



Texas Mile 2011 Sponsorship Program

Platinum Sponsor – Per Season - Three Events Per Season

- One Full Day, Private Corporate Motor Sports Texas Mile Event including up to 20 employees/customers scheduled the day prior to official start of one of the three Texas Mile seasonal events. One Full Day, Custom Corporate Event per Season.
- On-site photography of corporate event with photo prints provided for 20 participants.
- Up to 30 complimentary spectator passes to each of three events for the Season. Each spectator pass includes exclusive Texas Mile branded merchandise.
- Platinum Sponsor Logo displayed on coveted Official Texas Mile Speed Certificates Presented to Every Rider/Driver Participant at Conclusion of Each Event Weekend
- 10 Custom Banners with key placement along the famed Texas Mile
- Prominent branding on the Texas Mile web site, Texas Mile Facebook, and Twitter
- Affiliate link for Diamond Sponsor Gear Merchandise featured and/or offered for sale on Texas Mile's Republic Gear website
- Three custom logo flags strategically placed throughout event venue on all event days throughout the Season
- Two Platinum Sponsor branded golf carts for exclusive use at the Texas Mile at each of three events for the Season
- Prominent location for advertisement in the tri-annual print editions of The Texas Mile program for the Season
- Premium, on-site vendor/promotional booth location at each of three events for the Season.
- One Texas Mile Staff assigned exclusively to Platinum Sponsor at each of three events for the Season

- Multiple mentions of partnership/sponsorship brand over on-site announcement system throughout event days. Three events per Season, three days per event = *nine full event days total per Season*.
- Exposure to local, national and international print, broadcast media and internet forums
- Corporate introduction and announcement at Drive/Rider meetings

Diamond Sponsor – Per Season - Three Events Per Season

Up to 20 complimentary spectator passes to each of three events for the Season. Each spectator pass includes exclusive Texas Mile branded merchandise

- After-Party Event – Captive, Target Audience in Diamond Sponsor Branded Hospitality Tent with Texas Mile Rider/Driver Participants to Mingle and Showcase/Highlight Diamond Sponsor Products/Custom Offers. One After-Party Event Per Season.
- Two Custom Email Blasts with Custom Diamond Sponsor Announcements/Offer to Target Email List of 3K+ Texas Mile participants and followers prior to each of 3 events
- 5 Custom Banners with prominent placement along the famed Texas Mile
- Prominent branding on the Texas Mile web site, Texas Mile Facebook, and Twitter
- Two branded golf carts for exclusive use at the Texas Mile at each of three events for the Season
- Prominent location for printed advertisement in the tri-annual editions of The Texas Mile program for the Season
- Premium on-site vendor/promotional booth location at each of three events for the Season
- Multiple mentions of partnership/sponsorship brand over announcement system throughout event days. Three events per Season, three days per event = *nine full event days total per Season*.
- Exposure to local, national and international print, broadcast media and internet forums
- Corporate introductions and announcements at Drive/Rider meetings

Gold Sponsor – Per Season - Three Events Per Season

Up to 15 complimentary spectator passes to each of three events for the season. Each spectator pass includes exclusive Texas Mile branded merchandise

- 3 Custom Banners with prominent placement along the famed Texas Mile
- Prominent branding on the Texas Mile web site, Texas Mile Facebook, and Twitter
- One branded golf cart for exclusive use at the Texas Mile at each of three events for the Season
- Two Email Blasts with Custom Gold Sponsor Announcements/Offers to Target Email List of 3k+ Texas Mile Participants and Followers prior to each of 3 Events.
- Prominent location for printed advertisement in the tri-annual editions of The Texas Mile program for the Season
- Premium on-site vendor/promotional booth location at each of three events for the Season
- Multiple mentions of partnership/sponsorship brand over announcement system throughout event days. Three events per Season, three days per event = *nine full event days total per Season.*
- Exposure to local, national and international print, broadcast media and internet forums
- Corporate introductions and announcements at Drive/Rider meetings

Silver Sponsor – Per Event - Three Events Per Season to Chose From: March. May. October

Up to 10 complimentary spectator passes to each of three events for the season. Each spectator pass includes exclusive Texas Mile branded merchandise

- 2 Custom Banners with prominent placement along the famed Texas Mile
- One Email Blast with Custom Bronze Sponsor Announcement/Offers to Target Email List of 3k+ Texas Mile Participants and Followers prior to Event.
- Featured branding on the Texas Mile web site, Texas Mile Facebook, and Twitter
- Featured advertisement in the tri-annual editions of The Texas Mile program for the Season

- Premium on-site vendor/promotional booth location at each of three events for the Season
- Multiple mentions of partnership/sponsorship brand over announcement system throughout event days. Personalized Corporate introductions and announcements at Drive/Rider meetings

The Winning Experience™ VIP Tents -

Available for All Levels of Above Sponsorship at Additional Cost

- Custom pricing based on amenity selections including:
 - Catering/ self-serve or servers provided (drinks or food or both)
 - Quantity/Style of Seating
 - Location of tent
 - Type and size of tent
 - Concierge service
 - Lighting
 - Ventilation
 - Merchandise
 - *The Winning Experience™* possibilities are endless!

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