



Advertising & Marketing OPPORTUNITIES



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



SPONSOR OPPORTUNITIES:

Outside Track Barriers: \$500 (4x2) Inside Track Barriers: \$1,000 (8x2)

Spectator Area Fence: \$500 (4x3) \$1,000 (8x3) **Facility Fence Line:** \$1,000 (7x4) \$2,000 (9x6)

Starting Line Barriers: \$5,000 (18x2) **Burnout Box Sign:** \$3,000 (8x6) **Tower Sign:** \$2,500 (6x4)

Race Class Sponsor: TBD
Race Event Sponsor: TBD

Official Product: TBD/Trade
Official Service: TBD/Trade
Lane Sponsor: \$10,000
Facility Title Rights: \$25,000

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.

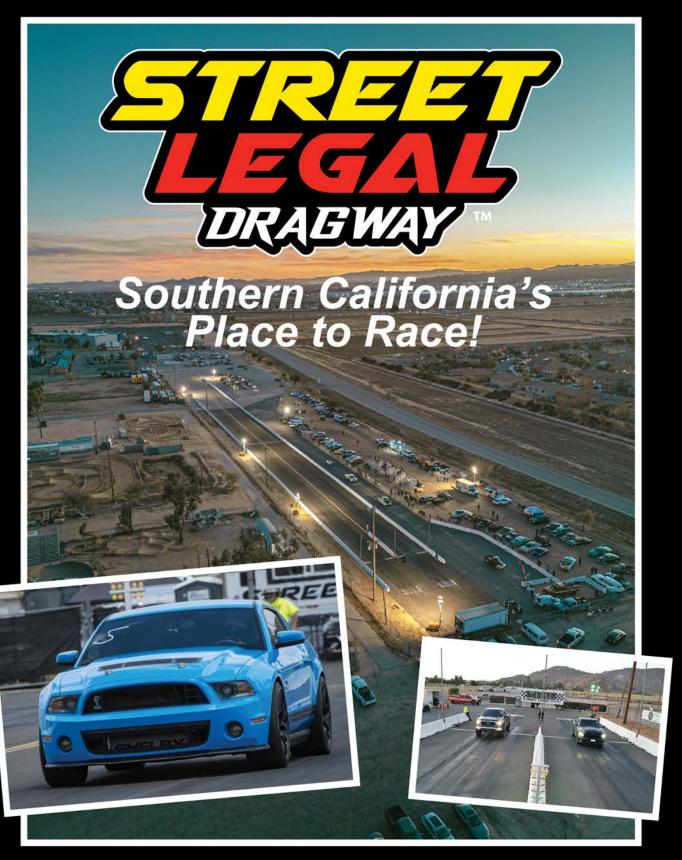


Advertsing doesn't just stop at the track. Options exist to use Social Media via our Instagram, Facebook and YouTube Channel, which combined reaches 50,000 people on a montly basis.











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