



Keith Haney 918-260-6565

Dear Sponsor,

If you are not already familiar with the Midwest Pro Mod Series, I would like to introduce you to the hottest racing series in the Midwest.

The Midwest Pro Mod Series was created because of a lack of a major racing series in the Central US. This left a lot of Pro Mods sitting in the shop and racers sitting at home.

At the beginning of 2017, a group of racers realized that there were a lot of Pro Mod teams sitting at home due to time and travel expenses. Many Pro Mod racers are located in the Midwest – the problem is - most major Pro Mod events are staged on the East and West Coast.

This group of racers formed the MWPMS to make a place for Nitrous, Roots-Blower, Turbocharged, Pro Chargers and Screw Blown Racers to compete on a level playing field. They decided to keep it simple - one class that promote parity among the different combinations. So far it has worked out very well.

They also wanted to stage well-ran events at premier tracks in middle America in conjunction with their existing – well attended - large scale events. In 2018, we ran a total of 8 events: 2 at Gateway, 2 at Tulsa Raceway Park, 1 at Texas Motorplex 1 at Heartland Motorsports Park and Xtreme Raceway Park. There were tens of thousands of fans in the stands – the racers loved it.

Over 62 different teams competed at the 2018 events. At the St Louis event, we set the single event car count record with 38 competitors showing up for a 16 car qualified field. I feel like we are only seeing the tip of the iceberg.

Our business model is very lean and mean. We don't want a lot of overhead, but we do want to make it one of the top organizations in racing. The owners hired David "Cookie" Cook & Jimmy Boles as our Tech and Race Directors, Ellen Eschenbacher & Damon Steinke were added in 2019 for Media/Marketing and Sales and me Owner/Director of Marketing and Sales.

Every day we field calls from race teams who are building new combinations that are planning to run the entire 2019 Series with us. We think having 40+ cars per event is in the near future. We have tons of racetracks calling us to have an event at their track. We are also excited for the new addition of Top Sportsman & Top Dragster for 2019.

Our racers are successful self-employed business owners who own trucking companies, auto and rv dealerships, communication companies, etc. What they all have in common is that they are passionate about their sport and willing to spend a lot of money towards making their cars go faster. Many of these teams have six-figure annual racing budgets. This is where you benefit...

What's causing the growing car counts? Great tracks? Great competition? Great purse? Big crowds? We think it is all the above. But offering one of the largest purse's "per event" for Pro Mod racing in the country has energized many teams that were sitting out. We pay \$10,000 to win one of our events, and even pay qualifying money.

It will take sponsors like you to build this series. Together, we can give the race teams a great venue to race at and in turn they will spend money with sponsors. It's a winner all the way around.

We've made sponsorship an easy and unique experience. It's easy because we divide your sponsorship fee by the number of events and bill by the race approximately 15 days before the scheduled event. It's unique because, if the event is rained out, we refund (or credit towards the next event) 50% of that events sponsorship fee. That may be the best deal in drag racing sponsorship.

Please review the attached Sponsor Packages and see what works for you. I will be reaching out to you soon to see how you want to be involved. We will be at PRI or a race track near you if you would like to have a face to face meeting. My contact info is at the top of the page, feel free to email or call anytime.

Thanks in advance for supporting the MWPMS.

Keith Haney



Sponsor Packages:

ELITE LEVEL SPONSORSHIP: \$7500

- Four (4) 30 second PA announcements (provided by sponsor) per day at all events
- Company Logo with link on www.midwestpromodseries.com
- 12 Sponsor Press Releases on MWPMS Website, Facebook, and on all MWPMS Social Media
- 6 Video commercials on live feed during each event
- 6 Banners (provided by sponsor) displayed at each event
- Racers required to run sponsors decal during event
- Midway space at each event
- 10 Tickets per event
- Suite Space

LEVEL ONE "MIDWEST PRO MOD RACING SERIES OFFICIAL SPONSOR": \$5500

- Four (4) 30 second PA announcements (provided by sponsor) per day at all events
- Company Logo with link on www.midwestpromodseries.com
- 6 Sponsor Press Releases on MWPMS Website, Facebook, and on all MWPMS Social Media
- 3 Video commercial on live feed during each event
- 6 Banners (provided by sponsor) displayed at each event
- Logo on MWPMS tag
- Midway space at each event
- 4 Tickets per event

LEVEL TWO "MIDWEST PRO MOD RACING SERIES PREMIER SPONSOR": \$4000

- Two (2) 30 second PA announcements (provided by sponsor) per day at all events
- Company Logo with link on www.midwestpromodseries.com
- 4 Sponsor Press Release on MWPMS Website, Facebook, and all MWPMS Social Media
- 4 Banners (provided by sponsor) displayed at each event
- Logo on MWPMS tag
- Midway space at each event
- 2 Tickets per event

LEVEL THREE "MIDWEST PROMOD RACING SERIES SPONSOR": \$3500

- One (1) 30 second PA announcement
- Company Logo with link on www.midwestpromodseries.com
- 6 Sponsor Press Release on MWPMS Website, Facebook, and all MWPMS Social Media
- Sponsor Logo on Sponsor Scroll during live feed
- 2 Banners (provided by sponsor) displayed at each event
- 2 Tickets per event



Keith Haney • keith@midwestpromodseries.com • 918-260-6565

SERIES TITLE

SPONSOR/PRESENTING TITLE SPONSOR: \$30,000

- Co-branding with the MWPMS logo on all marketing and promotional materials including but not limited to website, social media, t-shirts, hats, uniforms, emails, etc.
- Series Title Sponsor name will be "Sponsor Name" Midwest Pro Mod Series
- Presenting Title Sponsor name will be Midwest Pro Mod Series presented by "Sponsor Name"
- Eight (8) 30 second PA announcements (provided by sponsor) per day at all events
- Company Logo with link on www.midwestpromodseries.com
- Unlimited Sponsor Press Releases on MWPMS Website, Facebook, and on all MWPMS Social Media
- Unlimited email & text blasts to our 100,000+ database
- Logo continuously displayed during live feed action
- 12 Video commercials on live feed during each event
- 8 Banners (provided by sponsor) displayed at each event
- Racers required to run sponsors decal during event
- Decals and logo provided by sponsor
- Midway space at each event
- 10 Tickets per event
- Suite Space (If track has them available)

EVENT TITLE SPONSOR: \$5,500 PER EVENT

- Naming rights for one (1) of our seven (7) events
- Event will be called "Sponsor Name" Event Name
- Eight (8) 30 second PA announcements (provided by sponsor) per day at sponsored event
- Company Logo with link on www.midwestpromodseries.com
- Sponsor Press Releases on MWPMS Website, Facebook, and on all MWPMS Social Media leading up to event
- Email & text blasts to our 100,000+ database leading up to event
- Multiple Video commercials on live feed during sponsored event
- 8 Banners (provided by sponsor) displayed at sponsored event
- Racers required to run sponsors decal during sponsored event
- Decals and logo provided by sponsor
- Midway space at sponsored event
- 20 Tickets at sponsored event
- Suite Space at sponsored event

OTHER INDIVIDUAL SPONSORSHIP OPPORTUNITIES AVAILABLE - CALL FOR DETAILS

- Email Blast 100K+ (20% open rate)
- Text Blast 100K+ (100% open rate)
- Banners
- PA Spots
- Midway Space
- Live Feed Commercials
- Website Logo/Links
- Press Release