The “New” Place to GO for Fun!

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LET US **DRIVE YOUR BUSINESS AND EVENTS!**

- Hawkeye Downs is 94 years old!
- We generate more than **$7 MILLION** in visitor spending per year!
- More than 300,000 people visit the Downs each year!
- Our mission as a 501(c)(3) nonprofit is to create an environment where communities find fun opportunities for entertainment, commerce and employment!
- We have premier unique event space for any occasion!
- We have a 5 year plan to transform Hawkeye Downs into a premier family destination! The ONLY one of it’s kind in Eastern Iowa!
- **We will customize ANY sponsorship or event package! Just call or email!**
PARTNER OPPORTUNITIES!

Congrats to Our 2018 Racing Champions!
START YOUR ENGINES!

**GOLD & BLACK**

$10,000
- Exclusive Event Night Sponsorship
- 500 Tickets to Distribute
- Use of Tavern on the Mall, Skybox, or Party Deck (Seats 100)
- 25% Discount for Billboard Signs
- Meet & Greet with Drivers
- Official Race Starter
- Advertising and Logo on all online media, printed media, and tickets
- Name on Winner Awards

**SLINGSHOT**

$5,000
- Exclusive Event Night Sponsorship
- 250 Tickets to Distribute
- Use of Tavern on the Mall, Skybox, or Party Deck (Seats 100)
- 20% Discount for Billboard Signs
- Meet & Greet with Drivers
- Official Race Starter
- Advertising and Logo on all online media, printed media, and tickets
- Name on Winner Awards

**SPEEDWAY**

$2,500
- 100 Tickets to Distribute
- Use of Party Deck (Seats 100)
- Meet & Greet with Drivers
- Advertising and Logo on all online media, printed media, and tickets
- Name on Winner Awards

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*All Race Sponsors Receive Public Address Announcements during the Race and Previous Weeks!!!*
## UNITED WITH OUR DIVISIONS

### Race Division
- $3,000
  - Naming Rights to your Sponsored Division
  - 2 Season Pit/Grandstand Passes
  - Public Address Mentions EVERY time they race
  - Press Release/Results Mentions
  - Decals on all of the Vehicles

### AIRS Division (Vintage Cars)*
- $2,000
  - Naming Rights to your Sponsored Division
  - 2 Season Pit/Grandstand Passes
  - Public Address Mentions EVERY time they race
  - Press Release/Results Mentions
  - Decals on all of the Vehicles

*These cars race 3-4 times per year
STAY COOL IN OUR SKYBOXES

VIP Skybox

$200
❖ 4 Tickets
❖ 12 Pack of Beer, Soda, or Mix and Match
❖ 1 Hotdog or Burger Each
❖ 1 Basket of Fries
❖ Sign on the Box
❖ Announcement During the Race
❖ Logo in the Race Program (if applicable)

VIP Skybox – Race Season

$2,000
❖ Everything Included in the One Night Sponsorship
❖ Customize and Decorate the Box
❖ Permanent Sign on the Box
❖ Announcement During EVERY Race
❖ Logo and acknowledgement alongside Every Seasonal Sponsor
SIGNS
EVERYWHERE
SIGNS!!

- Display your Business Name, Logo, and Message at EVERY Event!
- Have your Message Seen by over 300,000 People per Year!
- Numerous Public Address Announcements through the Year!
- 10% off of the First Year with a 3 Year Commitment!

INSIDE & OUTSIDE TRACK
- 8 x 32 Track Sign $2,500
- 8 x 16 Track Sign $2,000

GRANDSTAND SIGNS
- 4 x 16 $1,750
- 4 x 8 $1,250

FLAG STAND SIGN
- Unique sign that goes all around the top of our flag stand for everyone to see! $2,500

TICKET “SIGNS” (One Night Sponsorship)
- Great opportunity to place your logo and a special “deal” into the hands of ALL tickets holders on the backs of our tickets! $300 (Can be Bundled)
PARTY DECK IS THE PLACE TO WATCH!!

Join us in Turn 1 on our Premier Party Deck! The BEST Seats in the House!!

❖ Tickets and Seating for 100 Guests
❖ Includes 1 Keg of Beer
❖ Fully Customizable Food and Beverage Menu!
❖ Perfect for ANY Occasion!
❖ $1,500!
EXCLUSIVE FAMILY FUN AREA
OPPORTUNITY: 3 YEAR COMMITMENT

$7,500 for the First Year; $5,000 for the Remaining Two Years

❖ Signage & Exclusive Naming Rights to the East Grandstand
❖ Race Deck at Turn One
❖ Company Name on ALL Race Schedules
❖ Logo and Link to your Website on Hawkeye Downs Website PLUS your Company Name on All Social Media Channels Including our New You Tube Channel
❖ Public Address Announcements for the Next 3 Racing Seasons
❖ Press Release and Official Ribbon Cutting
❖ 500 Tickets to Distribute
❖ Use of the Tavern on the Mall, Skybox, or Party Deck
❖ $2,500 in the First Year Dedicated to Construction of Kid’s Gazebo Names in your Honor
❖ Product Display Areas for your Products and Services
BE A PART OF OUR 5 YEAR TRANSFORMATION!!!

NAMING RIGHTS & SPONSORSHIP OPPORTUNITIES FOR IT ALL!! Contact Rachel Rayman for Details

❖ Miniature Golf
❖ Go Kart Track
❖ New Camp Ground with renovated showers, a convenience store, AND additional event space
❖ New Family and Kids Zone
❖ A Zip Line
❖ A Ropes Course
❖ Hammocks
❖ Tented Pavilion
❖ Race Museum
❖ TURN ONE RESTAURANT AND ROOFTOP RACE VIEW!!
CONTACT US TO SPONSOR OR BOOK YOUR EVENT

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