

LIFE, LIBERTY & THE PURSUIT OF SPEED!

MILAN

DRAGWAY

2022

**CORPORATE
PACKAGE**





WHAT WE DO

Milan Dragway was first opened in 1964 and has been a fan favorite for decades. We are excited to open the ALL NEW Milan Dragway for the 2022 Season! We draw an extremely versatile spectrum of racers and fans due to our diverse programs. We offer a lot of classes to accommodate our area and keep racing strong. We have bracket racing, Jr. Dragster racing, Heads Up racing series, No ET/Grudge racing along with variety of other special events including Nostalgia Drags, Bike Nights, Motor City Mayhem, Michigan Mopar, the Detroit Dragway Reunion and much more.

In addition to the 1/4 mile dragstrip, we have road course with 5 variations, a skid pad and other on and off road testing courses. Throughout the year we have many major automotive and engineering companies along with magazine publishers testing at our facility. We bring in over 400,000 spectators on an average racing season with a car count average of over 30,000.

STRATEGY

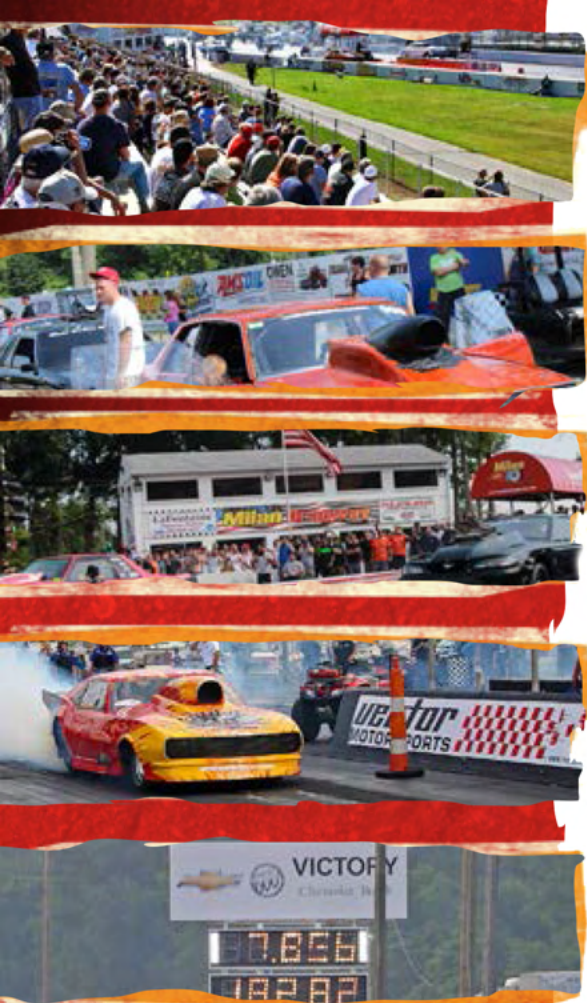
Milan Dragway offers a variety of signage placement options to best promote your products and services. Each of these can be purchased on a multi-year or seasonal contract. All prices include the materials and printing of billboards, P.A. announcements, product display opportunities and website listing and link.

We offer both standard and personalized packages depending on your company's needs and desires.

THE NUMBERS:

- Signage and P.A. Announcements
 - o Seen & heard by over 400,000 spectators and 30,000 racers
- Social media exposure via our FACEBOOK page
 - o Milan's FB Page has over 67,000 likes
 - o Reaching 390,000 people on a weekly basis





PRE-SEASON SALE

KEEP YOUR COMPANY NAME IN FRONT OF YOUR TARGET CUSTOMERS

Be a part of the NEW Milan Dragway with this special package that is geared to help you increase your business and company awareness. This special package includes the following:

Your custom made sign placed along the race track wall all season long (we will provide the sign)

Your logo on our website with a link to your website

Display space at select events to sell/promote products and services

10 spectator tickets at select events

We will announce your company's name along with other info provided by you over our P.A. system during events

GET ALL OF THIS FOR ONLY \$2,500!!

We have limited spacing for this special package. If you are interested or have more questions please contact Harold and Perry at sponsors@milandragway.com

