

SKAGIT SPEEDWAY



ESTABLISHED 1954



2026

ADVERTISING OPTIONS

Endless options to visibly market your brand at Skagit Speedway!

- Signboard placement
- PA announcements
- Logo on seasonal apparel
- Logo on pocket schedules
- Branding on the LED Video Board 45'x15'
- Restart Zone—**SOLD**
- Event naming rights
- Branding on water-truck
- Victory-lane naming rights
- Marketing on concession TV's

LED VIDEO BOARD

Capture the attention of every fan with our state-of-the-art 45'x15' LED video board. We offer full-color, large scale advertising solutions that can accommodate both vivid video presentations and static images. Whether you want to deliver a simple message or take advantage of dynamic, full video capabilities, your brand will be front and center—ensuring all eyes are on your message throughout the event.

- Full-Color LED Video Board: Showcase your brand with high-resolution visuals and impactful videos.
- Flexible Messaging: Transition seamlessly between static advertisements and engaging video content.
- Prime Visibility: Located in a central area with maximum visibility for attendees.

SIGNBOARDS & BANNERS

Enhance your presence with large format signboards strategically positioned around the racetrack. These signboards offer an impressive canvas for your brand, ensuring your message is seen from multiple vantage points during the event.

- Racetrack Signboards: Large format signs that encircle the racetrack, offering extensive visual coverage.
- Beer Garden and Midway Banners Target key social areas, such as the Beer Garden and Midway with prominent banner placements.

SIZES AVAILABLE

4X8 8X16 8X24 8X32



RESTART ZONE - **SOLD**

Feel the excitement as drivers battle for position, with your brand in the spotlight when the action restarts. Own the Restart Zone and let your brand shine during every thrilling moment!

Take advantage of this high-energy sponsorship opportunity. Make the Restart Zone yours, and let your brand stand out every time the action heats up!



2026 COMPANY EVENTS

COMPANY TICKET PACKAGES

A Night of Excitement, Camaraderie, and Fun!

Join us for an unforgettable evening, bring the team together for a Night at the Races — a special event crafted to celebrate their hard work, strengthen the bonds, and create lasting memories. Set against the exhilarating backdrop of Skagit Speedway, this event promises an action-packed night brimming with excitement and camaraderie.

Employee Night at the Races is more than just a night out; it's an opportunity to unwind after a busy week, connect outside the office, and soak in the electrifying atmosphere of the speedway. No prior racing experience is needed—all you need is a sense of adventure and a desire to have fun!

Meal and drink tickets are available to add-on.



COMPANY PARTY / BBQ

Party in the Bowl! - Take advantage of this private setting for your next company party.

Looking for a unique venue to celebrate your next party or special occasion? Skagit Speedway now offers an exclusive private camp area designed to give you and your guests an unforgettable experience. When planning your next corporate outing, our camp area provides the perfect blend of excitement and comfort.

Inquire for dates and details.



FUN FOR ALL AGES!

MOTORSPORTS FANS SPAN A BROAD DEMOGRAPHIC



PRINT PUBLICATIONS

SOUVENIR PROGRAM

The Souvenir Programs have been a collector item for more than 65 years at Skagit Speedway.

These programs are filled with racetrack information, driver profiles, yearly points, race-data sheets and of course... a resource for fans to use when they are seeking services or products.



SEASON SCHEDULE MAGNETS



At the start of every racing season, we are excited to distribute our popular season schedule magnets to all fans who come through the gates during the first month. This handy magnet is designed to keep you up-to-date on all the exciting race weekends and special events happening throughout the year.

Our fans rely on the schedule magnet all season long as an essential planning tool. Whether you're organizing a group outing or marking your calendar for can't-miss races, this magnet ensures you have all the information you need right at your fingertips.

The yearly pocket schedule has become an essential item for race fans and newcomers alike who are drawn to the dynamic atmosphere and high-energy excitement at Skagit Speedway. Conveniently sized to fit in a pocket or wallet, this schedule offers a quick reference for all the major events, race dates, and special happenings throughout the season.

These schedules are widely distributed from the Canadian Border down to Seattle, ensuring that fans across the Pacific Northwest have easy access to information about Skagit Speedway's action-packed calendar. Whether you are a local resident or visiting from out of town, these pocket schedules can be found at partner businesses, local shops, and at the Speedway itself.

SEASON POCKET SCHEDULE



NAMING RIGHTS

BRAND EXPOSURE THROUGHOUT THE ENTIRE FACILITY

PIT GATE

Capture attention and engage with fans by designing a branded entrance that showcases your brand identity. Take advantage of on-site booths to interact directly with attendees. Set up your space for product displays, interactive demos, or fan meet-and-greets—whatever best promotes your brand. The possibilities to connect are endless!



VICTORY LANE

Everyone is eagerly awaiting the announcement of the winner, the dramatic trophy presentation, and the exclusive post-race interview. Victory Lane is the focal point of celebration, capturing the attention of fans, media, and participants alike.

Take advantage of this unique opportunity to showcase your brand when excitement is at its peak! With every winner's photo and post-race interview held in Victory Lane, your brand will be front and center in all media coverage—night after night.

- Photo Opportunity with Every Winner: Your logo included in official victory photos, shared across social media and press outlets.
- Extensive Media Coverage: Each event features interviews and trophy presentations broadcasted and published with your brand prominently displayed.
- Captivated Audience: Fans, families, and media are focused on Victory Lane, ensuring your sponsorship receives maximum attention.



DIVISION PARTNERS / NAMING RIGHTS

410 SPRINT CARS - SOLD

This class stands as the pinnacle of speed and weekly competition, drawing attention from fans and drivers alike.

The 410 Sprint Cars are the main attraction during special event weekends such as Dirt Cup and the Skagit Nationals, two of the most prestigious sprint car races in the United



360 SPRINT CARS

One of the most thrilling divisions is the 360 Sprint Car class, drawing top competitors and passionate fans for heart-pounding entertainment throughout the racing season.



SPORTSMAN SPRINTS

The Sportsman Sprint Cars stand out as a fan favorite, offering a platform for both seasoned and up-and-coming drivers to showcase their skills, while maintaining a level of accessibility for drivers and teams with a moderate budget. The Sportsman division often serves as a stepping stone for drivers aspiring to move up to higher-profile sprint car classes.



IMCA MODIFIEDS

IMCA Modifieds are open-wheel race cars sanctioned by the International Motor Contest Association (IMCA), one of the oldest and most respected racing organizations in the United States. Known for their wide bodies, powerful engines, and competitive ruleset, IMCA Modifieds are a favorite among drivers and spectators alike.



HORNETS

The Hornet division offers an accessible entry point for aspiring drivers and thrilling, door-to-door action for fans. Hornets are compact, four-cylinder cars typically sourced from everyday street vehicles such as Honda Civics, Ford Escorts, or Toyota Corollas. These cars are modified for safety but retain much of their stock appearance and performance. The relative affordability of building and maintaining a Hornet car opens the door for new drivers, young talents, and racing families to get involved.



MIDGETS

These cars are powered by four-cylinder engines and are renowned for their speed, maneuverability, and close-quarters racing. The series was designed to provide an affordable yet competitive racing platform, making it accessible to both emerging talents and seasoned racers.



BRANDED & TITLE NIGHTS

YOU OWN THE NIGHT!

Hosting a company branded night at Skagit Speedway offers an exceptional opportunity to create a lasting and memorable impression with our dedicated fan base. As a racetrack partner, your business will gain direct exposure and hands-on engagement with the local community, making this an ideal marketing platform tailored to your brand's objectives.

Every company has unique goals, budgets, and target audiences. That's why our marketing packages are always tailored to meet your specific needs. From exclusive ticket deals to branded event experiences, we work closely with our partners to maximize impact and value.

- **Ticket Packages:** Special ticket offers for your company, providing direct value to fans and guests.
- **Marketing Images:** Your logo and branded images featured prominently on SkagitSpeedway.com, across social media channels, radio, digital advertising, and TV. Additional exposure through PA announcements during the event.
- **Company Branded Trophies:** Trophies featuring your brand on event night, creating a memorable experience for winners and fans alike.
- **LED Video Wall Display Ads:** Showcase branded advertisements on our state-of-the-art LED display throughout the evening for maximum visibility.
- **Booth in the Midway:** Host a branded booth during gate opening and throughout the night, engaging directly with attendees and distributing promotional materials or product samples.



BRANDED NIGHT MARKETING OUTLETS

RADIO

KISM 92.9
KAFE 104.1
KISW 99.9
KJR 93.3
KZOK 102.5



TELEVISION

Q13 FOX

1.5 Million impressions

ROADSIDE DIGITAL SIGNAGE

I5 North & South (Marysville/Arlington)
HWY 532 East & West
Everett area (Three digital boards)
I5 North & South (North Bellingham)
KarMart USA
Pacific Coast Auto Center

IEWS

2,900,500
1,869,500
40,000
4,899,442
60,000
60,000



SOCIAL MEDIA VIEWERSHIP

All platforms, all content (YTD)

REACH

Facebook	17.2 Million
X	1.3 Million
TikTok	725K
YouTube	369K



@SKAGITSPEEDWAY

FOLLOWERS

Date	Twitter	Facebook	Tik Tok	Instagram	Blue Sky	YouTube
1/1/2025	5,590	41,615	2,154	7,543	63	1,097
2/1/2025	5,595	41,920	2,164	7,538	80	1,104
2/28/2025	5,587	41,917	2,187	7,553	83	1,112
4/1/2025	5,598	41,942	2,198	7,572	86	1,118
5/1/2025	5,631	42,183	2,299	7,680	88	1,385
6/1/2025	5,625	42,862	2,532	7,837	90	1,880
7/1/2025	5,760	44,048	3,108	8,228	91	2,472
8/1/2025	5,782	44,757	3,268	8,413	91	2,789
9/2/2025	5,858	45,936	3,906	8,612	93	3,012
10/1/2025	5,852	46,445	4,004	8,647	95	3,156
10/31/2025	5,829	46,468	4,064	8,666	96	3,164
12/1/2025	5,796	46,470	4,117	8,655	96	3,181
12/18/2025	5,793	46,599	4,134	8,669	96	3,190
Total Increase YTD	3.63%	11.98%	91.92%	14.93%	52.38%	191.07%

LIVE STREAMING

TOTAL VIEWS

Dirt Cup 29,078



Skagit Nationals 50,607



2026 PRICING

BACKSTRETCH

8X16 \$5,000.00 8x24 \$8,000.00 8x32 \$10,000.00

BEER GARDEN

4X8 \$2,000.00

ADDN'L ADVERTISING

LED Video Board \$5,000.00

Up to Two (2) thirty (30) second commercials

5 total available per year

Monster Truck, 360 Nationals, Dirt Cup and High Limit not included



WEEKLY SHOW NIGHT NAMING RIGHTS \$5,000.00/ night

Brand mentioned, Logo placed on trophies

PA announcements, social media posting

Victory lane banner naming rights, and 50 tickets



• RESTART ZONE	SOLD	\$8,000.00
• PIT GATE NAMING RIGHTS		\$6,000.00
• CAUTION FLAG		\$6,000.00
• LOGO ON WEBSITE		\$1,500.00
• BRANDING ON WATER TRUCK	Inquire for details	
• BRANDING ON THE FUN-BUS	Inquire for details	

DISCOUNT TICKETS WHEN ADDED TO A PACKAGE:

10 ticket packages

SEASON PASS:	\$5,950.00
DIRT CUP (3-DAY):	\$1,000.00
MONSTER TRUCKS:	\$200.00
SINGLE TICKETS: (DISCOUNT AT 25 TICKETS)	\$250.00
SUMMER NATIONALS (2-DAY):	\$600.00
SKAGIT NATIONALS (3-DAY):	\$1,200.00



If you are interested in a partnership that is not listed, please contact us for custom package.



SCHEDULE



WITH A PASSIONATE FAN BASE AND A REPUTATION FOR THRILLING EVENTS, SKAGIT SPEEDWAY PROVIDES THE PERFECT VENUE TO BOOST YOUR BRAND'S VISIBILITY AND CONNECT WITH THE COMMUNITY. OUR FLEXIBLE PARTNERSHIP OPTIONS ENSURE YOU GET THE MOST OUT OF YOUR ADVERTISING DOLLARS. CREATING MEMORABLE MOMENTS THAT RESONATE LONG AFTER THE CHECKERED FLAG FALLS.

CONTACT OUR PARTNERSHIP TEAM TODAY TO DISCUSS YOUR GOALS AND BEGIN DESIGNING A CUSTOMIZED PARTNERSHIP AT SKAGIT SPEEDWAY. LET US HELP YOU MAKE YOUR MARK AND CREATE AN UNFORGETTABLE EXPERIENCE FOR YOUR BRAND AND OUR FANS.

SKAGIT SPEEDWAY

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