

NEW! THE NASCAR EXPERIENCE

Take center stage in the Expo when attendees line up to participate in the NASCAR Racing Experience allowing you to stand out, build brand awareness, and participate in the ultimate booth traffic driver!

Your company will appear like they sponsored a real NASCAR team complete with a custom branded race car, branded experience tickets, and branded pit crew uniform!

Tickets will be handed out to participate in the NASCAR Racing Experience (NRE) to all attendees at registration. Attendees will be instructed to have all NRE sponsors stamp the ticket and bring the completed ticket to the NRE booth to drive the race car simulator and achieve the fastest time each day to win 2 tickets to NASCAR event of their choice! Each completed ticket enters the attendees into a drawing each day to win more prizes.

Additionally, each sponsor will receive a stack of Fast Pass tickets to hand out to customers or prospects to drive the car without a fully stamped ticket.



All Sponsors Receive:

- ✓ Logo included on NASCAR Racing Experience webpage—on the I&E website
- ✓ Logo & Booth # include in NRE page in Show Guide
- ✓ Logo included on NRE booth signage
- ✓ Logo included on Mobile App—NRE page
- ✓ Logo include on pre-show email about NRE
- ✓ Logo included on Pit Pass ticket
- ✓ Logo placed on Pit Crew Race Shirts

Levels/Benefits:

PLATINUM LEVEL: \$10,000 (LIMITED TO 1)

- ✓ Hood placement for logo
- ✓ 50 Fast Pass tickets
- ✓ Marketing table/sign in experience area
- ✓ Lead list of all participants

GOLD LEVEL: \$5,000 (LIMITED TO 2)

- ✓ Logo on front quarter panel or deck lid
- ✓ Marketing table/sign in experience area
- ✓ 25 Fast Pass tickets

SILVER LEVEL 3: \$2,500 (LIMITED TO 7)

- ✓ Logo on Back quarter panel
- ✓ Marketing sign in experience area
- ✓ 10 Fast Pass tickets

