



2011 Race Program Advertising Opportunities

- Full-page advertisement in Special Race Program - \$1,950.
- Half-page advertisement in Special Race Program - \$1,100.
- Quarter-page advertisement in Special Race Program - \$595.
- Eighth-page advertisement in Special Race Program - \$395.
- Business card size ad on our "Local Business Directory" page - \$275.

Special Race Program will be published as supplement insert to The News-Herald Newspapers on Wednesday, July 21, 2011 just before race weekend (Circulation 90,000; Readership 300,000). It is full color on the front and back pages and spot color on the center pages. It contains advertising from all of our sponsors, advertisers and supporters. The supplement also contains all race information and is available onsite throughout the race weekend serving as a race program.

2011 Race Site Advertising Opportunities

- Banner Partner** - \$350 (We provide banner) - \$250 (You provide banner)
 - Get a banner 5' x 3' displayed prominently at Elizabeth Park all weekend
 - Two FREE Taste of the Races tickets (Friday Night Party) Value \$70
 - Listing on www.TrentonRoarOnTheRiver.com
 - Twitter listing
- Golf Cart Partner - \$250 (We provide signage)**
 - Your company name on two golf/shuttle carts
 - Two FREE Taste of the Races tickets (Friday Night Party) Value \$70
 - Listing on www.TrentonRoarOnTheRiver.com
 - Twitter listing

2011 Commemorative T-Shirt

- T-Shirt Partner - \$495**
 - Your company logo emblazoned on the back of the official T-shirt sold at the "Roar"
 - A "business card" ad on our "Local Business Directory" page in our program.
 - Name included with "Race Supporters" listing in program.
 - Mention on the public address system.

2011 SST-45 Boat Partner

SST-45 OPC Tunnel Boat Partner - \$1,495

- Company name on SST-45 race boat.
- Eighth-page advertisement in Special Race Supplement.
- Name included in "Race Supporters" listing in Race Supplement.
- Two FREE Taste of the Races tickets (Friday Night Party) Value \$70
- Photo opportunities with boat and driver.
- Corporate Village Tent package available for discounted additional cost (\$1,250).

SPECIAL OFFER: Agree to be a Boat Partner for two years and pay only \$1250 the second year.

2011 Corporate Tent Packages

Corporate Tent Partner - \$1,495

- 20'x20' hospitality tent in prime viewing area including 2 tables and 20 folding chairs.
- Four FREE Taste of the Races tickets (Friday Night Party) Value \$140
- Company banner placement in/on tent.
- Mention on the public address system.
- A "business card" ad on our "Local Business Directory" page in our program.

Tent Upgrades and Options -

- Upgrade to 30'x30' tent including an additional 10 chairs and 1 table, plus additional \$100 race cash. Additional Cost: \$600.
- Upgrade to 40'x30' tent including an additional 20 chairs and 2 tables, plus additional \$200 race cash. Additional Cost: \$1,200.

2011 Taste of the Races

- Tickets to the "Taste of the Races" Friday Night charity preview party \$35 each. (\$40 at the door if available). Number of tickets _____.
- SPECIAL OFFER:** Package of 10 - \$300.

We have checked all that apply - Sign us up!

Total Due \$ _____

Company Name: _____ Date: _____

Company Contact: _____

Phone: _____ Email: _____

Address: _____

Visa/MC accepted – Card No. _____ Exp. Date _____

Signature: _____

***Please note all advertising, logos and artwork due June 17, 2011, along with payment.
Mail/drop-off - Jocks & Associates, PC, 3630 West Road, Trenton, MI 48183***