

# Husset's SPEEDWAY



ESTABLISHED IN 1954

[WWW.HUSETSSPEEDWAY.COM](http://WWW.HUSETSSPEEDWAY.COM)





## **LARGE GROUP TICKET PACKAGES ARE AVAILABLE AND CAN BE CUSTOMIZED TO FIT YOUR NEEDS**

Another great option is our ticket voucher program. Provide your team members and customers the convenience to attend any event of their choosing. This program allows the flexibility to purchase a special rate voucher that can be redeemed at any event.





# GROUP & CORPORATE OUTINGS

Experience the suite life and enjoy your next company or group outing at Huset's Speedway. We have various suite options that can accommodate different sized parties. Entertain clients, reward your team, or gather with family and friends. Both indoor and outdoor viewing options will bring your experience to the next level. All suites have flatscreen TVs and are climate controlled. The breathtaking views and luxurious atmosphere are sure to impress your group.

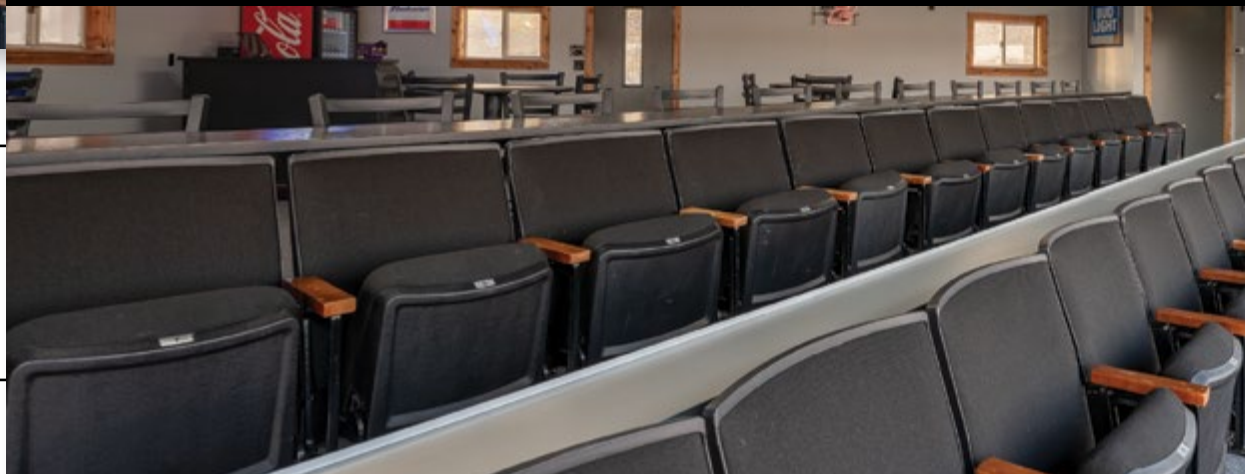
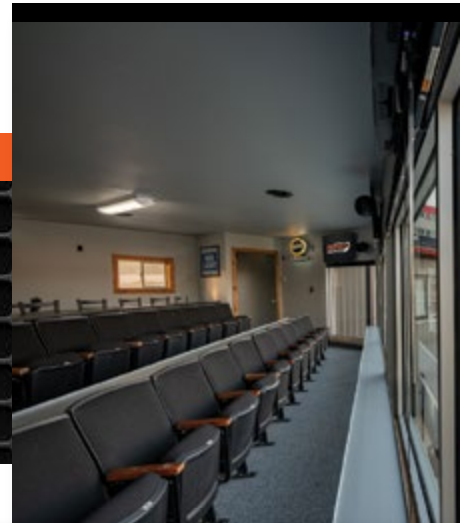
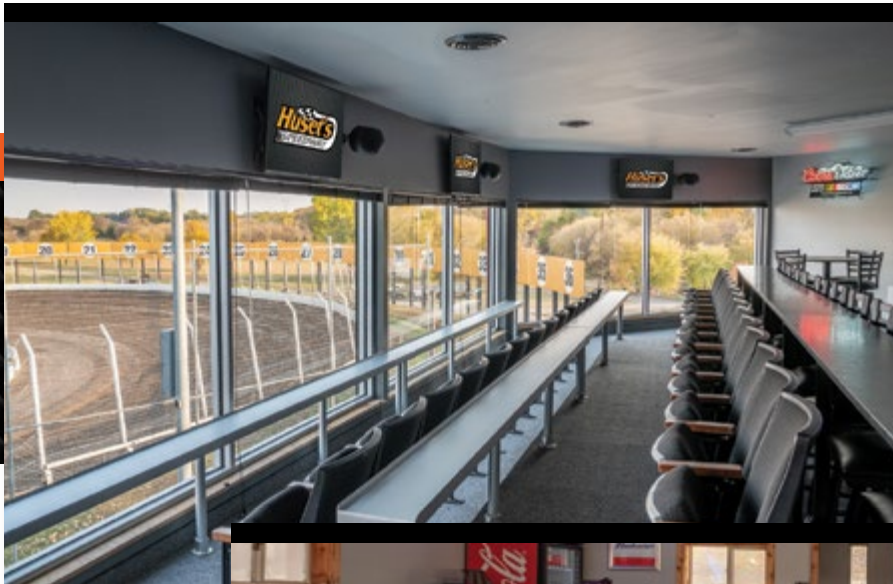


# TURN

# 1

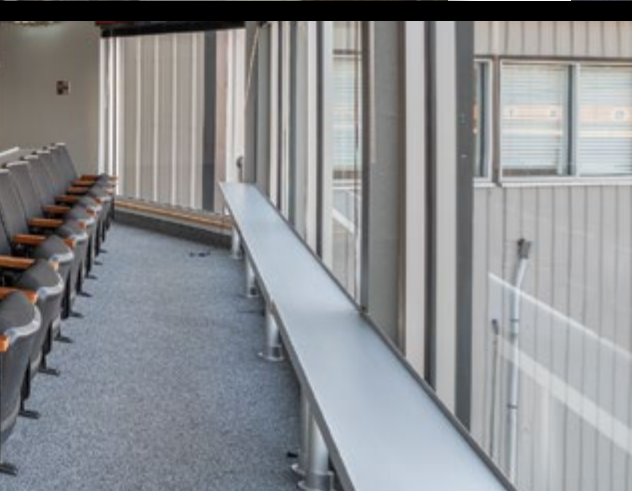
## TOWER SUITE

- This up-close and personal view will make you feel like part of the race as cars battle toward the first corner
- Upper and lower VIP suite levels available
- Customizable to fit a variety of group sizes up to 50 people (per level)
- Flatscreen TVs display the live racing broadcasting
- Concessions located outside the suite with up-scale catering options available upon request
- Both levels are climate controlled





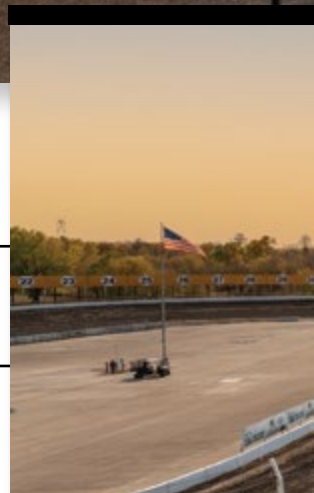
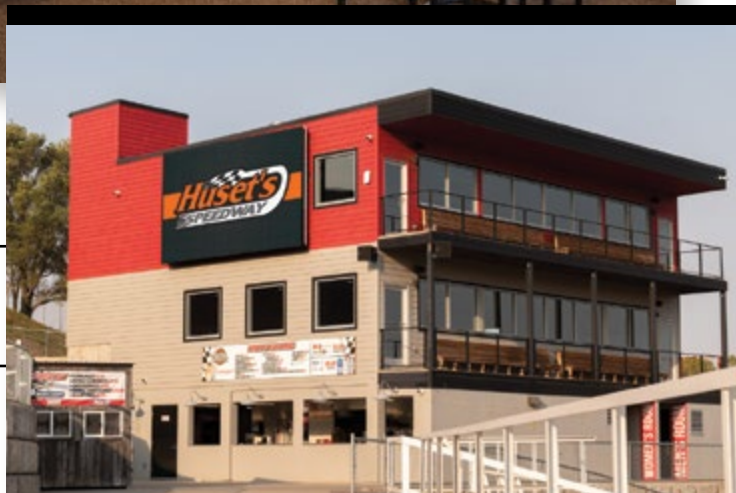
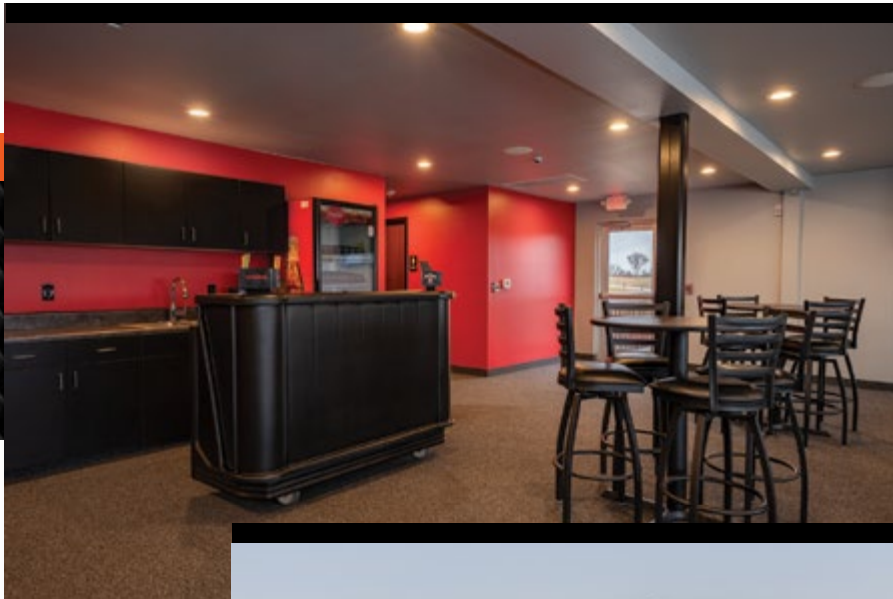
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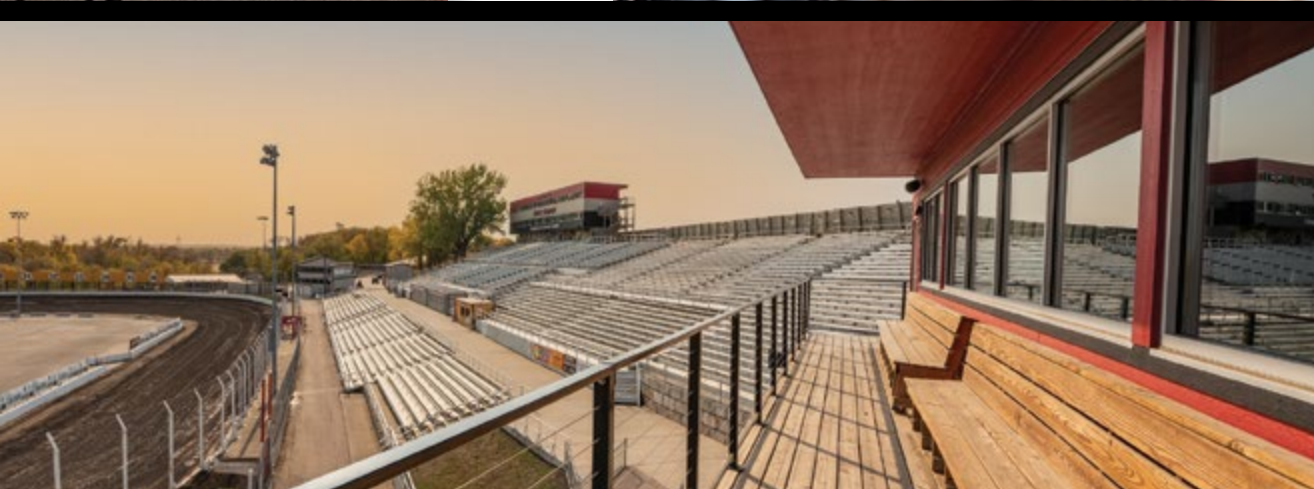
# TURN 4 TOWER SUITE

- Turn 4 offers an electrifying view of Huset's Speedway
- Upper and lower VIP suite levels available
- Customizable to fit a variety of group sizes up to 80 people (per level)
- Indoor and outdoor seating available
- Flatscreen TVs display the live racing broadcasting
- Elevator access to each floor
- Exclusive VIP parking included
- Private restrooms
- Both levels are climate controlled
- In-suite beverage service
- Catering available upon request





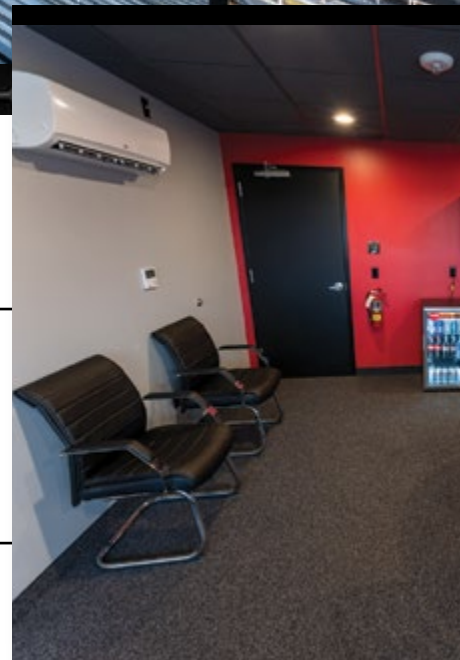
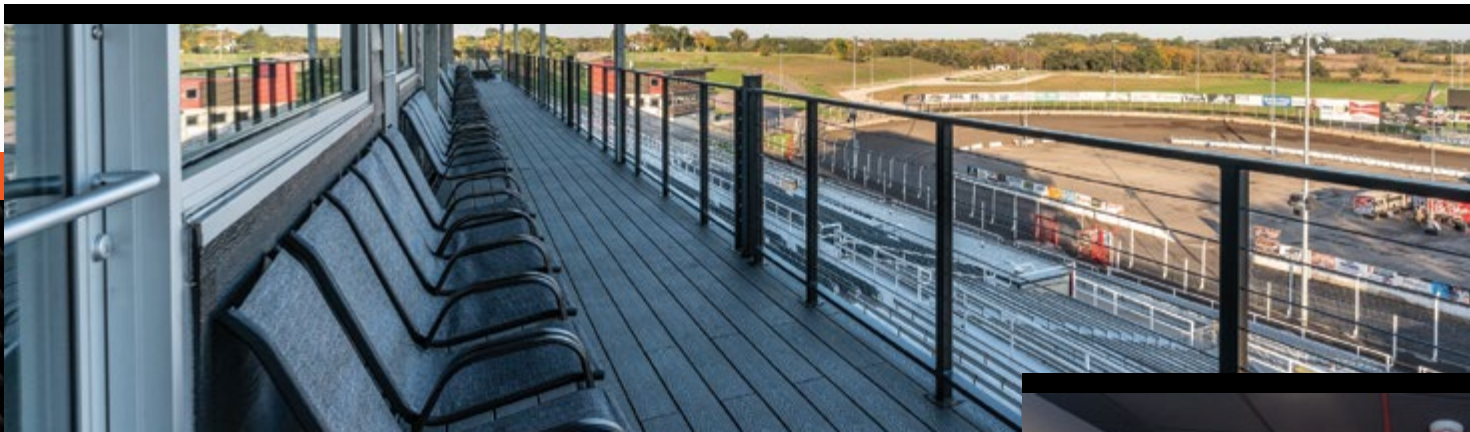
TURN





# MAIN TOWER SUITE

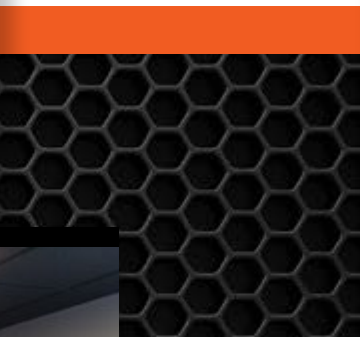
- Impressive bird's eye view of the track
- Multiple suites available
- Customizable to fit a variety of group sizes
- Indoor and outdoor seating available
- Climate controlled
- Flatscreen TVs display the live racing broadcast
- Refrigerator and cabinets for personal belongings
- Seasonal exclusivity
- Elevator access to each floor
- Exclusive VIP parking included
- Full-service bar located on the 2nd floor







# TOWER



## 2 PARTY DECKS AVAILABLE

- 8 person capacity deck
- Annual commitment
- Access to the full service bar on the 2nd floor





# HUSET'S SPEEDWAY

1954



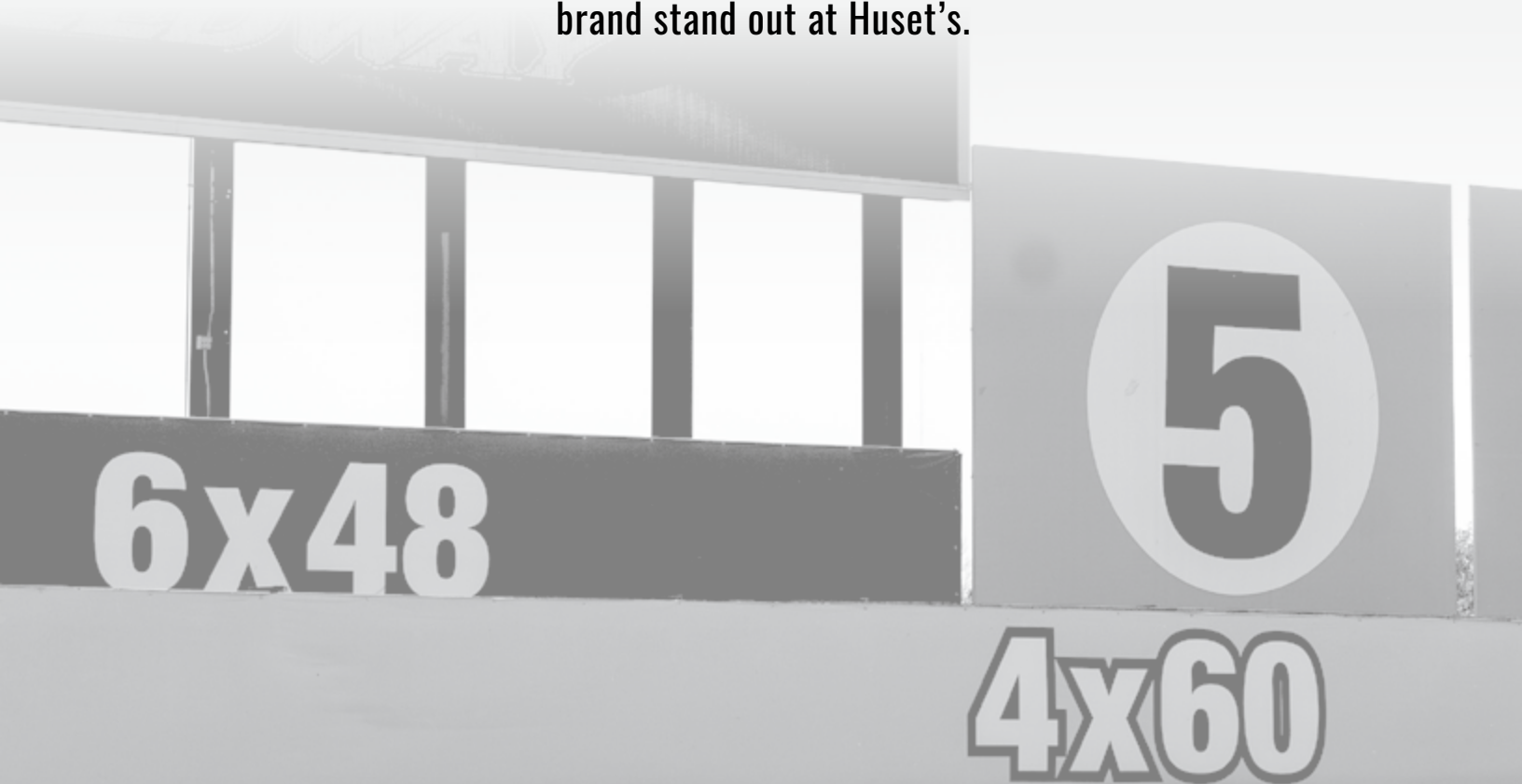


# STATIC ADVERTISING

The options are endless! There are a wide variety of advertising opportunities available at Huset's Speedway, such as:

- Billboards
- Lucky Number Programs
- Stairways/Elevators
- High-Traffic Midway Banners

If you have an idea in mind but don't see it listed, we can make it available, just ask! Whether it be on a billboard behind the track or along the grandstand walls, make your brand stand out at Huset's.

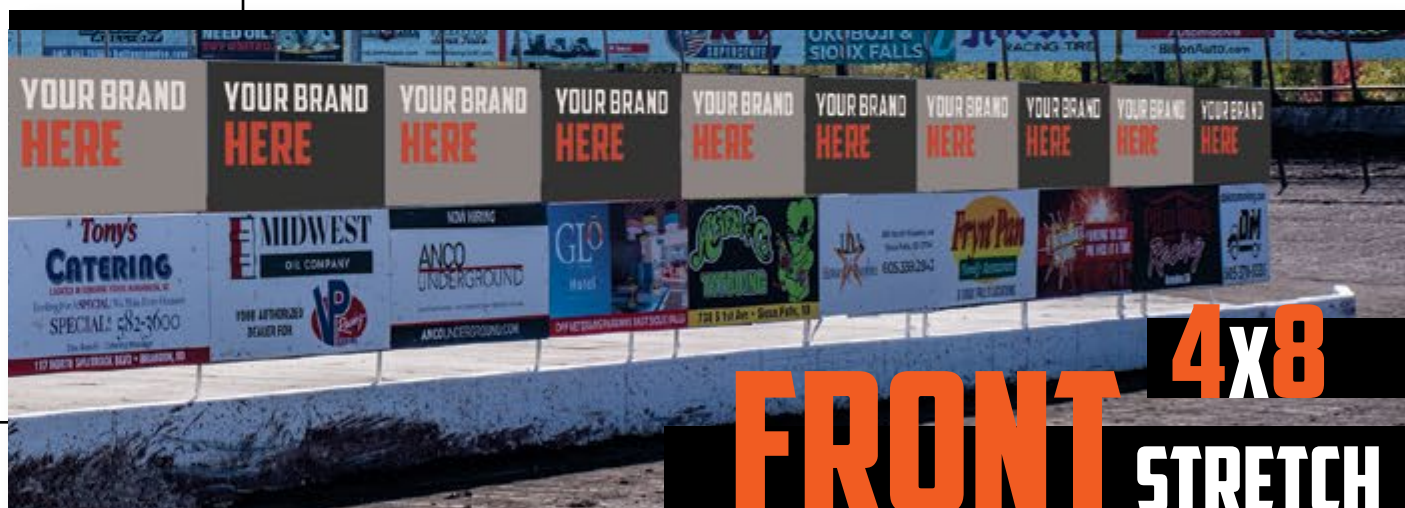


# BILLBOARDS

- Billboards available in an assortment of sizes and locations
- Line the midway or display your brand along the fence surrounding the track
- Many additional options available!













# DIGITAL ADVERTISING

Digital advertising at Huset's gives you the ability to update your ad or company information on a weekly/monthly basis. Perhaps you are looking to run a "Help Wanted" ad or a sales offer on the large screens located on the backstretch where it can't be missed! Create something eye catching to be displayed on our large video displays and suite TVs. Thank your employees and welcome your guests on the TVs located in all suites. The options are endless.



# DIGITAL ADVERTISING

- Create dynamic ads to promote your business
- Option to change the artwork every week



**SUITE** TELEVISIONS





**TURN 4** BOARD



**BACKSTRETCH** BOARD









# NAMING RIGHTS

Expose your brand by claiming naming rights on one of the most impressive buildings at Huset's, the Turn 4 Tower. Every patron that attends the venue will see your company as they enter the facility. Ensure your company's recognition with choosing naming rights to our Main Gate Entrances, Box Office, Suite Towers, or Tickets. We will work with you to optimize your brand recognition with customizable options.

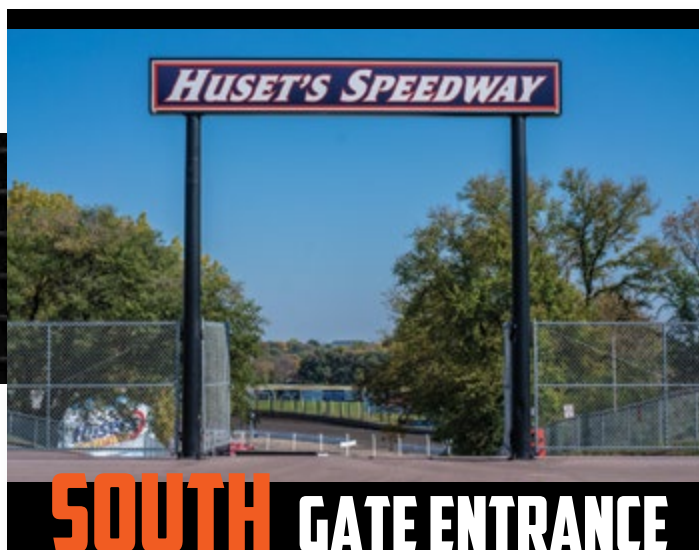
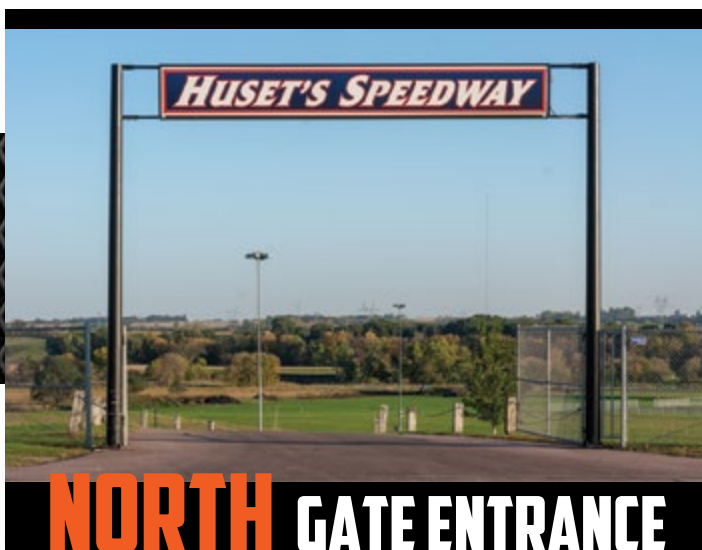


# NAMING RIGHTS

- Building naming rights include PA mentions
- Mentions online at [HusetsSpeedway.com](http://HusetsSpeedway.com)
- High visibility with interior and exterior signage













# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Get the business exposure you desire with our additional opportunities. Be seen and heard everywhere when you choose a Nightly Sponsorship. Nightly sponsors are mentioned in our advertising campaigns both locally and nationally. Lead your company to the win by sponsoring our pace truck. Let's discuss your ideas that are not listed. The opportunities are limitless.



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## NIGHTLY EVENT SPONSORS



- Own the night!
- Premier or Associate sponsorship levels available
- VIP suite package available with sponsorship
- Ticket package available for your company
- Brand mentioned and logo placed on the website, social media, radio and television advertising, and PA announcements
- Brand included on pay-per-view live broadcasts



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## WEEKLY CLASS SPONSORS

- Own the class!
- Brand mentioned and logo placed on trophies, the website, social media, radio and television advertising, and PA announcements
- Brand included on pay-per-view live broadcasts



**410 SPRINT CARS**

**305 RACESAVER  
SPRINT CARS**



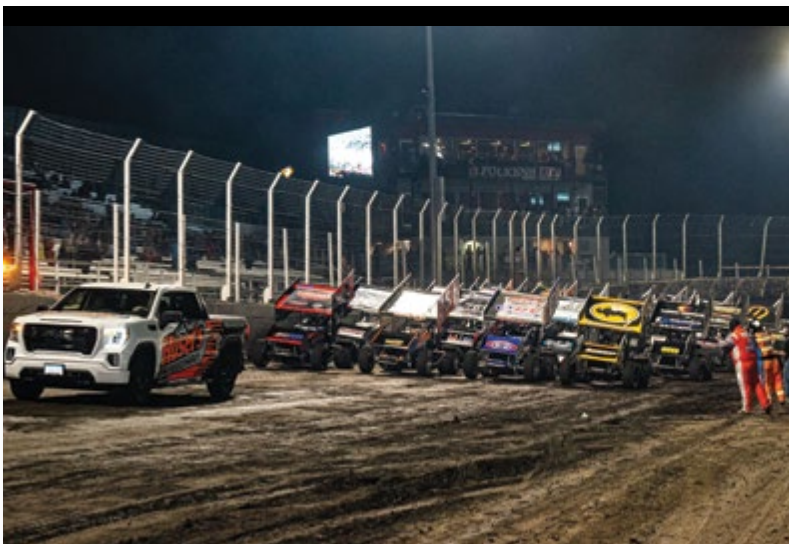
**LATE MODEL  
STREET STOCKS**



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## PACE TRUCK

- Watch your brand out front every night, both on the racetrack and on PPV
- PA mentions each night



- The Huset's pace truck is also the traveling promo vehicle
- Local and national tradeshow
- This truck travels to numerous races around the country
- Events in the Upper Midwest



## FLAG STAND

- Your brand will be in the spotlight all night long
- Fans will be focused on the flagstand as calls are made and drivers race to the checkered flag



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



- Make your business a winner every night
- Photo ops for winners in all 3 divisions nightly
- Local and national exposure with PPV coverage on a weekly basis
- PA reads



- A break in the racing action will bring light to your brand as the caution flag is displayed on the big screens
- PA reads (Caution flags are displayed on average 20 times per night and last from 30 seconds to 5 minutes)



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## OFFICIATING CREW UNIFORMS



## RESTART CONE

- PA reads for every restart throughout each race night
- Cone is customizable with your brand



## WATER TRUCK

- Numerous appearances throughout each race night
- PA reads
- Custom wrap on the water truck tank promotes your brand



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## HUSET'S PROGRAM

### PROGRAM SPONSOR

- Thousands of programs sold seasonally, packed with information for fans to read
- Choose between front- and back-page coverage, 2-page centerfold spread, full page, half page, or quarter page ads



### LUCKY NUMBER GIVEAWAY

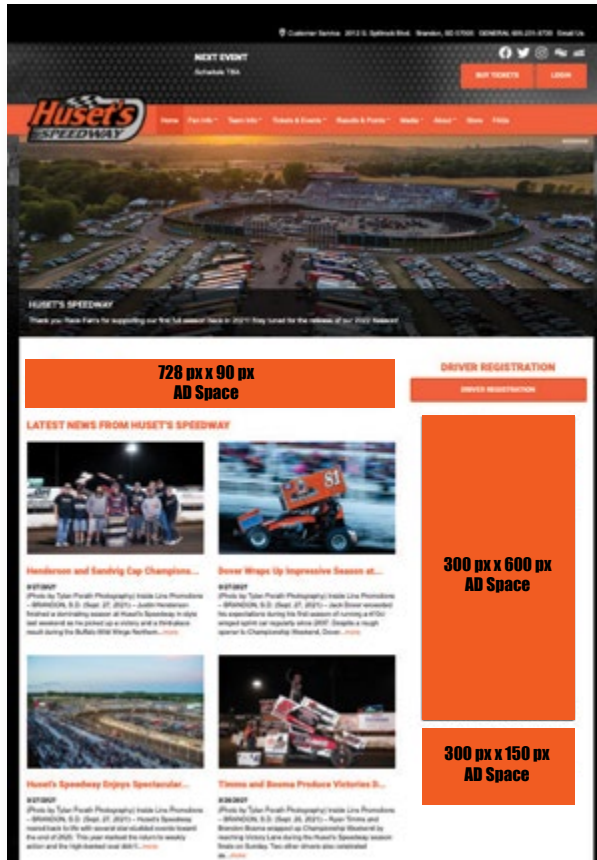
- A fan favorite occasion each night at the track
- Spectators purchase a program in hopes they have the "Lucky Number" to win prizes
- Prizes can consist of, but not limited to: gift cards, your company's product, merchandise, travel packages, cash



**BIG FRIG PROVIDED COOLERS AS A  
LUCKY NUMBER PRIZE**

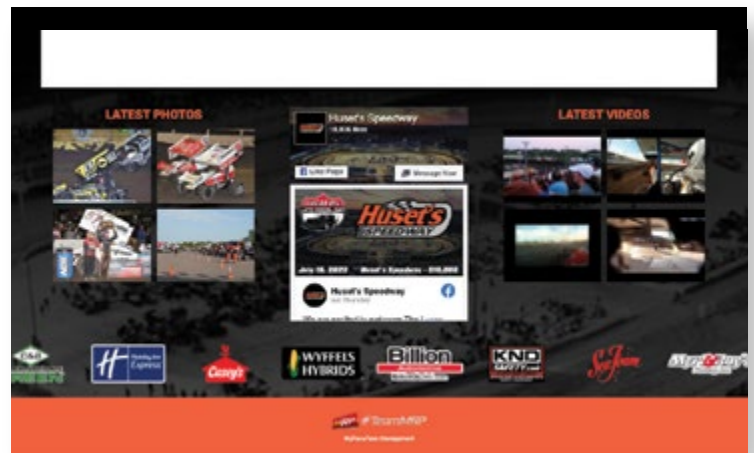


# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## WEBSITE ADS

- Highly visible to all visitor web traffic
- Place your customized ads to promote your business
- All ads are linked to your website



## HUSET'S KIDS CLUB

- Kids ages 12 and younger can sign up each week and join the Kids Club
- Kids get involved with autograph sessions, coloring contests, victory lane photos, bike giveaways, and more
- Sponsors receive PA reads each week along with social media hits during the week
- Great way to get involved with young race fans!

**AND MORE!**





# CONTACT US



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**Huset's**  
**SPEEDWAY**

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