

# MEDIA GUIDE



Ryan Nuttleman   
www.dellsracewaypark.com



Stock Car Racing Every Saturday Night!

N1070 Smith Road  
Wisconsin Dells, WI 53965  
Contact DRP at 608-253-RACE  
or visit [www.dellsracewaypark.com](http://www.dellsracewaypark.com)



# **Dells** **RACEWAY PARK** EST. 1962

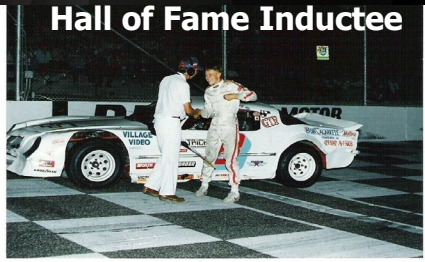
## Dells Raceway Park History

Dells Raceway Park opened in 1963 as Dells Motor Speedway during a boom in racetrack construction that started in the 1950's and continued into the 70's. Through Dells Motor Speedway's very humble early years, the crowds became larger and eventually an upgrade was in order. In 1971 the track and support facilities were completely reshaped into it's present form, and with numerous additions, remodels and upgrades Dells Raceway Park is one of the finest and most modern facility of its kind in the country. DRP host weekly shows (most on Saturday nights) from May through September, and special events in March, April, and October, DRP is a leader in providing exciting family entertainment. In 2012 Wayne Lensing, an old school racer himself, purchased the speedway. Jerry Auby was then brought in as General Manager and has led DRP very successfully up to present day, and now Jerry Auby has taken over full control of the speedway as promoter and have now turned Dells Raceway Park into a featured NASCAR Weekly Series Track.

This year we are planning a very exciting and busy racing season, hosting great weekly shows and awesome special events. We invite you to join with us in promoting your business, rewarding your employees and/or customers, planning a special event, or customize a program to your specific requirements.

Thank You for this opportunity to introduce ourselves. We truly believe that with the thousands of fans that attend our events throughout the season, there is a real benefit in choosing Dells Raceway Park as a partner in planning a program for You.

### **Matt Kenseth 2023 NASCAR Hall of Fame Inductee**



**Matt Kenseth 1988 DRP Winner  
& 2003 NASCAR Champion**



**2020 & 2025 Alive for 5 Series  
Champion Casey Johnson**



**2019 Alive for 5 Series Champion  
Dalton Zehr**



**21&23 Alive for 5 Champion Luke Fenhaus**



**2018 Alive for 5 Series Champion  
Dennis Prunty**



**22&24 Alive for 5 Series  
Champion Gabe Sommers**



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# Thank you!



- Promoter-Jerry Auby
- 1/3 Mile Asphalt
  - 55' Wide
  - 6° Banking - Straightaway
  - 9° In The Corners
- 32 Acre Facility
- 2026-64th Year Anniversary
- Located In The Amusement And Entertainment Center Of Wisconsin.

- 50,000 Annual Attendance
- 65% Male, 35% Female
- 70% Adult, 20% Student
- 30,000+ Facebook Followers
- 5 Million Facebook Views Annually

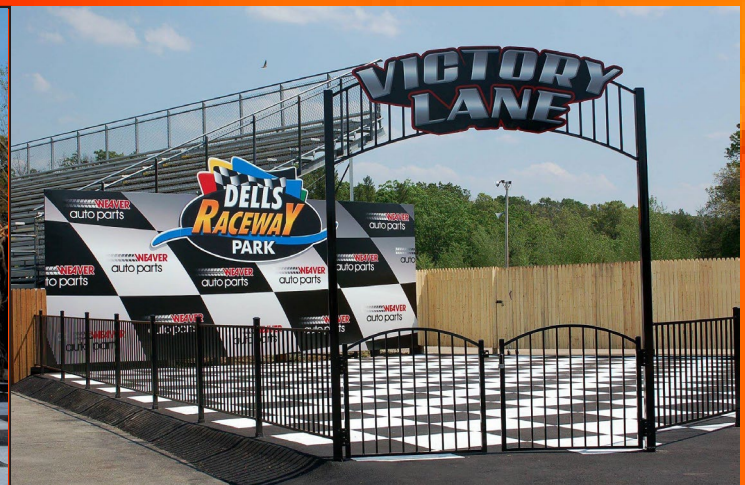
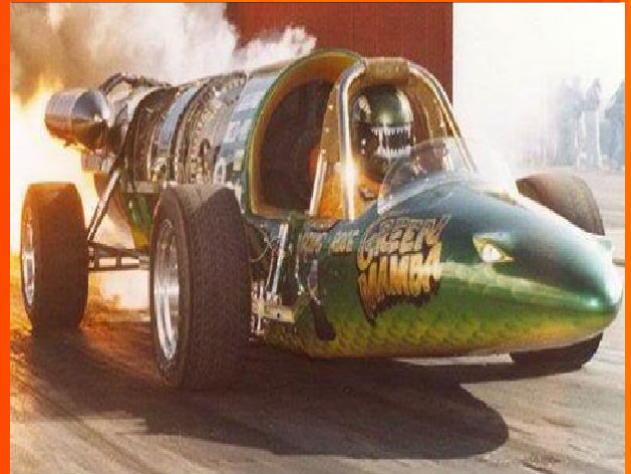




# EXCLUSIVE SPONSOR FOR THE THRILL SHOW - FIREWORKS EVENT

- The Event Belongs To You And Everyone Knows It
- Mentioned As Title Sponsor Thru-Out The Event
- Hospitality In Our Sky Box For Your Guests
- Tickets To Pass Out To Your Customers
- Free Food & Beverage
- Your Banner Displayed At Front Gate
- Your Logo Included On Our Website Thru-Out The Season

(Package price will vary based on guest count for hospitality)



## TROPHY DASH SERIES & ROOKIE OF THE YEAR / Dells Raceway Park Victory Lane Sponsor \$10,000

- Super Late Model Rookie of Year \$1000
- Late Model Dash Series \$1250 / Rookie of Year \$500
- UMA 602 Late Model Dash Series \$1000 / Rookie of Year \$500
- UMA Mods Dash Series \$1000 / Rookie of Year \$500
- Sportsman Dash Series \$750 / Rookie of Year \$300
- Bandits Dash Series \$500 / Rookie of Year \$250
- Legends Dash Series \$500 / Rookie of Year \$250





# CLASS SPONSORSHIP

*Your Division To Be Named After Your Business  
Each Competitor Carries Your Colors With A Decal  
Multiple Mentions Over The Public Address System Nightly  
Fans Will Associate Their Favorite Drivers And Cars To Your Business  
All Funds Are Applied Directly To Driver's Points Funds & Purses*



**Super Late Model Series Title Sponsor**



**Super Late Model Alive for 5 Series  
\$10,000 or \$2500 Per Event**

**Late Model Title Sponsor**



**Late Model Title Sponsor  
\$7,500**

**Modified / Sportsman / UMA 602 Late Model**



**UMA Modified Title Sponsor  
\$3000**



**UMA 602 Late Model Title Sponsor  
\$3500**



**UMA Sportsman Title Sponsor  
\$2500**



**Legends & Bandits**



**INEX LEGEND Title Sponsor  
\$2000**



**UMA Bandit Title Sponsor  
\$1500**



# ***SIGN SPONSORSHIP***

- *Every Lap Is Another Lap For Your Company To Get Exposure*
- *As Cars Race Down The Straight Aways, Your Company's Information Provides A Backdrop For The Action*
- *Visible Throughout Grandstand Seating*

Back Stretch Billboard 8'x16'

1 Year \$2,000 + Production Cost \$650

3 Year \$2,000 per yr Production Cost Included



Back Stretch Billboard 8" x 38'

1 Year \$3,800 + Production Cost \$1500

3 Year \$3,800 per yr Production Cost Included



Back Stretch Billboard 16'x16'

1 Year \$4,000 + Production Cost \$1500

3 Year \$4,000 Production cost included



Front Stretch Fence Sign 3'x6'

1 Year \$500 + Production Cost \$150



Concourse Banner 4'x 8'

1 Year \$650 + Production Cost \$150



# SKYBOX AND PARTY DECK INFORMATION



Our climate controlled Skybox at Dells Raceway Park allows your group or party to enjoy the racing action in style. Skybox is located in the front stretch tower, with an exceptional view of the race track, set 15 feet above our general grand stands. The Skybox is reserved on a first come basis. A deposit of \$250 is due at the time of reservation along with signed contract. Full payment is required the night of your event, with any additional costs, for additional guests or food purchases.



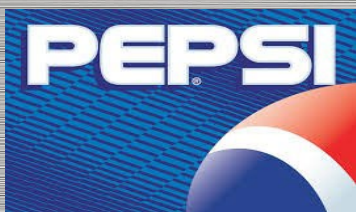
**Skybox Party Deck Packages:**  
25 Person minimum \$35 per person

**Includes:**

- \*General Admission Tickets
- \*Food & Beverage Package
- \*A track interview with the host



For any questions, more information or to reserve a suite today, please contact:



Jerry Auby 608-212-8571  
DRP Sales & Marketing email [dellsracewayparkinfo.com](mailto:dellsracewayparkinfo.com)







# *A Night at the Races*

*"Where Family Comes Together"*

## *Night at the Races*

- \*The race event to be known as yours for the evening*
- \*Trophy's engraved with your Company name*
- \*Member of your group to wave the green flag*
- \*Hand out feature winners trophies*
- \*Your company's name announced thru the night*
- \*Company name included in event advertisements*
- \*Set up an area to show case your products*
- \*Speak with our announcer to market your Company*
- \*Use of the VIP room and upper deck*
- \*Food & Beverages packages available*
- \*Groups own reserved seating section*



*Prices vary depending on group size & hospitality requirements*

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**Prices start as low as \$1000**