



2024

JENNERSTOWN
SPEEDWAY COMPLEX LLC

MARKETING OPPORTUNITIES

New advertising options available for 2024!

About Jennerstown Speedway Complex

Jennerstown Speedway Complex originated in 1929 as Jenners Fairgrounds, a half mile dirt oval nestled in the picturesque Laurel Mountains of southwestern Pennsylvania. Throughout the following decades, it was a high banked, high speed dirt track, until it recieved a major upgrade in 1987. Amid NASCAR's rise in popularity, the paved .522 mile oval we see today was born. NASCAR's Busch North Series, Southeast Series, and more recently, the Whelen Modified Tour have all rubbed fenders at the historic speedway. NASCAR champions Dale Earnhardt, Joey Logano, and Jimmie Johnson have all raced at Jennerstown, and rising Xfinity Series star Sammy Smith, and Cup Drivers Carson Hocevar, and Josh Berry have competed in races in the last couple years.

Jennerstown Speedway Complex prides itself on being an affordable, family-friendly facility that hosts thousands of race fans every Saturday from May to September. From billboards, race sponsorships, or even a company outing, we have options to fit everyone's advertising/marketing needs. Jennerstown Speedway is NASCAR sanctioned, broadcast live on floracing, and recognized throughout the racing community as a world class facility, one of which we would like you to be included.



Why advertise at Jennerstown Speedway?

Jennerstown Speedway Complex hosts thousands of fans weekly, whether it is in the grandstands or live on floracing. Being that the speedway is affiliated with NASCAR, it puts many eyes on the track. We offer many different options for different marketing strategies, different demographics, and different budgets.

Fans of all demographics fill our stands weekly, and the majority of fans travel over an hour away to visit our half mile speedway, May through September. We have a weekly presence of fans from Pennsylvania, West Virginia, Ohio, and Maryland.



Billboards

We offer several billboard options in a few different sizes, and locations around the track.

10' x 30' Billboard - \$4,000 *(multi-year options available)*



A 3 year investment is the best deal if you have a long term marketing plan with us!

These billboards are located around the outer wall of turns 1, 2, & 3. You can choose track facing, or road facing (road facing is visible year round from Route 985).



8' x 20' Billboard - \$3,000 *(multi-year options available)*

These billboards are located on the outer turn 3 wall.



NEW!!! Grandstand Banners

A new option for 2024, grandstand banners will be hung on the grandstands, in full view of every fan that walks through the gate and easily visible from Route 985.

6' x 10' Banner - \$1,500 *(multi-year options available)*



NEW!!! Entrance Banners

15' x 20' Banner - \$4,000 *(multi-year options available)*

8' x 10' Banner - \$2,000 *(multi-year options available)*

These banners are located on the outer walls of the brand new restroom. Every fan drives past this building as they enter the speedway.



Midway Signage

2024 will feature a revamped midway for a better fan experience.

4' x 8' Sign - \$850 *(multi-year options available)*

These billboards are located throughout the midway under the grandstands, next to the restrooms, concessions, and souvenir trailer.



NEW!!! Entertainment Stage

Part of our 2024 midway upgrade will be a stage and speaker system to host prerace acoustic performances and driver appearances.

Stage Sponsor - \$2,000 *(multi-year options available)*



NEW!!! Floracing Sponsorships

Replay Sponsor - \$3,000

Replays of exciting moments and crashes are shown on the broadcast and on our social media platforms, these videos reach tens of thousands of people.



Drone Sponsor - \$2,000

When the drone is filming for floracing, it shows everyone a bird's eye view of what is currently happening on track and in the pits.



Driver Interview/Spotlight Sponsor - \$1,000

A great way to get racing insider info is from the pit reporter interviewing drivers before the race, after a crash, or after an exciting moment on track.



Pit Lane Wall Signs

2' x 8' Sign - \$850 *(multi-year options available)*



Official Playground Sponsor

\$3,000 *(multi-year options available)*

Includes a 4' x 8' sign on the playground fence facing the grandstands, as well as a 4' x 8' sign on the playground fence facing the speedway entrance.



Tent & Pavillions

We have a tent and picnic tables located outside turn 4, as well as 2 pavillions behind the grandstands. Perfect spots to host a graduation party, retirement celebration, or a family function!

Nightly Tent Rental - \$300

Nightly Pavillion Rental - \$150

We offer catering, or you may bring your own food and non-alcoholic beverages, to be contained to these areas only.



Indoor VIP Vista Suite

Nightly - \$1,000

At the top of the grandstands, air conditioned, with a bathroom and televisions that broadcast the full races, the indoor vista suite is the best seat in the house. Includes a cooler of water, soda, and beer along with baskets of snacks and 20 VIP passes. Also includes a prerace VIP pit tour, designated members to wave the green flag, and pace truck rides.



Outdoor Vista Suites

Nightly - \$400

At the top of the grandstands and under the shade of a canopy, the outdoor vista suites are the perfect way to enjoy the outdoors and fully experience the sights and sounds of auto racing. Includes a cooler of water, soda, and beer along with a basket of snacks and 10 complimentary tickets.



Ticket Sponsor

\$500 per event

Every ticket for that week (excludes special events) will have a small version of your logo placed on the front of the ticket, as well as the entire backside of the 2"x 5.5" ticket. You can put details about your business or even a coupon on the back!

New!!! \$1,000 per event BOGO ticket deal

We will print and deliver BUY ONE GET ONE coupons for the race that you choose to sponsor (excludes special events). We will advertise your business and the BOGO deal across all of our social media channels, to drive fans to your business to collect them.

New!!! \$1,500 per event FREE ticket deal

We will print and deliver FREE TICKET coupons for the race that you choose to sponsor (excludes special events). We will use advertise your business and the FREE TICKET deal across all of our social media channels, as well as television ads, to drive fans to your business to collect them.



Program Sponsor

Yearly Full Page Ad - \$700

Yearly Half Page Ad - \$350

Yearly Quarter Page Ad - \$200

Our Programs sold at the front gate are a commemorative item that the fans take home!

NEW!!! Sponsor The Entire Night!

Bronze - race night sponsor - \$4,000

1 division (Fast 4's, Chargers) gets premiere race
VIP Pit tour, Pace truck rides, wave the green flag, 50 free tickets for employees/
family, and logo on cover of program + full page ad.

Silver - race night sponsor- \$5,000

1 division (Street Stocks, Modifieds, Pro Stocks) gets premiere race
VIP pit tour, pace truck rides, wave the green flag, 75 free tickets for employees/
family, logo on cover of program + full page ad.

Gold - race night sponsor, weekly - \$7,500

1 division (late models) gets premiere race
VIP pit tour, pace truck rides, wave the green flag, 100 free tickets for employ-
ees/family, logo on cover of program + full page ad.

Platinum - race night sponsor, weekly - \$10,000

VIP pit tour, pace truck rides, wave the green flag, 150 free tickets for employ-
ees/family, logo on cover of program + full page ad. Hop in the RIDE ALONG
CAR with a Jennerstown racer.





JENNERSTOWN

SPEEDWAY COMPLEX LLC

YOUR HOME FOR SATURDAY NIGHT SHORT TRACK RACING, AND SO MUCH MORE!

Contact the General Manager of Jennerstown Speedway, Jared Adams, to get started!

jared.adams@jennerstown.org | 814. 410. 9005

206 Somerset Street, Jennerstown, PA 15547