

A uniquely Canadian Drag Racing Series  
Powered by Nitro!



# **Nitro Nation Drag Racing Series**

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## **Nitro Nation Introduction**

Join us as Nitro Nation ushers in a new era of All-Canadian drag racing entertainment. During the golden age of drag racing, fans came to the drag strip to see drivers with larger-than-life personalities settle scores on the 1/4 mile. Rivalries were battled and big smokey burn outs were all the rage. Welcome to Nitro Nation and the **new** glory days of Canadian drag racing! A revolution is coming and everything old will be new again.

Nitro Nation will showcase Canada's preeminent nitro fueled drag race teams. The series will deliver unique grass-root marketing opportunities that enable our partners to connect with stakeholders as well as foster an environment that drives talent growth and progression.

Nitro Nation drivers, crew members and support staff are all part of the show on the track and in the pits. We're on the hunt for over the top, polarizing personalities that will make the fans love'em or hate'em. An emotional connection matters because it can make your brand irreplaceable.

The Nitro Nation vibe is old-school cool with a loud rebellious pulse. As legendary drag race promoter Bill Doner said, "Excitement breeds excitement!" *Nitro Nation is gonna whip things up something fierce!*

## **Nitro Nation Mission**

Our mission is to create a drag racing series that delivers professional and extreme Nitro-fueled events that engage community, delivers value and ROI for our corporate partners, and ignites a nation-wide passion for the sport of drag racing.

Nitro Nation is currently undergoing a corporate development process that will see us align with partners looking to penetrate into the automotive performance industry. We recognize the importance of event partners and are confident in our ability to transport YOUR brand across our events, websites, social media & blogs.

Sound Interesting? If value for money is what you seek – we have the ability and platform to drive your brand!

## **Partnership Opportunities Overview**

The Nitro Nation event structure delivers unparalleled branching opportunities including Top Fuel Dragsters, 1/8 Mile heads up racing, track day experiences, manufacturers midway and many more on and off track activities. It is truly the ultimate experience for all motor enthusiasts, offering something for everyone!

Enclosed is a corporate partnership proposal. We have a number of sponsor and exhibitor packages available to suit your budget and opportunities from small trade spaces to category sponsors or potential naming rights sponsors. We offer tailored package experiences to ensure all measurable outcomes are considered in the process.

## **Nitro Nation Series Objectives**

- Move sport to greater heights
- Strengthen community identity and spirit
- Generate revenue
- Build and improve stakeholder relations
- Deliver measurable business value
- Create connections
- Improve local economy
- Inspire the next generation of drag racing superstars

## **Nitro Nation Calendar of Events**

*2022 Series includes 5 Single day events; 10 All-Canadian Nitro teams to participate; 1/8 mile competition*

July 8-10 or July 15-17 Rocky Mountain Nationals

RAD Torque Raceway Edmonton, AB (July 12-14, 2019)

**Estimated Attendance** 20,000/day

July 30-31 Rimbey Rumble

Central Alberta Raceways Rimbey AB (July 28-28 2019)

**Estimated Attendance** 2,500/day

August 6-7 Nitro Show

M.H.D.R.A. Dragstrip Medicine Hat AB (August 9-11 2021)

**Estimated Attendance** 3,000/day

August 10 or August 17 Hot August Night

RAD Torque Raceway Edmonton, AB (August 14, 2019)

**Estimated Attendance** 20,000

August 19-21 or August 12-14 Smoke Fire and Thunder

Mission Raceway Mission B.C. (August 20-22 2021)

**Estimated Attendance** 14,000/day

## Appearance Fees

Two teams competing in each category; 1/8 Mile Competition; Single Day Event

<b>Top Fuel</b> \$3000 per run x2	\$6,000 x2	\$12,000
<b>Outlaw Fuel</b> \$1200 per runs x2	\$2,400 x2	\$4,800
<b>A-Fuel</b> \$1200 per run x2	\$2,400 x2	\$4,800
<b>Nostalgia</b> \$900 per run x2	\$1,800 x2	\$3,600
<b>Nitro Harleys</b> \$500 per run x2	\$2,000 x2	\$ 6,000

**Budget \$31,200**

## Program Enhancements Overview

Fire Ups

Corporate Displays—Indoor/Outdoor

Track Day Experience

Starting Line Experience

Autograph Sessions

Public Speaking Opportunities

Trade Shows

Nitro BUGS/Brand Ambassadors (Back up gals and guys)

Celebrity Guest Appearances

## **Naming Rights Partner**

This Naming Partnership package provides you with exclusive entitlements.

Includes:

- Exclusive Naming rights to Nitro Nation 2022 Event
- Your Logo on all Nitro Nation Social media
- Your Logo on all Nitro Nation visual media & footage including lead up and testing prior to event
- Your Logo on all Nitro Nation advertising
- Custom Trade Display Space
- Your Brand advertised on the Big Screen, throughout event race program and regular PA announcements
- Brand logo on 5 - 4' x 3' Printed signs
- 20 Guest passes, 10 x Trade passes and 5 x Trade car pass

Investment: \$10,000 Plus GST

## **Presenting Partner**

This Presenting Partnership package provides you with exclusive entitlements.

Includes:

- Exclusive Presenting rights to Nitro Nation 2022 Event
- Your Logo on all Nitro Nation Social media
- Your Logo on all Nitro Nation visual media & footage including lead up and testing prior to event
- Your Logo on all Nitro Nation advertising
- Custom Trade Display Space
- Your Brand advertised on the Big Screen, throughout event race program & regular PA announcements
- Brand logo on 5 - 4' x 3' Printed signs
- 10 Guest passes, 8 x Trade passes and 4 x Trade car pass

Investment: \$5,000 Plus GST

## **Category Partner**

- This package provides you with naming rights to 1 race category
- Naming rights and logo on Nitro Nation nominated category
- Your brand logo on all Nitro Nation Print and online advertising
- Your brand logo on Track side signage
- Custom Manufacturers Midway Display Space
- Your Brand advertised throughout event race program and regular PA announcements
- 6 x Trade passes and 3 x Trade car pass:  
Investment \$3,000 Plus GST

## **Associate Partner**

- Your brand logo on all Nitro Nation Print and online advertising
- Your brand logo on Track side Signage
- Custom Manufacturers Midway Display Space
- Your Brand advertised throughout event race program and regular PA announcements
- 4 x Trade passes and 2 x Trade car pass  
Investment \$2,000 Plus GST

## **Manufacturers Midway Trade Display**

- 10' x 10' Trade Display space plus 1 car Display Space
- 20' x 20' Trade Display Space plus 2 Car Display Space
- 2 x Trade passes and 1 x car pass
- Investment 10' x 10' \$550, 20' x 20' \$750 Plus GST

## **Custom Signage**

- 3' x 4' Printed Signs (supplied and fitted by Nitro Nation) \$300 Plus GST
- 10' x 6' Banners (supplied and fitted by Nitro Nation) \$600 Plus GST
- 20' x 6' Banners (supplied and fitted by Nitro Nation) \$800 Plus GST

For Promotional inquiries contact Kelly [kelly@darkside.ca](mailto:kelly@darkside.ca)



## **Hotel Partner**

Benefits TBD by Number of Rooms needed

Pre event Fire Up Value \$1500

OR

Your brand logo on all Nitro Nation Print and online advertising

- Your brand logo on Track side Signage
- Custom Manufacturers Midway Display Space

Your Brand advertised throughout event race program and regular PA announcements

- 6 x Trade passes and 3 x Trade car pass: \$3,000 Plus GST

OR

Your brand logo on all Nitro Nation Print and online advertising

- Your brand logo on Track side Signage
- Custom Manufacturers Midway Display Space
- Your Brand advertised throughout event race program and regular PA announcements
- 4 x Trade passes and 2 x Trade car pass  
Investment: \$2,000 Plus GST

## **Room Requirements**

TF 3 Rooms per team; all other categories 2 rooms per team.

2 Night accommodations per event

Per Event 3-21 x2 = 6 – 42 rooms

Budget Range \$600 - \$4200

## **Restaurant Partner**

Benefits TBD by Number of Meals needed

Pre event Fire Up Value \$1500

OR

Your brand logo on all Nitro Nation Print and online advertising

- Your brand logo on Track side Signage
- Custom Manufacturers Midway Display Space

Your Brand advertised throughout event race program and regular PA announcements

- 6 x Trade passes and 3 x Trade car pass: \$3,000 Plus GST

OR

Your brand logo on all Nitro Nation Print and online advertising

- Your brand logo on Track side Signage
- Custom Manufacturers Midway Display Space
- Your Brand advertised throughout event race program and regular PA announcements
- 4 x Trade passes and 2 x Trade car pass

Investment: \$2,000 Plus GST

### **Meals**

10 Crew Member TF = 10

4 Crew Members all other teams = 36

Will track provide concession food for teams?

46 crew members x 3meals/day = 138 meals x \$20 = \$2760

Range \$600 - \$2760

### **Travel**

52¢ per kilometre



**Dark Side Racing: [www.DarkSideRacing.ca](http://www.DarkSideRacing.ca)**

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**Facebook: [www.facebook.com/darkside.ca](http://www.facebook.com/darkside.ca)**

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