

# **STREET LEGAL DRAGWAY™**



**Advertising & Marketing  
OPPORTUNITIES**

# STREET LEGAL DRAGWAY™



**Why?**

**The Problem:** ILLEGAL STREET RACING

**The Solution:** OUR TRACK & YOUR COMPANY

## **Ignite Your Brand at Street Legal Dragway**

Step into the heart of automotive culture and the birthplace of drag racing with Street Legal Dragway—a thrilling new venture making waves in Southern California at the Lake Perris Fairgrounds. This ground breaking drag strip is redefining the motorsports landscape.

## **What Sets Us Apart?**

At Street Legal Dragway, we're bringing the adrenaline of street racing to a controlled, legal environment. Our 1/16th-mile, drag strip replicates the pulse-pounding, stoplight-to-stoplight races that fuel the passion of street racers. Here, the formula for victory is simple: it's all about REACTION and TRACTION. This back-to-basics approach is what makes our track stand out—and it's what's turning heads nationwide.

## **Be Part of the Change**

Street Legal Dragway isn't just a racetrack; it's the SOLUTION! We are leading the charge against illegal street racing by offering a safe and legal alternative for street car enthusiasts. We're on a mission to preserve the integrity of automotive and racing culture, while saving lives. We are inviting your company to partner with us.

## **Showcase Your Brand in the Fast Lane**

There's no better platform than Street Legal Dragway. Align your brand with our groundbreaking initiative that's as much about community as it is about competition. By partnering with us, you're not just promoting your products or services—you're becoming part of the SOLUTION. Take advantage of this unique opportunity today!

# OUR MARKET:

THE "STREET CAR" OWNER



# 14 MILLION

DMV REGISTERED CARS  
IN SOUTHERN CALIFORNIA

Unlike other drag strips, Street Legal Dragway caters primarily to "street cars", which means we have a target market of over 14 MILLION potential customers within 100 miles, that could race at our track!

# POPULATION:

25-mile radius	3 MILLION
50-mile radius	10 MILLION
75-mile radius	19 MILLION
100-mile radius	24 MILLION



# SPONSOR OPPORTUNITIES:

<b>Outside Track Barriers:</b>	<b>\$500</b> (4x2)
<b>Inside Track Barriers:</b>	<b>\$1,000</b> (8x2)
<b>Spectator Area Fence:</b>	<b>\$500</b> (4x3) <b>\$1,000</b> (8x3)
<b>Facility Fence Line:</b>	<b>\$1,000</b> (7x4) <b>\$2,000</b> (9x6)
<b>Starting Line Barriers:</b>	<b>\$5,000</b> (18x2)
<b>Burnout Box Sign:</b>	<b>\$3,000</b> (8x6)
<b>Tower Sign:</b>	<b>\$2,500</b> (6x4)

<b>Race Class Sponsor:</b>	<b>TBD</b>
<b>Race Event Sponsor:</b>	<b>TBD</b>
<b>Official Product:</b>	<b>TBD/Trade</b>
<b>Official Service:</b>	<b>TBD/Trade</b>
<b>Lane Sponsor:</b>	<b>\$10,000</b>
<b>Facility Title Rights:</b>	<b>\$25,000</b>

Above pricing is based on an annual contract. Multi year contracts are available at additional discounts. Street Legal Dragway offers a variety of signage placement options to best promote your products and/or services depending on your companies needs and desires, so let us know how we can help you.



Advertising doesn't just stop at the track. Options exist to use Social Media via our Instagram, Facebook and YouTube Channel, which combined reaches 50,000 people on a montly basis.



# STREET LEGAL DRAGWAY™

Southern California's  
Place to Race!



18700 Lake Perris Drive Perris, CA 92571  
[StreetLegalDragway.com](http://StreetLegalDragway.com)  
951 349-4027



WEBSITE

