

# *Ready to Race United*

**HELP SPONSOR THIS COMMUNITY EVENT**

***September 13***



**FIREWORKS - RESOURCE FAIR - FOOD DRIVE**



**Catawba County  
United Way**

**Gates open at 4:45 p.m. Call 828-327-6851.**

# Sponsorship Levels

Help the Catawba County United Way and the Hickory Motor Speedway celebrate the power of community by being a sponsor of this event. In 2024, nearly **3,000 race fans** learned about **24 nonprofits** and donated more than **1,200 individual food items** benefiting local food pantries.

## **\$5,000 - Flying Leap Sponsors**

- Usage of large stadium studio with refreshments, up to 20 people.
- Name announced throughout the event.
- Large logo on all marketing material.
- Large sign with company logo at racetrack (near concessions).
- Premium placement of marketing station (tent).
- Small sign with company logo at entrance to racetrack.

## **\$3,500 - Fireworks Sponsor**

- Usage of small stadium studio with refreshments, up to 12 people.
- Name announced as sponsor prior to and after the fireworks display, as well as throughout the event.
- Large sign with company logo at racetrack (near concessions).
- Placement of marketing station (tent) near entrance.
- Small sign at entrance to racetrack.

## **\$2,000 - Lead Sponsors**

- Name announced as sponsor during the event.
- Placement of marketing station (tent) near entrance with local non-profit agencies.
- Shared space on signs with other agencies at racetrack.
- Small logo on all marketing materials.
- Small sign at entrance to racetrack.

*Call Mark Bumgarner at the CCUW for more information - 828-327-6851.*