

MEDIA GUIDE

2024



2023 Alive for 5 Series Champion
Luke Fenhaus



Stock Car Racing Every Saturday Night!

N1070 Smith Road

Wisconsin Dells, WI 53965

Contact DRP at 608-253-RACE
or visit www.dellsracewaypark.com

Dells **RACEWAY PARK** EST. 1962

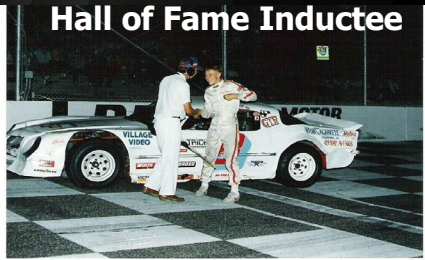
Dells Raceway Park History

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.

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 Alive for 5 Series Champion
Casey Johnson



2019 Alive for 5 Series Champion
Dalton Zehr



2021 Alive for 5 Champion Luke Fenhaus



2018 Alive for 5 Series Champion
Dennis Prunty



2022 Alive for 5 Series Champion
Gabe Sommers



Thank you!



QC WILLY PHOTO

- Promoter-Jerry Auby
- 1/3 Mile Asphalt
 - 55' Wide
 - 6° Banking - Straightaway
 - 9° In The Corners
- 32 Acre Facility
- 2023-61st Year Anniversary
- Located In The Amusement And Entertainment Center Of Wisconsin.

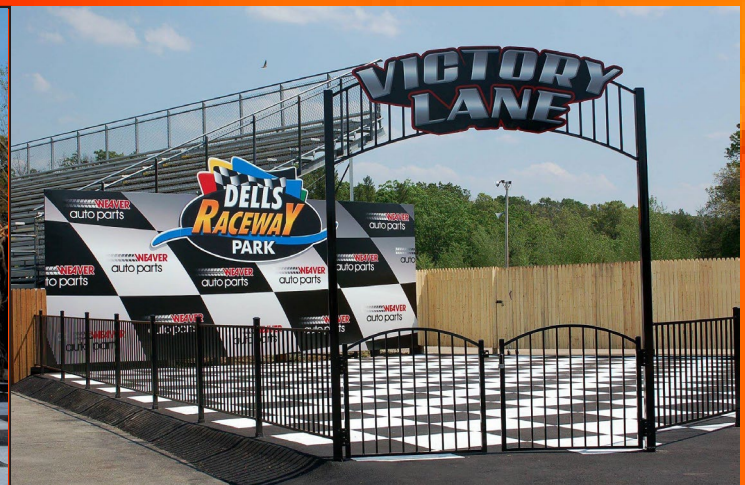
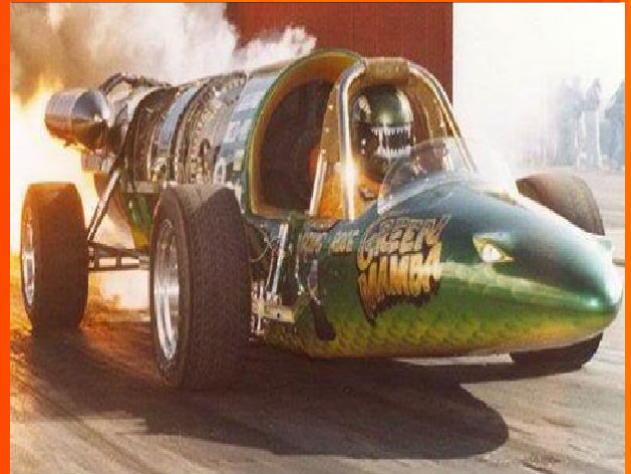
- 50,000 Annual Attendance
- 65% Male, 35% Female
- 70% Adult, 20% Student
- 25,000+ Facebook Followers
- 3 Million Facebook Views Annually



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 Mode



**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*
- *Use Free Passes For Your Own Promotion Purposes*

Back Stretch Billboard 8'x16'

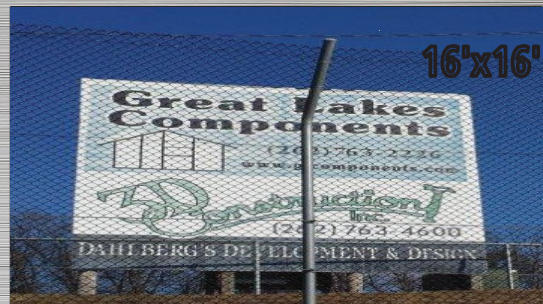
1 Year \$2,000 + Production Cost \$650
3 Year \$2,000 Production Cost Included
Plus 50 Free Tickets



Back Stretch Billboard 16'x16'

1 Year \$4,000 + Production Cost \$1000

3 Year \$4000 Production cost included
Plus 100 Free Tickets



Front Stretch Fence Sign 3'x6'

1 Year \$500 + Production Cost \$150



Concourse Banner 4'x8' Vinyl

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.



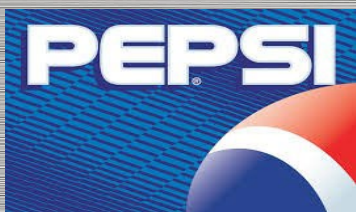
Skybox Party Deck Packages:
25 Person minimum \$35 per person

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





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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Jerry Auby 608-212-8571

Prices start as low as \$1000