



Wisconsin's *Action Track*
2015 Schedule

- April 11 **IMPACT SURVIVAL SERIES 300 LAP ENDURO-GATES 12N, RACING 2P**
- April 18 **FINAL PRESEASON PRACTICE**
- April 25 **CABIN FEVER 50-GATES 2P, TT 5P, RACING 7P.**
- May 2 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- May 8 **TRACK ATTACK-GATES 3P, RACING AT 7P.**
- May 9 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- May 16 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- May 23 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- May 24 **TOURNAMENT OF DESTRUCTION ROUND #1 & FIREWORKS 7P.**
- May 30 **6 DIVISION SHOW PLUS LEGENDS & BANDOLEROS-GATES 2P, TT 5P, RACING 7P.**

- June 6 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- June 12 **TRACK ATTACK-GATES 3P, RACING AT 7P.**
- June 13 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- June 20 **UNOFFICIAL RACING SERIES W/ FULL RACING PROGRAM PLUS MID AM CARS AND LEGENDS & BANDOLEROS-GATES 2P, TT 5P, RACING 7P.**

- June 27 **6 DIVISION SHOW PLUS FIREWORKS -GATES 2P, TT 5P, RACING 7P.**
- July 3 **To Be Announced**
- July 4 **TOURNAMENT OF DESTRUCTION ROUND #2 & FIREWORKS 7P.**
- July 10 **TRACK ATTACK-GATES 3P, RACING AT 7P.**
- July 11 **6 DIVISION SHOW-2P, TT 5P, RACING 7P.**
- July 18 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- July 25 **CAMBRIDGE AUTO REPAIR 6 DIVISION SHOW PLUS LEGENDS & BANDOLEROS-GATES 2P, TT 5P, RACING 7P**

- August 1 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- August 7 **TRACK ATTACK-GATES 3P, RACING AT 7P.**
- August 8 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- August 15 **COST CUTTERS BACK TO SCHOOL NIGHT-6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**

- August 22 **THE BADGERLAND CHALLENGE SERIES-FINALE.-GATES 2P, TT 5P, RACING 7P.**
- August 29 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- Sept 5 **6 DIVISION SHOW-GATES 2P, TT 5P, RACING 7P.**
- Sept 6 **TOURNAMENT OF DESTRUCTION ROUND #3 & FIREWORKS 7P**
- Sept 11 **TRACK ATTACK-GATES 3P, RACING AT 7P.**
- Sept 12 **HAVILL SPOERL SEASON CHAMPIONSHIPS-GATES 2P, TT 5P, RACING 7P.**
- Sept 18 **WISCONSIN STATE CHAMPIONSHIPS-GATES3P, RACING AT 7P.**
- Sept 19 **WISCONSIN STATE CHAMPIONSHIPS FINALE-2P, TT 5P, RACING 7P.**
TRACK ATTACK 10.3, 10.10 OR 10.17.



Wisconsin's *Action Track*

Reach New Customers

with Unique Local Motor Sports Marketing





Jefferson Speedway is Wisconsin's Action Track!

Whatcha going to do on Saturday night? "Let's go racing at Jefferson Speedway" has been the answer to that question over a million times! Whether you are a real racing fan or ready for an unique night of entertainment, Jefferson Speedway is the place to be on a Saturday night. Jefferson Speedway is midway between Jefferson and Cambridge on Highway 18 which is a short 20 minute drive from Madison. The races draw thousands of your best target customers each week. The track races every Saturday night at 7pm from late April through mid September including special events such as Tournament of Destruction Nights.



JEFFERSON SPEEDWAY W8135 US HIGHWAY 18 CAMBRIDGE, WISCONSIN 920-648-2705



What does the racing fan look like?

The local track racing fans at Jefferson Speedway are:

- Your neighbors from throughout south central Wisconsin. Over 2,000 people attend the races each Saturday night .
- A combination of hard core racing fans, families and adults that are looking for a new entertainment choice on Saturday night.
- Driving up to 100 miles with heavy response from Jefferson, Watertown, Whitewater, Janesville, Fort Atkinson and Madison.
- Devoted and dedicated fans that support the track sponsors that make it all possible.

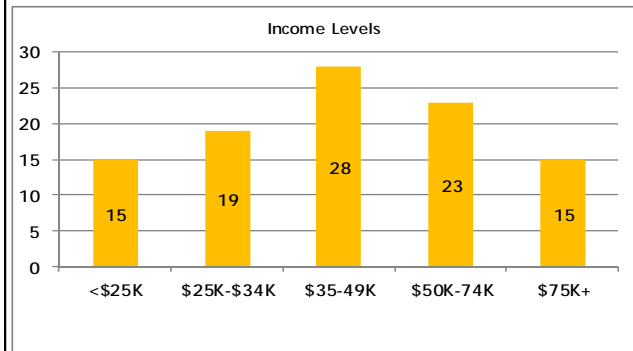
Educational Level

High School.....	46%
Trade/Vocational.....	19%
Some College.....	35%
College Graduate.....	23%

Occupation

Technical Skilled Trade.....	46%
Professional.....	31%
Managerial.....	14%
Manufacture.....	10%
Retired.....	6%
Student.....	5%

*Demographics provided by the ASA Late Model Series



JEFFERSON SPEEDWAY W8135 US HIGHWAY 18 CAMBRIDGE, WISCONSIN 920-648-2705

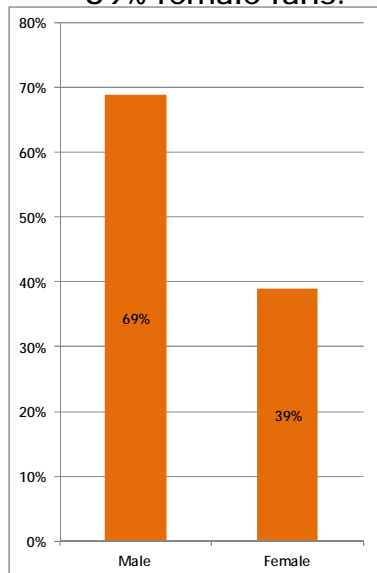


WHAT DO OUR FANS LOOK LIKE?

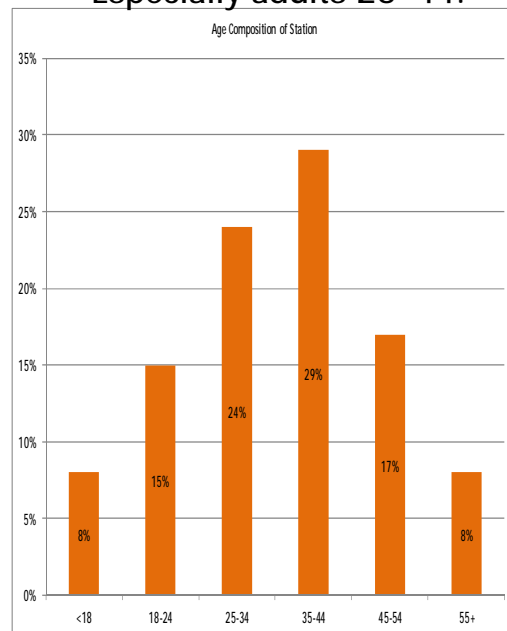


A sport for all ages...
Especially adults 25-44.

It's more than guys...
39% female fans.



Gender Distribution



Age Distribution

Demographics from ASA Racing Series

JEFFERSON SPEEDWAY W8135 US HIGHWAY 18 CAMBRIDGE, WISCONSIN 920-648-2705



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TRACK ATTACK 10.3, 10.10 OR 10.17.



Wisconsin's *Action Track*

Late Model Division Season Sponsorships

The Late Model division of cars are the highest class at Jefferson Speedway with an average field of approximately 30 competitors per night . The racing is extraordinary competitive.

As an exclusive Late Model division sponsor your business will benefit from promotion all season long. You will receive:

- Live sponsor announcements by the talk at the track
- A 4x8 track board that promotes your sponsorship.
- A leaderboard on the Jefferson Speedway website the links to your website to drive customers to you.
- www.jeffersonspeedway.com.
- Hospitality programs can be custom built for your pleasure. to engage you, employee, friends and family.

Total Value: \$ 7000
Investment: \$4000

To secure sponsorship of the Division _____; please sign this non cancelable contract. A down payment of \$ _____ will be made with invoicing to follow with 30 days net terms. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedway marketing@gmail.com.

Agent for Client Date: Agent for Jefferson Speedway





Sportsman Season Sponsorships

!
The Sportsman Class car is an eight-cylinder stock car based on stock production compact cars. These cars began as mid 1980's Monte Carlo's, Gran Prix, and Thunderbirds. All cars have been modified for driver protection . The chassis is predominately stock. The engines are limited to 362 cubic inches.

As an exclusive division sponsor your business will benefit from promotion all season long. You will receive:

- Live Wild Track Advertising talk at the track
- A 4x8 track board that promotes your sponsorship.
- A leaderboard on the Jefferson Speedway website the links to your website to drive customers to you.
www.jeffersonspeedway.com.
- Hospitality programs can be custom built for your pleasure. to engage you, employee, friends and family.

Total Value: \$ 5000
Investment: \$2000

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International Season Sponsorships

! The International Class are four-cylinder race cars based on stock production subcompact cars. These cars began as a Mustang, Pinto, Rabbit, or Celica and are converted into a race car. The chassis and engines are predominately stock. This class has proven economical to build and has provided some of the wildest racing at the speedway.

As an exclusive division sponsor your business will benefit from promotion all season long. You will receive:

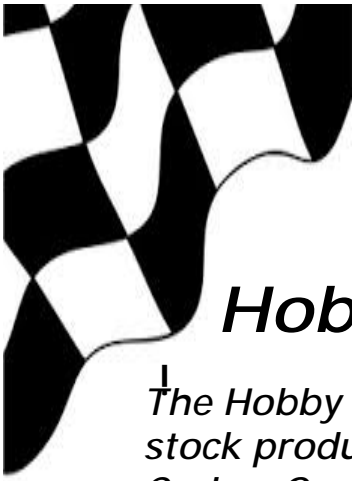
- Live Wild Track Advertising talk at the track
- A 4x8 track board that promotes your sponsorship.
- A leaderboard on the Jefferson Speedway website the links to your website to drive customers to you.
www.jeffersonspeedway.com.
- Hospitality programs can be custom built for your pleasure. to engage you, employee, friends and family.

Total Value: \$ 5000
Investment: \$2000

To secure sponsorship of the Division _____; please sign this non cancelable contract. A down payment of \$ _____ will be made with invoicing to follow with 30 days net terms. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedwaymarketing@gmail.com.

Agent for Client Date: Agent for Jefferson Speedway





Hobby Stock Season Sponsorships

The Hobby Stock cars are eight-cylinder stock cars based on stock production cars. These cars began as mid 1970's Monte Carlos, Gran Prix, Caprice, Torino, Thunderbirds, and a few older Chryslers. The chassis is absolutely stock. This class has proven to be popular with beginners on limited budgets. The racing is extraordinarily competitive and a few of these drivers have progressed to the more sophisticated divisions

As an exclusive division sponsor your business will benefit from promotion all season long. You will receive:

- Live Wild Track Advertising talk at the track
 - A 4x8 track board that promotes your sponsorship.
 - A leaderboard on the Jefferson Speedway website the links to your website to drive customers to you.
- www.jeffersonspeedway.com.

Total Value: \$ 4000
Investment: \$1500

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Agent for Client Date: Agent for Jefferson Speedway



Bandit Season Sponsorships

Bandit cars are "Pure Stock" four-cylinder front-wheel drive stock cars. These cars were built from 1960 to 1995 and are American or foreign, automobiles. The only modifications allowed to these vehicles are for driver protection. The chassis, and suspension is absolutely stock. The Bandits use the infield pit access stripe and turns one and two, as their racing area. This is the fun and affordable racing division, for those who want to see racing where it all begins.

As an exclusive division sponsor your business will benefit from promotion all season long. You will receive:

- Live Wild Track Advertising talk at the track
- A 4x8 track board that promotes your sponsorship.
- A leaderboard on the Jefferson Speedway website the links to your website to drive customers to you.

www.jeffersonspeedway.com.



To secure sponsorship of the Division _____; please sign this non cancelable contract. A down payment of \$_____ will be made with invoicing to follow with 30 days net terms. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedway marketing@gmail.com.



Total Value: \$ 4000
Investment: \$1500

Agent for Client Date: Agent for Jefferson Speedway



Road Warrior Season Sponsorships

!

Road Warrior cars are "Pure Stock" six cylinder front wheel drive cars. These cars were built from 1960 to 1995 and are American or foreign, automobiles. The only modifications allowed to these vehicles are for driver protection. The chassis, and suspension is absolutely stock. Road Warriors use the infield pit access stripe and turns one and two, as their racing area. This is the fun and affordable racing division, for those who want to see racing where anything goes.

As an exclusive division sponsor your business will benefit from promotion all season long. You will receive:

- Live Wild Track Advertising talk at the track
- A 4x8 track board that promotes your sponsorship.
- A leaderboard on the Jefferson Speedway website the links to your website to drive customers to you.

www.jeffersonspeedway.com.

Total Value: \$ 4000
Investment: \$1500

To secure sponsorship of the Division _____; please sign this non cancelable contract. A down payment of \$_____ will be made with invoicing to follow with 30 days net terms. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedway marketing@gmail.com.



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Total Sponsor Night Package

Your business will "own the track" that week!

- The best seats in the house from the VIP Tower complete with all you care to eat appetizers and beverages. All people in the box need to be 21 or with parent. Limit 24.
- Sponsor logo on over 2500 Posters displayed over South Central Wisconsin.
- Your name and claim in over 100 commercials on WIBA-FM, WJVL, WCLO, WJJO & WMAD.
- Sponsor logo in the community newspapers.
- Sponsor banner ad with hyperlink to your website.
- Interview and opportunity to say the most famous word's in auto racing " Gentlemen start your engines."
- Opportunity to run the race lap with company vehicle.
- Promotional announcements live at the event by the track announcer .
- Display, sell or coupon or flyer pre race.
- Leave a season long impression with a custom track board(4x8) Add a \$250 one time fee for sign creation and painting.

Total Value: \$3650
Investment: \$2000

To secure sponsorship of the race night _____; please sign this non cancelable contract to reserve the night. A deposit of \$_____ will be made with reservation. The balance is due the day of the event. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedway.marketing@gmail.com.

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Wisconsin State Championships

...it's the biggest race weekend of the year.

- *The best seats in the house Friday and Saturday nights from the VIP Tower complete with all you care to eat appetizers and beverages. All people in the box need to be 21 or with parent. Limit 24.*
- *Sponsor logo on over 2500 Posters displayed over South Central Wisconsin.*
- *Your name and claim in over 250 commercials on WIBA-FM, WJVL, WCLO, WJJO & WMAD.*
- *Sponsor logo in the community newspapers race ads.*
- *Sponsor banner ad with hyperlink to your website.*
- *Interview and opportunity to say the most famous word's in auto racing " Gentlemen start your engines."*
- *Opportunity to run the race lap with company vehicle.*
- *Season long promotion in all marketing that the track does.*
- *Promotional announcements live at the event each night by the track announcer.*
- *Display, sell or coupon or flyer pre race.*
- *Leave a season long impression with a custom track board(4x8) Add a \$250 one time fee for sign creation and painting.*

Total Value: \$8500

Investment: \$6000

To secure sponsorship of the race night _____; please sign this non cancelable contract to reserve the night. A deposit of \$_____ will be made with reservation. The balance is due the day of the event. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedwaymarketing@gmail.com.

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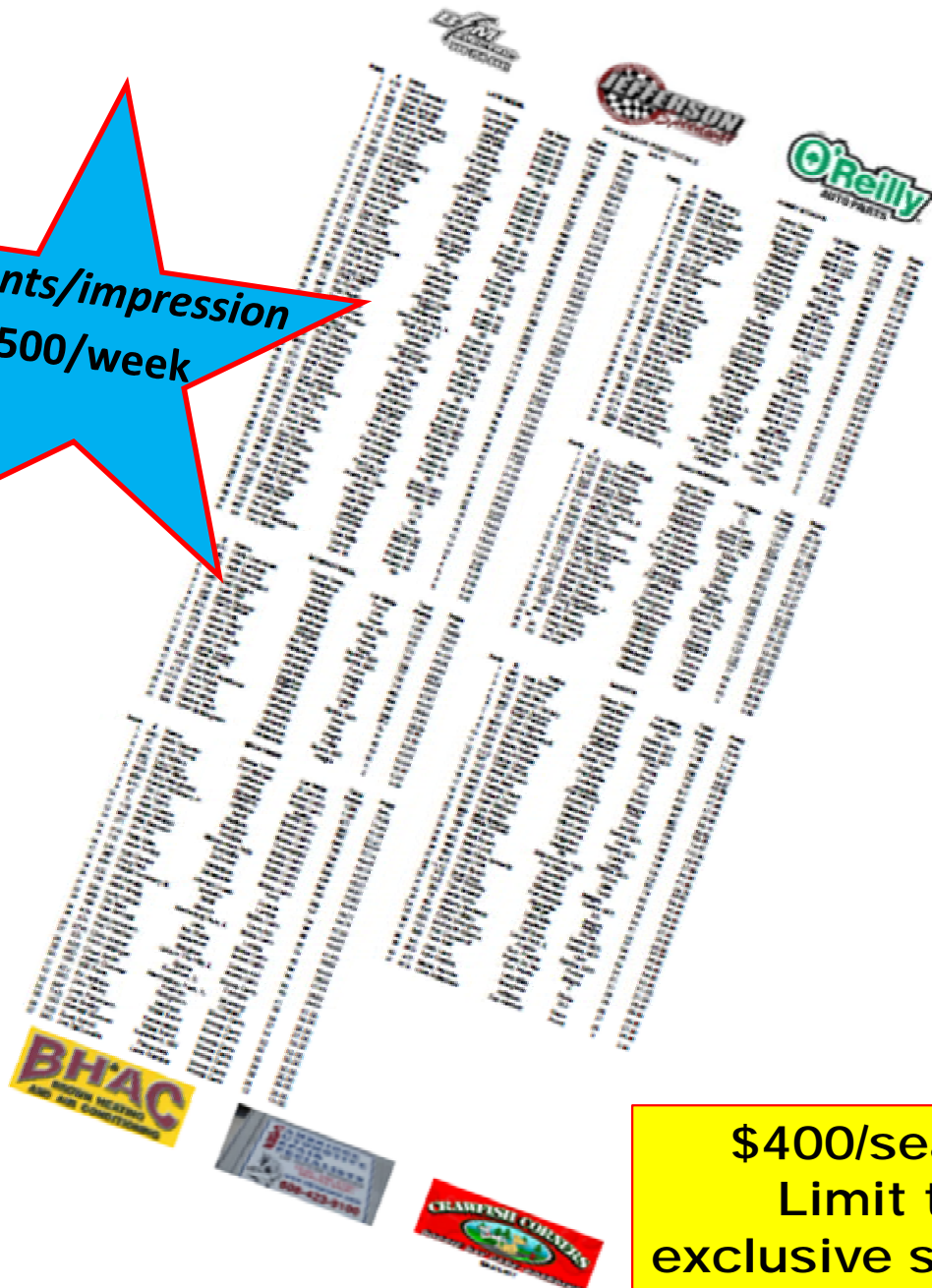


JEFFERSON SPEEDWAY W8135 US HIGHWAY 18 CAMBRIDGE, WISCONSIN 920-648-2705



*Who is the Points Leader? Who is #4
Fans get the info from the weekly Points Sheets!*

**2 cents/impression
500/week**



**\$400/season.
Limit to 6
exclusive sponsors**



The Badgerland Challenge Series

See the Best from Jefferson , MIS & Slinger compete 3 nights

The best of the best racers from Jefferson Speedway, Slinger Super Speedway and Madison International Speedway compete for the big prize in three events at MIS June 19th, July 12 at Slinger Speedway and August 22 at Jefferson Speedway. Sponsorship at Jefferson Speedway includes:

- The best seats in the house from the VIP Tower complete with all you care to eat appetizers and beverages. All people in the box need to be 21 or with parent. Limit 24.
- Sponsor logo on over 2500 Posters displayed over South Central Wisconsin.
- Your name and claim in over 100 commercials on WIBA-FM, WJVL, WCLO, WJJO & WMAD.
- Sponsor logo in the community newspapers.
- Sponsor banner ad with hyperlink to your website.
- Interview and opportunity to say the most famous word's in auto racing " Gentlemen start your engines."
- Opportunity to run the race lap with company vehicle.
- Live sponsor promotional announcements at the event by the track announcer.
- Display, sell or coupon or flyer pre race.
- Leave a season long impression with a custom track board(4x8) Add a \$250 one time fee for sign creation and painting.
- Inclusion in advertising at the other tracks.

Total Value: \$4500
Investment: \$3000/track

To secure sponsorship of the race night(s) _____; please sign this non cancelable contract to reserve the night. A deposit of \$_____ will be made with reservation. The balance is due the day of the event. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedway marketing@gmail.com.





WHERE DO YOU FIND OUR FANS 24/7/365? jeffersonspeedway.com.

Your business will benefit with sponsorship of a page which includes a custom built leaderboard on your page with hyperlink. Plus, you will get weekly plugs at the track talking about your page. 12 month program for \$1000/page.

- Home page-Learn about the latest race results w/pictures.
- Results or Standings-Get the most recent week and YTD on a points page.
- Schedule-Static Season Listing of races and events with sponsor and time.
- Divisions-Learn the different racing divisions through this six page description of Late Model, Sportsman, Hobby Stock, International, Road Warriors & Bandits.
- Photo Gallery-See the track history through photography with new photos Added weekly.
- Class of 2015-See your favorite driver's photo! We list each driver with name, division and car number.
- Weather Widget-Fans can check race day weather and cancellations.
- Track Talk with Fans, Tech's, The Director of Competition and YOU!
- Wreck of the Week-The popular video that captures some of the most spectacular automotive mayhem. Special price is \$2000.
- Riding Shotgun! Go Pro footage from the races puts you in the car seeing the track, special price is \$2000.



**Investment:
\$1000-\$2000**

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SIGNAGE

Trackside Wall Sign-Your business logo and short message or as its called "name and claim" is posted on a track board sized 4x8. The main advantage is that your sign is in view of the race fans for the full season and every race. They are very affordable. You get great bang for your buck. The signs are professionally produced and hand painted for many season's use. Production is a one time fee of \$250

Grandstand Banner-Your business banner can be posted along the top of the grandstands for the full season. The position is in clear view of everyone That comes into the Speedway. Investment is \$1250 for two banners without production.



**Investment:
\$600/season.**





Track Attack

The Newest Series of Racing Events.

Track Attack is Friday night Street Drags complete with a burn out contest and the "Hello Good Lookin' Car Contest. Track Attack gives drivers an opportunity to show off their skills and their ride as a road course will be set up on the racing surface utilizing every inch of the speedway. The course will include both left and right hand corners as well as the front and backstretch going in different directions. Street cars are invited to take timed runs to determine the fastest four, six and eight cylinder drivers in each class. Sponsorship includes:

- The best seats in the house from the VIP Tower complete with all you care to eat appetizers and beverages. All people in the box need to be 21 or with parent. Limit 24.
- Sponsor logo on over 2500 Posters displayed over South Central Wisconsin.
- Your name and claim in over 100 commercials on WIBA-FM, WJVL, WCLO, WJJO & WMAD.
- Sponsor logo in the community newspapers.
- Sponsor banner ad with hyperlink to your website.
- Interview and opportunity to say the most famous word's in auto racing "Gentlemen start your engines."
- Opportunity to run the race lap with company vehicle.
- Live sponsor promotional announcements at the event by the track announcer.
- Display, sell or coupon or flyer pre race.
- Leave a season long impression with a custom track board(4x8) Add a \$250 one time fee for sign creation and painting.

**Investment:
\$1500/event**

To secure sponsorship of the race night _____; please sign this non cancelable contract to reserve the night. A deposit of \$_____ will be made with reservation. The balance is due the day of the event. Remit to: Jefferson Speedway c/o Terry Tucker at W8135 US Highway 18, Cambridge, Wisconsin, 53523. Contact: Jerry Goeden @608.345.9201 or jeffersonspeedway.marketing@gmail.com.



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Wisconsin's *Action Track*

The Tournament of Destruction

Featuring over a dozen Stupid Human Car Tricks !

The Tournament of Destruction is a night of total automotive mayhem. You will see such crowd favorites as the Trailer Race, Chain Race, Bubble Gauntlet and Demolition Derby. Over a dozen events vary by Tournament. The evening's activities are topped off by fabulous Fireworks.

- The best seats in the house from the VIP Tower complete with all you care to eat appetizers and beverages. All people in the box need to be 21 or with parent. Limit 24.
- Sponsor logo on over 2500 Posters displayed over South Central Wisconsin.
- Your name and claim in over 100 commercials on WIBA-FM, WJVL, WCLO, WJJO & WMAD.
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- Opportunity to run the race lap with company vehicle.
- Live sponsor promotional announcements at the event by the track announcer.
- Display, sell or coupon or flyer pre race. Program
- Leave a season long impression with a custom track board(4x8) Add a \$250 one time fee for sign creation and painting.

Total Value: \$3650
Investment: \$2000

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JEFFERSON SPEEDWAY W8135 US HIGHWAY 18 CAMBRIDGE, WISCONSIN 920-648-2705



2014 SEASON POINT TOTALS

9.6.14

LATE MODEL

Table with columns: Rank, #, Name, Home Town, Car Make, Total Points, Point Ave. Lists drivers and their performance in the Late Model class.

HOBBY STOCKS

Table with columns: Rank, #, Name, Home Town, Car Make, Total Points, Point Ave. Lists drivers and their performance in the Hobby Stocks class.

ROAD WARRIORS

Table with columns: Rank, #, Name, Home Town, Car Make, Total Points, Point Ave. Lists drivers and their performance in the Road Warriors class.

INTERNATIONAL

Table with columns: Rank, #, Name, Home Town, Car Make, Total Points, Point Ave. Lists drivers and their performance in the International class.

BANDITS

Table with columns: Rank, #, Name, Home Town, Car Make, Total Points, Point Ave. Lists drivers and their performance in the Bandits class.

SPORTSMAN

Table with columns: Rank, #, Name, Home Town, Car Make, Total Points, Point Ave. Lists drivers and their performance in the Sportsman class.



920.674.5517