good and is targeted at major local and regional markets. With the growth figures from 2007, 2008 and 2009, the potential is even greater for 2010.

Following are the marketing programs available. If you are interested in participating, but don't see a program that fits, please let us know. We can tailor a program that meets your needs.



Printed Schedule

2" x 3 3/8" Four Color Ad.....\$700

Have your company information included on our tri-fold printed schedules. The same information will also be included on ChampionRaceway.com under the sponsors tab. 90,000 schedules will be printed and distributed through mailing list, displays at all sponsor locations, other retail establishments, car shows and performance events.





Track Signage

- 1. Track Sign 30" x 6' \$750**
Signs are placed along the concrete barricade walls, facing either the grand stands or the grass knoll. Only \$500 to renew.
- 2. Starting Line Sign 2' x 6' \$1,500 per year**
Starting line signs receive excellent exposure, and are often caught in track photos that appear in printed media. Only 4 of these are available.
- 3. Tower Signs 4' x 6' \$1,000 per year**
Sign on base of tower, gets exposure from tack photos, TV and Video
- 4. Major Tower Sign 4' x 12' \$3,000 per year**
Same as above - just larger
- 5. Main Concession/Staging Lane Sign 30" x 6' \$800**
Best signage available in the price range. These signs are seen from both the concession area and the staging lane area. **\$600 to renew.**
- 6. Score Board Sign 4' x 16' \$4,000 per year**
The electronic score board signs are views every time a car goes down the track. This is where the racers and spectators see who won the race and what their elapsed time and mile per hour was. Your company logo will be seen not only by the attending audience, but will also be seen on any TV or video coverage. Our PA announcers call out lanes by the sponsor name. Only 2 available.
- 7. Hillside Sign 4' x 12' \$3,000 per year**
New signage opportunity on the west side of the track, on top of the hill, facing the grand stands; not only is this great exposure for the grand stands, but the signs will provide shade for the spectators who love to sit on the hill and watch the racing.



Track Signage



Tower Signs



Staging Lane Signs



Track Signs



Starting Line Signs



Score Board Signs



Friday Night Street Legal Series

Series Sponsor \$6,500 for series

1. Sponsor the entire Friday Night Street Legal Race Series which is comprised of 19 races.
2. Your company will headline each event as the series title sponsor. For example "Your Company Friday Night Street Legal Drags"
3. Radio advertising for the entire series
4. Company name on Schedules, Trophies and any other printed items.
5. Event T-Shirts with company name/logo
6. Continuous PA announcements throughout each series event, and intermittent PA announcements at all other events
7. Sponsor billing on ChampionRaceway.com
8. 25 free tickets for each race, branded with your company name, to be given away by you to your customers or employees. In addition, any number of these tickets can be given to the radio stations for a give away.
9. 6 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)
10. 30" x 6' track sign
11. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
12. Discount ticket program. Periodically through the year a discount ticket event will be promoted, giving spectators the opportunity to buy event tickets at a discounted price only at the sponsor and associate sponsor's location(s).
13. Company name on all time slips given to competitors.



Friday Night Street Legal Series

Associate Series Sponsor \$3,000 for series

As an associate sponsor, your company will have similar exposure as the title sponsor, just in a secondary position.

1. Company name on Schedules and any other printed items
2. Mention in radio advertising
3. Continuous PA announcements throughout each series event, and intermittent PA announcements at all other events
4. Sponsor billing on ChampionRaceway.com
5. 25 free tickets for each race, branded with your company name, to be given away by you to your customers or employees. In addition, any number of these tickets can be given to the radio stations for a give away.
6. 30" x 6' track sign
7. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
8. Discount ticket program. Periodically through the year a discount ticket event will be promoted, giving spectators the opportunity to buy event tickets at a discounted price only at the sponsor and associate sponsor's location(s).

Class Sponsor(s) \$1,500 per class

Sponsor an individual class within the Friday Night Street Legal Series. There are 6 classes within the series. (Junior Dragster, High School, Motorcycle, Sport Compact, Street DOT, Hot Rod)

1. Your company will headline a specific class within the Friday Night Street Legal Series. For example "Your Company Hot Rods"
2. Company name on trophies for that class
3. Continuous PA announcements throughout each event as class is announced
4. Sponsor billing on ChampionRaceway.com
5. 30" x 6' track sign
6. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned



Friday Night Street Legal Series

Grand Champion Competition \$6,500

To add a new level of interest and excitement for the Friday Night Street legal Race Series, this program will give races an additional incentive for competing for the yearly championship. At the last Friday night race of the season the four primary classes (Motorcycle, Sport Compact, Street DOT, Hot Rod) will have a run off with the top two point's leaders in each class. The winner would then be crowned "Grand Champion" The runner up and semi finalists would receive special edition trophies, dollar discounts on sponsor's merchandise

1. Company name will headline the Grand Champion Competition
2. Company name on special Grand Champion Trophies
3. Continuous PA announcements during Friday Night Street Legal Series
4. Sponsor billing on ChampionRaceway.com
5. Mention in radio advertising of Friday Night Street Legal Series
6. 30" x 6' track sign
7. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
8. 6 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)



Friday Night Street Legal Series

100 Mile an Hour Club \$500

This option provides a fun way to build name recognition for a fairly small investment. Any racer in a street legal car or motorcycle who go over 100 MPH will get a special "100 MPH Club" sticker.

1. Your company headline the club stickers
2. Company brochures/information can be given out along with the sticker (must be provided by company)
3. PA announcements throughout series events
4. Sponsor billing on ChampionRaceway.com





Friday Night Street Legal Series

Perfect Light Club\$500*

This option provides a fun way to build name recognition for a fairly small investment. Any racer who gets a perfect light during the event (either qualifying, time trials or eliminations) will get a special "Perfect Light Club" sticker.

1. Your company headline the club stickers
2. Company brochures/information can be given out along with the sticker (must be provided by company)
3. PA announcements throughout series events
4. Sponsor billing on ChampionRaceway.com

*For an additional \$750 Hat or T-shirts can be given out along with stickers.





ET Championship Series

Series Sponsor \$8,000 for series

1. Sponsor the entire ET Championship Series which is comprised of 10 races.
2. Your company will headline each event as the series title sponsor. For example "Your Company ET Championship Series"
3. Radio advertising for the entire series
4. Company name on Schedules, Trophies and any other printed items.
5. Event T-Shirts with company name/logo
6. Continuous PA announcements throughout each series event, and intermittent PA announcements at all other events
7. Sponsor billing on ChampionRaceway.com
8. 25 free tickets for each race, branded with your company name, to be given away by you to your customers or employees. In addition, any number of these tickets can be given to the radio stations for a give away.
9. 6 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)
10. 30" x 6' track sign
11. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
12. Discount ticket program. Periodically through the year a discount ticket event will be promoted, giving spectators the opportunity to buy event tickets at a discounted price only at the sponsor and associate sponsor's location(s).
13. Company name on all time slips given to competitors.



ET Championship Series

Associate Series Sponsor \$4,000 for series

As an associate sponsor, your company will have similar exposure as the title sponsor, just in a secondary position.

1. Company name on Schedules and any other printed items
2. Mention in radio advertising
3. Continuous PA announcements throughout each series event, and intermittent PA announcements at all other events
4. Sponsor billing on ChampionRaceway.com
5. 10 free tickets for each race, branded with your company name, to be given away by you to your customers or employees. In addition, any number of these tickets can be given to the radio stations for a give away.
6. 30" x 6' track sign
7. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
8. 6 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)

Class Sponsor(s) \$1,200 per class

Sponsor an individual class within the Friday Night Street Legal Series. There are 6 classes within the series. (Junior Dragster, High School, Motorcycle, Sportsman, Pro, Super Pro)

1. Your company will headline a specific class within the ET Championship Series. For example "Your Company Sportsman"
2. Company name on trophies for that class
3. Continuous PA announcements throughout each event as class is announced
4. Sponsor billing on ChampionRaceway.com
5. 30" x 6' track sign
6. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned



ET Championship Series

Championship Bonus Program..... \$5,000

To give racers an additional incentive to participate in all our ET Championship Series races, this program adds a bonus factor to the year end championship. The program will provide special edition Championship trophies and cash bonus payout for the champion in each of the ET Series classes. cash pay outs will be: Junior Dragster \$100 savings bond, High School \$100 savings bond, Motorcycle \$300, Sportsman \$400, Pro \$400, super Pro \$500.

1. Company name will headline the Championship Bonus Program
2. Company name on special Championship Trophies
3. Continuous PA announcements during ET Championship Series, and intermittent PA announcements at all other events.
4. Sponsor billing on ChampionRaceway.com
5. Mention in radio advertising of ET Championship Series
6. 30" x 6' track sign
7. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
8. 4 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)



Major Event Sponsorship

Event Sponsor

Mega Bucks Race	\$4,000
Funny Car Shoot-out	\$4,000
July 4th Night of Fire	\$6,500
Nitro Summer Fest	\$6,500
Hot Rod Gasser Nationals	\$6,500
NW Truck Nationals	\$4,500
NHRA Division 6 Lucas Oil Race	\$8,000

Event sponsorship includes title rights to the event along with:

1. Company name on all trophies, plaques, schedules, flyer, posters and any other printed items for that event.
2. Continuous PA announcements throughout each series event and intermittent PA announcements at all other events.
3. Sponsor billing on ChampionRaceway.com
4. 30" x 6' track sign
5. Weekly radio advertising
6. TV advertising
7. 6 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)
8. 25 free tickets for your race branded with your company name, to be given away by you to your customers and employees. In addition, any number of these tickets can be given to the radio stations for a give away
9. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
10. Display space for company promotion during the event
11. Posting of company banners (if available) during the event
12. Inclusion of company representative in winner's circle ceremonies and photographs
13. Company name on all time slips given to competitors.



Major Event Sponsorship

Associate Sponsor

Mega Bucks Race	\$2,000
Funny Car Shoot-out	\$2,000
July 4th Night of Fire	\$3,000
Nitro Summer Fest	\$3,000
Hot Rod Gasser Nationals	\$2,000
NW Truck Nationals	\$2,000
NHRA Division 6 Lucas Oil Race	\$4,000

As an associate sponsor, your company will have similar exposure as the title sponsor, just in a secondary position.

1. Company name on all schedules, flyer, posters and any other printed items for that event.
2. Continuous PA announcements throughout each series event and intermittent PA announcements at all other events.
3. Sponsor billing on ChampionRaceway.com
4. 30" x 6' track sign
5. Mention in radio advertising
6. Mention in TV advertising
7. 2 VIP passes for major events. Provides free race admission and access to the VIP room when it's open. (VIP room opens at select major events)
8. 25 free tickets for your race branded with your company name, to be given away by t you to your customers and employees. In addition, any number of these tickets can be given to the radio stations for a give away
9. Coverage in written media (Newspaper, National Dragster, Flyers) whenever series is mentioned
10. Display space for company promotion during the event
11. Posting of company banners (if available) during the event



2010 Tentative Schedule

Test & Tune/Orientation -----	April 16	Fri
Friday Night Street Legal Series #1 -----	April 23	Fri
Test & Tune/Chassis Certification -----	April 24	Sat
Friday Night Street Legal Series #2 -----	April 30	Fri
Test & Tune/Gamblers Race -----	May 1	Sat
Friday Night Street Legal Series #3 -----	May 7	Fri
ET Championship Series #1 -----	May 8	Sat
ET Championship Series #2/Land of the Leaders #1 -----	May 9	Sun
Friday Night Street Legal Series #4 -----	May 14	Fri
Friday Night Street Legal Series #5 -----	May 21	Fri
ET Championship Series #3 -----	May 22	Sat
ET Championship Series #4/Land of the Leaders #2 -----	May 23	Sun
Friday Night Street Legal Series #6 -----	May 28	Fri
Mega Bucks Test & Tune -----	June 3	Thurs
Mega Bucks Race \$50,000 Guaranteed Purse -----	June 4-6	Fri-Sun
Friday Night Street Legal Series #7 -----	June 11	Fri
Performance Swap Meet -----	June 12-13	Sat-Sun
Medford Cruise Stop Light Drags -----	June 18	Fri
ET Championship Series #5/ Funny Car Shoot Out Day 1 -----	June 19	Sat
ET Championship Series #6/ Funny Car Shoot Out Day 2 -----	June 20	Sun
Friday Night Street Legal Series #8 -----	June 25	Fri
Friday Night Street Legal Series #9/Night of Fire Test & Tune -----	July 2	Fri
ET Championship Series #7/ Night of Fire -----	July 3	Sat
Rain Delay Date (if needed) -----	July 4	Sun
Friday Night Street Legal Series #10 -----	July 9	Fri
Friday Night Street Legal Series #11 -----	July 16	Fri
ET Championship Series #8 -----	July 17	Sat
ET Championship Series #9/Land of the Leaders #3 -----	July 18	Sun
Friday Night Street Legal Series #12 -----	July 23	Fri
Friday Night Street Legal Series #13 -----	July 30	Fri
ET Championship Series #10/ Nitro Summer Fest -----	July 31	Sat
Rain Delay Date (if needed) -----	Aug 1	Sun
Friday Night Street Legal Series #14/ Street Car Shoot-out -----	Aug 6	Fri
Friday Night Street Legal Series #15/ Street Car Shoot-out -----	Aug 13	Fri
ET Championship Series #11 -----	Aug 14	Sat
ET Championship Series #12/Land of the Leaders #4 -----	Aug 15	Sun
Friday Night Street Legal Series #16 -----	Aug 20	Fri
Hot Rod Gasser Nationals -----	Aug 21	Sat
Friday Night Street Legal Series #17 -----	Aug 27	Fri
ET Finals - Mission, BC -----	Sept 3-6	Fri-Mon
Friday Night Street Legal Series #18 -----	Sept 10	Fri
National Dragster Challenge/NW Truck Nationals -----	Sept 11	Sat
Friday Night Street Legal Series #19/ King of the Track -----	Sept 17	Fri
NHRA Division 6 Lucas Oil Race -----	Sept 24-26	Fri-Sun



Appendix 2

Terms of Payment

Printed Schedules

Payment is due within 30 days of commitment

Track Signage

1st Year

Payment is due within 30 days of commitment. In no event will sign be built before payment is made

Subsequent Years

Company will be billed on March 1st with payment due within 30 days

Friday Night Street Legal Series

For series sponsor, associate sponsor, class sponsor or grand champion sponsor payment may be as follows:

1. Payment in full within 60 days of commitment, or
2. Payment made in 6 equal monthly installments, with first payment due April 1st

For 100 mile per hour club sponsor payment is due within 30 days of commitment.

ET Championship Series

For series sponsor, associate sponsor, class sponsor or grand champion sponsor payment may be as follows:

1. Payment in full within 60 days of commitment, or
2. Payment made in 6 equal monthly installments, with first payment due April 1st

For perfect light club sponsor payment is due within 30 days of commitment.

Major Event Sponsorship

For series sponsor, associate sponsor, class sponsor or grand champion sponsor payment may be as follows:

1. Payment in full within 60 days of commitment, or
2. Payment made in equal monthly installments, with first payment due on date of commitment and last payment due on event date.