

May 18,
2018

The Legendary
SACRAMENTO
Mile

May 5, 2018

CALISTOGA
Half-Mile



Sacramento Mile 2017
Main Event Cal - Expo



2018 Marketing Opportunities

May 5, 2018

CALISTOGA Half-Mile



Two Prestigious West Coast Events

Top 20 Media Markets in the Country

• Nationally Televised Series:

- Over 2M viewers in 2017
- Top rated show in segment
- Bigger Better coverage for 2018



- AMA Pro Motorcycle Racing - 18 Event National Series
- Return of Major Motorcycle OEM's H.D., Indian, Yamaha, Kawasaki
- Avid Fan Base - Highly Attended - Single Day Events
- Saturday Night "Under the Lights" - Festival Atmosphere
- Free International Live Feed Streaming - **FAN Choice TV**
- Modern Amenities - Easy Access - Value Entertainment
- Exceptional & Affordable Branding & Promotional Platforms
- **Experienced Promotion Team with Proven Event Execution**

www.sdi-racing.com



Contact: Bob Richards Jr. brichards@41live.com
(916) 704-5796 mobile (916) 400-4771 office
www.41live.com



**May 18 -20,
2018**



Marketing Assets & Promotional Opportunities

- Presenting Sponsor - Associate Sponsors - Entry Level Packages
- Fully Integrated Event Sponsorship includes:
 - Sponsor brand inclusion in all agreed upon marketing
 - Start / Finish line Jumb-tron Advertising
 - Souvenir Program Ad - Quality Publication - Insertion "Blow Ins"
 - Spectator Signage - PA Announcements - Heat Race Sponsor
 - VIP Hospitality & Amenities:
 - Pre-Race dignitary opportunities & pro pit access
 - All Access Credentials - Food & Beverage - Parking - Express Entry
 - Premium High Foot Traffic Display Locations
 - Data Acquisition - Couponing - Sampling & Resale Rights (restrictions apply)
- **Creative packages to meet sponsors initiatives and budget**
 - Pre-event promotions aimed at driving traffic to retail / web outlets
 - Consumer incentives - Ticket promotions - "Ride to the Races"
 - Sacramento Mile - Three (3) unique event days - RSD Super Hooligans



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