

**Riverside International Speedway** has a unique marketing opportunity for a company looking to gain national exposure for their company to what could be the most brand loyal spectators in sports, NASCAR fans.



We have an opening for the **entitlement sponsor** of the NASCAR Pinty's Series 300-lap event at our facility on August 20, 2016 - the only NASCAR-sanctioned event in Canada east of Quebec, and one of only two annual nationally **televised** sporting events in Atlantic Canada.

As sponsor for the event it would be branded the **Your Company 300**. Numerous benefits are automatically included such as branding and exposure to a national audience, a professional media relations program to promote the event, professional graphics that will incorporate your logo as part of the event logo, midway displays, on site and virtual branding, a ticket package, and the opportunity to host staff and/or customers at the event.

While the NASCAR Pinty's Series 300-lap event attracts **thousands** of spectators to our facility, it is also **broadcast by TSN**, showing at least three times on the TSN family of networks and once on RDS. In 2015 the average viewership per race was approximately 130,000.

Riverside International Speedway is widely recognized as one of the **premier short track** facilities in Canada hosting several special events each year, indeed a leading destination in the region. Together with its sister company, Nova Construction, their owner Donald Chisholm is pleased to help promote **economic growth** and stimulus for Antigonish and the surrounding area, and to provide a platform for **humanitarian efforts**.

In 2015 this event was branded the **Wounded Warriors Canada 300** providing exposure for and helping the Canadian Armed Forces, especially those who are ill or injured, Veterans, and their families. While continuing this affiliation is an option for 2016 (Your Company 300 in support of Wounded Warriors Canada or Wounded Warriors Canada 300 presented by Your Company), so too is an association with an organization of your choice, or no such association at all (Your Company 300); whatever works best to achieve your goals.

Other **philanthropic** endeavours for Riverside International Speedway include the IWK Health Centre and regional community service groups.

To learn more about this tremendous marketing opportunity **please contact Paul McLean** at 902-863-1596 or [mclean@riversidespeedway.ca](mailto:mclean@riversidespeedway.ca).

#### **Resources:**

- Riverside International Speedway - [www.riversidespeedway.ca](http://www.riversidespeedway.ca)
- NASCAR Pinty's Series - [www.hometracks.nascar.com](http://www.hometracks.nascar.com)
- Wounded Warriors Canada - [www.woundedwarriors.ca](http://www.woundedwarriors.ca)

