

Series, Official, Class, Event and Contingency Sponsorship Opportunities Available With the AMRA

Typical exposure types available:

- Pre-Recorded Live Feed Ads
- amralive.com Website Ads
- Facebook, Instagram, Twitter
- Posters and flyers
- Trophies
- Track and Live Feed Announcements

By becoming a sponsor, at any level, you are not only supporting the sport of motorcycle drag racing, you are exposing and promoting your company to the world. We encourage you to contact us to discuss your sponsorship interests as we are focused on providing you a return at any level.

By sponsoring the American Motorcycle Racing Association, not only are you supporting the growing sport of motorcycle drag racing and ensuring a safe, controlled venue for riders, you are promoting your company to thousands of race and motorcycle enthusiasts along with exposing your company to thousands of potential clients.

AMRA Sponsorship Value

What kind of value can you expect for your marketing dollar from AMRA Sponsorship? Who will your marketing dollars impact?

AMRA sponsorships offer you a powerful marketing tool and a customer entertainment vehicle providing you maximum bang for your buck. AMRA fans form a broad base: 66% male and 34% female, ranging in age from 12 to 55+, with an annual income from \$20,000 to \$100,000+.

AMRA offers an Integrated Sponsorship Program consisting of several diverse packages.

Series Sponsorship/Entitlement is the premiere sponsorship, The AMRA "Your Company Name" Championship Series. This program will give your company year-round presence at every event, with predominate positioning in all forms of AMRA promotional and advertising media.

Class Sponsorship will give your company involvement with a specific class, from E.T. to Top Fuel. Your company logo will be included in all media involving that class along with year-round presence at every event.

Event Title Sponsorship will allow you to direct your marketing to a certain demographic area.

Associate Support Sponsorship will give your company year-round presence at every event.

Contingency Sponsorship and Official Products offer a way to get your products in front of racers and fans. It also allows you to reward the racers who use your products.

In partnership with AMRA, you will improve customer relations and achieve a competitive advantage to help build brands and to see product. Your company's products and/or services will impact the fans and racers in the following venues:

- Retail Promotions/Cross Promotions
- Surveying/Sampling
- Track Presence
- Media/Public Relations
- Hospitality

About AMRA

The AMRA celebrated its 33rd year of drag racing in 2018 with a season that contained some of the most exciting championship title contests in the history of the sanction. AMRA anticipates that the 2019 season will excel with even more of the excitement, energy, and adrenaline that can come only from this extreme sport. With 16 different classes ranging from 230+-mph Top Fuel bikes to the highly competitive ET class, racers have a wide range of competition available to them at AMRA.

AMRA began as a racing organization in 1985 and continued to grow through the years. The AMRA has a loyal following of racers and fans that has survived through several economic downturns. The commitment by the supporters has allowed the AMRA to stand as the last and only ALL American V-Twin drag racing sanction in the world.

This remarkable sport is considered one of the most exceptional in today's motorsports marketplace. Each event ticket gives fans direct access to the pits for an up-close look at the motorcycles in competition as well as time to observe and meet the race teams. AMRA racers and their crews are always willing to spend time with their fans to answer questions or sign autographs.

We invite you to visit our website at www.amralive.com to take a look at the sponsors who make it all possible. Find out how you, too, can be part of the AMRA action in 2019. Today's sport bikes are capable of such tremendous speed; taking them to the racetrack is really the only place to ride wide open. Drag racing provides the spectator a unique perspective, as the entire race is visible from start to finish with a winner determined in mere seconds. This seven race series typically has its first event held in early spring and winds up with the season finale in October.

Find out more about sponsorship opportunities: Email us at info@amralive.com.