

# ATOKA RACEWAY PARK

MARKETING OPPORTUNITIES



Atoka Raceway Park  
1939 Sadler School Road  
Brighton, Tennessee  
38011



# Atoka Raceway Park

## 2010 Marketing Opportunities

### **Introduction to Kart Racing at ARP**

Motorsports is one of the fastest growing sports in the United States with the largest single form of motorsports being kart racing. Presently, there are about 170,000 racers and the oval track (speedway) racers consist of roughly 65% of that group.

What is a racing kart? You won't find these at hardware stores or in retail stores. They travel two inches off the ground rolling on racing slicks, powered by alcohol burning precision purpose-built race engines, sporting flashy graphics on aerodynamic bodywork rocketing at speeds over 100 miles per hour on larger tracks. When you think of big league racing and high tech machines, you'll find that in kart racing as well. And that's what Atoka Raceway Park hosts 24 times per year.

Atoka Raceway Park is a 1/8-mile dirt oval track located in Brighton, Tenn. at the intersection of Highway 14 and Atoka-Idaville Road (Route 206). Access to the track is located on Sadler School Road just past the fire station.



Champ kart drivers get ready to head onto the track

ARP boasts one of the best facilities in the country. Complete with computer-controlled scoring and timing, electronic scales, lighting, public address systems, grandstands, concession areas, bathrooms, and a fast and smooth 1/8-mile dirt oval that delivers speeds of over 60 miles per hour and some of the closest and most competitive racing you'll find anywhere.

### **The Racers, the Past, the Present, and the Future**

2010 marks an exciting, new season for ARP. With 24 races scheduled, racing begins on the first Saturday in March and stretches until mid-October. Local race teams along with other teams that will travel as far away as Kentucky, Arkansas, Mississippi and beyond will converge on ARP to compete. 14 classes compete weekly

as karts rotate on and off the track during the race day as practice transitions to heat races and qualifying and finally into feature event races.

Our drivers? Karting is a sport for all ages. Drivers as young as six years old up to drivers in their 50s take to the oval each race day. Classes

are broken down by age, chassis type, and driver weight according to the national sanctioning body, World Karting Association ([www.worldkarting.com](http://www.worldkarting.com)). The competition is closely regulated.

The age of our spectators and participants range widely from the very youngest to the oldest with the majority being in the teens to early 30s. Every season we have spectators with no previous knowledge about kart racing visit the track and by season's end are competing with their own team.

NASCAR drivers today started in karting. It's where drivers like Jeff Gordon, Tony Stewart, Denny Hamlin, Juan Montoya, and Dale Earnhardt Jr. learned the basics of race driving and all will tell you kart racing set the course for their driving career.

And it's in your backyard.

ARP was where Ricky Stenhouse, Jr. (<http://bit.ly/7BKhBJ>), an up and coming NASCAR Nationwide Series driver got his start. And ARP has put out many National Champions before him and will continue to do so in the future. Dreams are recognized here and most teams are families and very dedicated to their sport. Families gather 24 times per year to race as a team. Boys, girls, moms, dads and more... all compete. It's the one family sport where parent versus child can compete safely, fairly, and competitively.

ARP has taken steps to reduce costs for "our" racers. Tire rules have reduced tire options and consequently reduced costs for the racers. A new type of engine that will debut in 2010 at ARP will allow many new racers to get on the track and we expect this class to really take off. A new spectator area is in planning and will expand our spectator base improving exposure to kart racing.



Heading to the green flag, Junior 3 (12-15 years old) roars off turn four



Driving isn't just for the boys - Mom and daughter team up before practice



A father prepares his son's safety gear before he enters the speedway

## Advertising with ARP

Racing is well known for being a fan loyal sport and fans are dedicated to those who support their sport. Kart racing is no different. Partnership with local businesses is mutually beneficial. Through

various options, ARP provides exposure, brand awareness, and advertising for local businesses that will give you advertising at a price that suits you. Your customers are at ARP.

## Billboard Advertising... and More

Down the backstretch, there are 42 four-foot by eight-foot billboards. Each billboard is a space for your company. As different classes rotate on and off of the track, teams rotate with them several times per day. A 24-race season exposes your company's logo to spectators, teams, drivers, officials each race day. As spectators and teams enter the track they are given an event program that lists the previous event race results, season schedule, point standings, and track supporters – you. Track supporters are announced over the PA system several times per day for additional exposure. When you visit our web site, [www.Atoka-Raceway-Park.com](http://www.Atoka-Raceway-Park.com), you'll find your company logo with a hyperlink (if applicable) to your website. If the backstretch is not your thing, we have 4x8 spaces on the back of the grandstands overlooking the pit area. And five season passes will accompany you to the track each week. The price for the billboard package is \$500 – and we'll take care of getting your company identity up there for you.



Going three-wide into turn three



Senior drivers head down the backstretch

## Company Night at ARP

Do you want exposure and be able to do something for your employees to show your appreciation? Company Night is what you're looking for! This package spotlights one company on an available race date you chose. We provide twenty tickets for your Company Night to treat your star employees or whoever you want there at your company's night. Choose who gives the command, "Ladies and Gentlemen... Start your engines!" Choose who drops the green flag for the first feature event of the night. And as the winner rolls into our infield victory lane, their photo will be taken with your logo as the backdrop and then posted to the ARP website. If that's not enough, the weekly event program will sport your logo and titled the "Company's name"

Night at Atoka Raceway Park and be routinely announced during the event over the PA system. It's your company – it's your night at ARP! The price for the Company Night at ARP is \$350.



Victory Lane!

## ***Sponsor a Class***

Maybe your budget is a little smaller than you'd like, but you'd like to get involved with ARP and it's teams this may be what you're looking for. The class will become synonymous with your company at the track. As drivers pick up their trophies at the conclusion of each race night, your company's name is engraved along with the class name. And when your class rolls onto the track, the announcer will boom out, "Now on the track for their feature event is the Charlie's Commercial Electric Co. Junior 2 class!" The class will be recognized as your class on the ARP website, the weekly event program, and on each trophy presented during the season and at the end of the year Champion's Banquet. The cost for the class sponsorship is \$250.



## ***Brand the Electronic Scoreboard***

This is a one-time only deal that will last for years. Every NASCAR track has a large display to inform spectators, teams, officials, etc. of what's happening on the race track. An electronic scoreboard displays the running position of the top five drivers, and lap number. It's a tool everyone uses. It informs everyone: spectators, aids teams with lap count for improved time management, and allows officials to monitor the race with more precision. Everyone looks at the

scoreboard. When the five inch tall LED lights glow brightly on the scoreboard with the race status, you can bet hundreds of eyes are on your logo as well. The life of a scoreboard is roughly 10 years and as long as the scoreboard is up there, so is your logo. That's exposure! Due to the cost, ARP doesn't have a scoreboard but we want to change that. The cost of an electronic, wireless scoreboard is \$5,000. If you're interested, we'd love to talk to you even further.

## ***Contact Us***

We're into strong relationships – with our drivers, our teams, our friends and those who we mutually support.

And who knows? You may help us discover a future racing superstar. Let's race together.

If you need more information or have any questions, please call Frank Ashe at 901-690-9967 or email [frank.ashe@atoka-raceway-park.com](mailto:frank.ashe@atoka-raceway-park.com).

NOTE: Billboards, class sponsorship, and company nights at ARP are first come, first served. If your ready to go racing with us, please call for available billboard locations, class availability, and company night dates.



# ***ATOKA RACEWAY PARK***

## **2010 EVENT DATES**

**MARCH 6**

**MARCH 13**

**MARCH 20**

**MARCH 27**

**APRIL 3**

**APRIL 10**

**APRIL 17**

**APRIL 24**

**MAY 1**

**MAY 8**

**MAY 15**

**MAY 22**

**MAY 29** — KART SHOW AT RIVERSIDE INTERNATIONAL SPEEDWAY (NOT A RACING EVENT)

**JUNE 5**

**JUNE 19**

**JULY 17**

**JULY 31**

**AUGUST 14**

**AUGUST 28**

**SEPTEMBER 11**

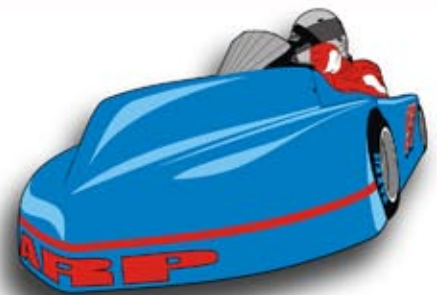
**SEPTEMBER 18**

**SEPTEMBER 25**

**OCTOBER 2**

**OCTOBER 9**

**OCTOBER 16**



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