



2017 Speedway Activation and Display

Albany Saratoga Speedway and Lebanon Valley Speedway are the premier DIRT racing venues in the northeast drawing thousands of race fans from across the region. In addition to the regular Friday and Saturday night racing, we offer the hottest special events of the summer including “Monster Trucks”, “Tony Stewart All Star Circuit of Champions Sprint Car Show”, “Eve of Destruction” and “Mr. DIRT Track USA”! The racing season runs from April through September.

Targeted and effective promotional platform!

Display your product to thousands of loyal consumers!

“Studies have shown time and time again that race fans will support companies and products affiliated with their sport.”

Racing provides a family friendly environment to promote your business along with a variety of hospitality and entertainment options. The racing season is nearly 6 months long attracting hundreds of thousands of fans from all over to enjoy our shows.

Your Display and Activation Package Includes:

Track Signage*

Place your banners and signage on track

Product Display Area**

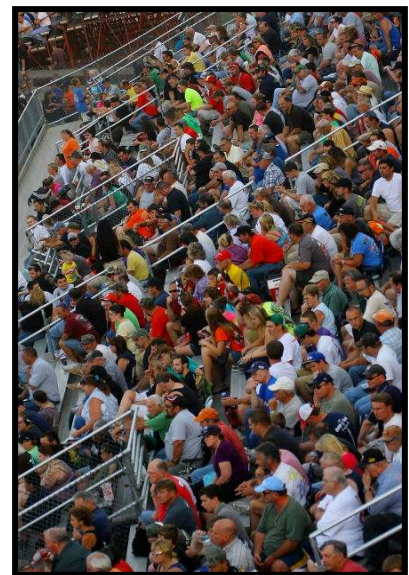
Display products, equipment and merchandise on the LVS Midway or behind Grandstand Area

Live PA Announcements

Our track announcers will do announcements throughout the night directing fans to your products and display area

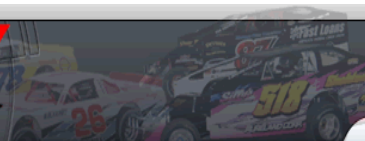
On Track Interview***

Our track announcer will do a front stretch interview with a vendor who purchases any combo package for display or activation



- *Signage to be provided by vendor*
- ** Display area up to 200 sq ft*
- ***One On Track interview for any client who books multiple dates or a combo activation*

For information, call or e-mail Mark Keefe (518) 301-3048 mkeefe8@nycap.rr.com



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Interact with thousands of potential customers and clients on our midway and grandstand area!

Our Track announcers will do live PA announcements calling attention to your display throughout the night.

Speedway Display and Activation Pricing:

Regular Friday or Saturday Show \$400.

Speedway Special Events*

Brett Hearn Big Show \$500.

Eve of Destruction \$700.

Monster Trucks \$1,200.

Tony Stewart All Star Show \$1,200.

Mr. DIRT Track USA \$700.

Dragway Special Events*

Night of Fire \$600.

NHRA Divisionals \$600.



Combo Packages

Green Light Package: \$1,000.

4 Regular Shows

Checkered Flag Package: \$2,000.

6 Regular Friday or Saturday Shows

*2 Special Events**



*Some restrictions may apply regarding participation in special events.

Folding table and chairs if needed. Power is limited to specific areas and must be requested in advance.

Vinyl Banners can be hung from grandstands. Display area should be set up 1 hour prior to gates opening.

Pricing for display area up to 200 square feet. Larger display area may cost more. Includes 4 GA passes per event.

Rain Date: In the unlikely event of a rain out, a mutually agreed rain date will be scheduled.

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