



2022 SPONSORSHIP PACKET



MILWAUKEE REGION
SCCA
Sports Car Club of America

WHAT IS...MILWAUKEE TRACK DAYS?



**NOW IS YOUR CHANCE TO BE PART OF THE FAST
PACED WORLD OF TRACK DAYS IN MILWAUKEE.
DIFFERENTIATE YOUR BUSINESS BY SUPPORTING
EVENTS THAT ATTRACT TREND SETTING, OFTEN
TOUGH TO REACH DEMOGRAPHICS .**

Milwaukee track days is centered around bringing excitement and affordable track day experiences to enthusiasts in a safe and controlled manner. Hosting over 63 events over the past 11 years has brought delight to drivers, while utilizing the historic Milwaukee Mile, Road America, and Blackhawk Farms Raceway . The track day series is operated by like minded enthusiasts and backed by the Milwaukee region Sports Car Club of America. This means that every event is conceived, evaluated and run by people that love having fun with cars. The track day team is composed of a diverse group of enthusiasts that each bring a unique set of talents, abilities and varying experiences behind the wheel and at the track. Often referred to as "the best team in track days" the Milwaukee Track Days team is a dedicated group of individuals with a passion for track days.



FACTS ABOUT MILWAUKEE TRACK DAYS



- 7 EVENTS PLANNED FOR THE 2022 SEASON
- MORE THAN 1,600 FACE BOOK FOLLOWERS, AND
GROWING WITH A GREAT SOCIAL MEDIA PRESENCE
- THE MILWAUKEE MILE IS THE WORLDS OLDEST
OPERATING RACE TRACK



FANS, DRIVERS, PIT CREW

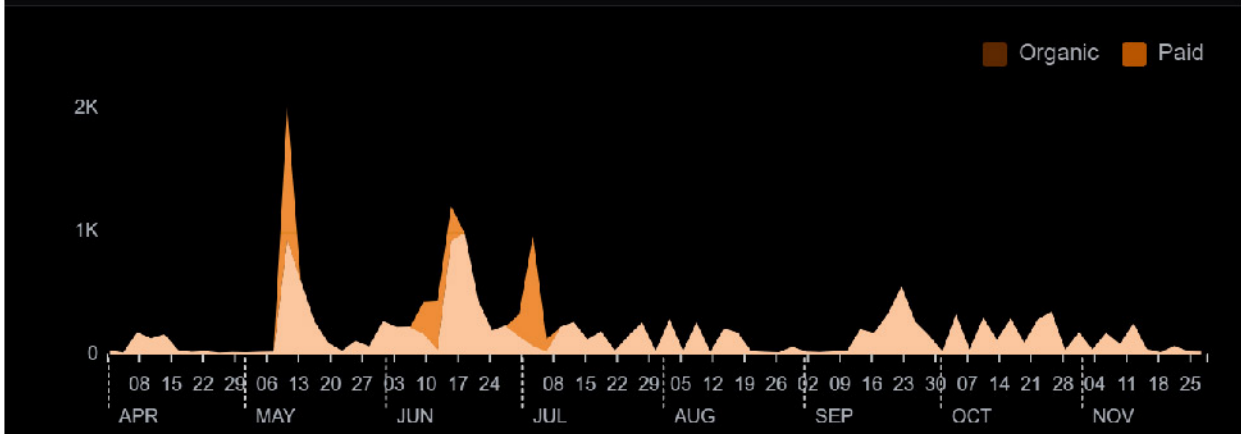


REACH

Total Reach

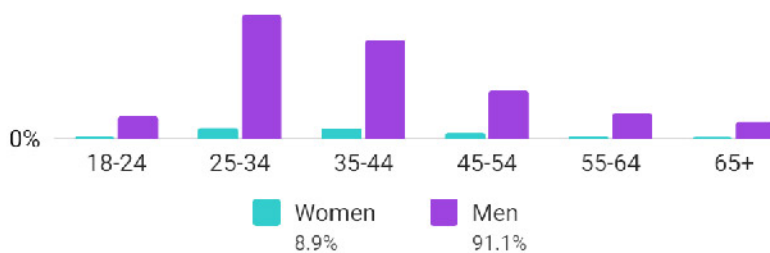
The number of people who saw any content from your Page or about your Page. This metric is estimated.

Great organic visibility
with regular social
media visibility!



DEMOGRAPHICS

Age & Gender 1



Tough to reach
demographic!!
33.7% males age
25-34

A FAMILY FRIENDLY ATMOSPHERE



MEDIA AND ADVERTISING



"A great legal high:" Folks with a need for speed hit the Milwaukee Mile for Thursday Night Thunder

Posted 10:29 pm, August 20, 2015, by John Parnon and Ted Perry



WEST ALLIS -- How many times have you been driving your car, station wagon, or minivan on I-43 and wondered what it would be like to open that baby up, but knowing the consequences were too steep? Thursday, August 20th a famous Milwaukee landmark opens its doors to those who feel a need for speed.

SPORTS CAR ILLUSTRATED

Automotive and Motorsports News and Features

"SCCA Track Night in America program a hit in Milwaukee"

Posted July 30, 2015 Story and photographs by Mike Beckers

In order to increase its outreach to fans and the public, the Sports Car Club of America (SCCA) has promoted a number of events in which ordinary folks can drive their cars at speed on some of America's most famous racetracks. These events are called Track Night In America. No racing experience is required and almost any vehicle in good repair is eligible.

Drivers must be at least 18 years old and must possess a valid driver's license. Drivers must also wear a proper helmet and the car must pass a basic safety inspection. The



"More local news"

Posted May 14, 2015 on Today's WTMJ 4

Our fan base come from all walks of life. The primary demographic is 25-34 year old males but continue to draw more and more. We promote an affordable, safe, family friendly environment, and any age is sure to enjoy a great time at the track.

SOCIAL MEDIA



Facebook - Strong social media outreach
Likes - over 1,600



Mail Chimp-
Monthly email blasts with a list of more than 1,400 emails



ANDRETTI
AUTOSPORT

Worked in conjunction with Andretti Autosports to help promote the Milwaukee Mile indy car race by offering a coupon code to Milwaukee Track Day Patrons.



PROGRAM ADVERTISING SPECS AND PRICES



Please include your business name and logo
Submitting Files: Please email ad files to:
Ryan@MilwaukeeTrackDays.com

Formats Accepted: - Illustrator EPS with no linked files, all fonts converted to outlines and transparencies flattened. - High (300 dpi) resolution TIFF.
- High (300 dpi) resolution JPEG.

Checks made payable and sent to...
Milwaukee Region SCCA
ATTN: Tobin Schuster
W168 N9207 Grand Ave
Menomonee Falls, WI 53051-1419

2022 SCHEDULE

Thursday April 28 - Milwaukee Mile
Friday May 13 - Drive - Road America
Saturday /Sunday - Milwaukee Mile
Thursday June 9 - Milwaukee Mile
Thursday July 7 - Road America
Thursday September 15 - Milwaukee Mile
Thursday October 13 - Milwaukee Mile



	Group 1 sponsorship \$6,000+	Group 2 sponsorship \$1,500	Group 3 sponsorship \$500	PRIVATE EVENT
One named event, MTD presents (sponsors name) 5 drivers included				
Event Interaction - (drivers meeting , handouts, PA announcements, etc.)				
Logo featured on apparel to be sold online and during track day events				
Promo material presence - Sponsors logo featured on schedule cards, hand outs, etc...				
Social media postings - online event promo cards (facebook, mail chimp, etc)				
Website presence - Sponsors logo featured on the MTD website				

LEVELS OF SPONSORSHIP



Group 1 sponsorship \$6,000+	Group 2 sponsorship \$1,500	Group 3 sponsorship \$500	PRIVATE EVENT
---------------------------------	--------------------------------	------------------------------	---------------

Submit this form along with a check made payable to Milwaukee region SCCA to the address below. Sponsorships and evaluations are subject to league approval.

ADVERTISING AGREEMENT FOR SEASON, : _____ DATE _____ COMPANY NAME
(ADVERTISER): _____ ADDRESS: _____ CITY: _____
ZIP CODE _____ TELEPHONE: _____ FAX: _____
EMAIL: _____

GENERAL TERMS AND CONDITIONS:

