



Southwest Lightning Sprints

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12222 Woodside Ave #132
Lakeside, CA 92040
619-454-6945

Sponsor Request Letter

Dear Business Owner:

The 2021 Racing Season was such a great success thanks to many local sponsors. Southwest Lightning Sprints (SWLS) has teamed up with the Imperial Valley Raceway for the first Regional Race of the 2022 Racing Season!

SWLS has a proud tradition of local and regional dirt track racing as well as a long history of competitive racers who have competed on a Regional and National level. This association has a positive impact on the members, their families, as well as the local community who enjoy Saturday night racing under the lights.

SWLS is guided by a volunteer board of directors and local track volunteers. However, we are different from most in that we are a nonprofit association that does not receive any government or grant assistance. Our primary revenue resource is registration fees, member contributions, and donations received from generous individual businesses.

To make this a successful event/year, we are reaching out directly to local businesses, families, and friends and are offering the opportunity to help by becoming a sponsor! Please take a moment to review and select the sponsorship package that best fits your business and budget. Any sponsorship level you select will be greatly appreciated.

Respectfully yours,

Brent Sexton,
President

Inga Bezio,
Treasurer

2022 Sponsorship Levels

Platinum Sponsor: Minimum \$2,000

Prominent Logo – SWLS 2021 T-Shirt(s)

Banner Displayed on Race days (banner provided by sponsor)

Recognition the entire 2021 race season publicity (Facebook page, brochures, flyers, etc.)

Promotional Marketing Material in race packet

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Gold Sponsor: Minimum \$1,000

Large Logo – SWLS 2021 T-Shirt

Banner Displayed on Race days (banner provided by sponsor)

Recognition on all Race related Publicity (Facebook page, brochures, flyers, etc.)

Promotional Marketing Material in race packet

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Silver Sponsor: Minimum \$500

Logo - SWLS 2021 T-Shirt

Recognition on Facebook page, brochures, flyers, etc.

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Bronze Sponsor Minimum \$250

Logo - SWLS 2021 T-Shirt

Recognition on Facebook Group page

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Supporting Sponsor Minimum \$200

Recognition on Facebook Group page

Sponsorship Form

- Platinum Sponsor \$2000 minimum
- Gold Sponsor \$1000 minimum
- Silver Sponsor \$500 minimum
- Bronze Sponsor \$250 minimum
- Supporting Sponsor \$200 minimum

Please complete the following section:

I/we agree to sponsor the Southwest Lightning Sprints 2021 Racing Season in the amount of \$_____.

I/we agree to pay in full for this sponsorship by March 5, 2022.

Please print sponsor recognition name below as you would like it listed in the Southwest Lightning Sprints 2021 Race publications.

Sponsor Name: _____

Address: _____ City: _____

State: _____ Zip: _____

Telephone: (_____) _____ - _____ Email: _____

Representative Name and

Title: _____

Signature: _____

Please email completed form to: ingabezio@gmail.com

Or mail to address below:

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