



2025 NPBRA Sponsorship Opportunities

NAPA Auto Parts Raceway

2-714064 HWY 722
Beaverlodge, Alberta

The **NPBRA** is a on profit organization run by volunteers established in the Peace Country **30** years ago, hosting the bi-annual **Drag Wars** at the Grande Prairie Regional Airport.

In 2014, the process to purchase the **Dewitt Airport** in **Beaverlodge**, with the help of private investment from members and associates, in March of 2015 the **NPBRA** acquired the airport to expand the club and start the foundation to have a permanent home for Motorsports in the area. September of 2022 with the help of sponsors, club members, volunteers, and racers alike we achieved our goal, and the property is now paid in full.

As a dedicated group of volunteers, the **NPBRA** is now looking towards the future and the potential growth for the property. We wanted to create a safe place for drag racing in the **Peace Country**. With the help of your sponsorship and others like you, we were able to achieve this goal.

You can have the opportunity to advertise your company and be part of a great local facility with excellent exposure as we grow our space for future generations.

Quick Facts.

- Race season runs from May through to September
- **NPBRA** has 1/8 Mile track and 1/4 Mile for both Street Legal and Bracket Racing
- Ability to host over 1,000+ guests per race weekend
- Camping, Food vendors, and a market style vending space on event weekend, or rental of the facility
- Potential to host larger events, movie nights, grad ceremonies, and many more
- Driver Training availability
- The possibilities for rental on this space are open.

2025 NPBRA SPONSORSHIP OPPORTUNITIES

Race Events (2 Separate Race days)

June 7&8 Mastec Spring Opener

July 12&13 S.A.M Safety Rentals

August 9&10 Nitro Tech WDRA Rod Race

Aug 16&17 Street Warz

Aug 30 & Aug 31 Top Dog Mechanical Season Final

**All signage / banners must be supplied by sponsor
Race Title Sponsorship to one of the for mentioned race events.**

All previous year sponsors hold first right of refusal for the next season.

Race Title Sponsorship (5 weekends 2 races / weekend)

SOLD

\$3,000 4x8 Sign (10 events)

Race Title Sponsorship includes:

- Ticket Package (25 Free Admit One for 2025 Season)
- Company Name/Logo Banner located on the fence facing the highway
- PA Announcements during sponsored race event
- Opportunity for your company to have an on-site booth, activities at the race, to give away your company swag
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name and/or Logo recognition in advertising, publications and promotions
- Name recognition on race event trophies
- Company logo displayed at the **Spring Spectacular Car Show NPBRA** booth

2025 NPBRA SPONSORSHIP OPPORTUNITIES

Pay out Sponsorship (5 weekends 2 races / weekend)

\$3,000 4x8 Sign (per event)

Payout Sponsorship includes:

- Ticket Package (20 Free Admit One for 2025 Season)
- Company Name/Logo Banner located on the fence facing the highway
- PA Announcements during sponsored race event
- Opportunity for your company to have an on-site booth, activities at the race, to give away your company swag
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name and/or Logo recognition in advertising, publications and promotions

Pay out Sponsorship (5 weekends 2 races / weekend)

\$2,000 4x6 Sign (per event)

Payout Sponsorship includes:

- Ticket Package (15 Free Admit One for 2025 Season)
- Company Name/Logo Banner located on the fence
- PA Announcements during sponsored race event
- Opportunity for your company to have an on-site booth, activities at the race, to give away your company swag
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name and/or Logo recognition in advertising, publications and promotions

Pay out Sponsorship (5 weekends 2 races / weekend)

\$1,000 3x6 Sign (per event)

Payout Sponsorship includes:

- Ticket Package (10 Free Admit One for 2025 Season)
- Company Name/Logo Banner located on the fence
- PA Announcements during sponsored race event
- Opportunity for your company to have an on-site booth, activities at the race, to give away your company swag
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name and/or Logo recognition in advertising, publications and promotions

Burnout Box Boards per board 10 Events

SOLD

\$700 per season per board 4'x8' (2 spots available)

Burnout Box Board Sponsorship includes

- Ticket Package (10 Free Admit One for 2025 season)
- Company Name/Logo signage on Burnout back boards
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)

2025 NPBRA SPONSORSHIP OPPORTUNITIES


Volunteer Lunches sponsor

\$350 per race or \$2100 for the season (10 events Signage Sandwich Board Style x2)

Volunteer lunch sponsorship includes

- Ticket Package (10 Free Admit One for 2025 season)
- Company Name/Logo Sign located at the food vendor & volunteer booth
- PA Announcements during race events
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)

Lane Sponsors 4 Bracket Weekends and 1 Street Legal Weekends

\$1,500 per season 4x6 sign Left lane 

Right Lane 

Right/Left Lane Sponsorship includes:

- Ticket Package (10 Free Admit One for 2025 Season)
- Company Name/Logo Banner located at the start line on the lane sponsored
- PA Announcements at all NPBRA race events
- Opportunity for on-site booth
- Opportunity for activities at the race event
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Logo/Name recognition on advertising, publications & promotions

Class Trophy Sponsor for Bracket Racing 4 Bracket Weekends

\$1,260 per class for the season (2 races per weekend)

Year End Class Champion Trophies

Trophy sponsorship includes

- Ticket Package (10 Free Admit One for 2025 Season)
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- Name on all trophies and 3x6 sign on registration booth
 - No Box (4 per weekend 2 first 2 second)
 - Bike and Sled (4 per weekend 2 first 2 second)
 - Sportsman (4 per weekend 2 first 2 second)
 - Box (4 per weekend 2 first 2 second)
 - Junior (4 per weekend 2 first 2 second)
 - Jr Street (4 per weekend 2 first 2 second)
 - Class Champion Trophies (6 total one for each class)

Rod Race Trophy Sponsorship (1 weekend, 2 days)

\$3600/for the weekend 2 events or \$1800 for 1 event (2 spots available)

Trophy sponsorship includes

- Ticket Package (25 Free Admit One for 2025 Season)
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- 4x8 sign entry to pit parking fence

2025 NPBRA SPONSORSHIP OPPORTUNITIES

Fuel Sponsor (generators, mowers, golf carts etc)

\$1,000 per weekend \$5,000 for the season 4x8 sign

Fuel Sponsorship includes.

- Ticket Package (10 Free Admit One/per event 2025 Season)
- Company Name/Logo Banner
- Logo/Name recognition on advertising, publications & promotions
- PA Announcements at all **NPBRA** race events
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)

Picnic Tables for Café

\$ 450 each includes Dedication plate scribed with company name / or dedicated to loved one.

Another option for sponsorship includes gift in kind to the NPBRA and these would include items such as:

Tractors/Equipment

Golf Carts

Generators

Fencing

Asphalt repair on track surface / return road

Gravel / fill

Labor / materials towards building on the facility

Playground Toys

For any further information or if you wish to set up a sponsorship please contact the

NPBRA Sponsorship Director – Crystal Scott 780-296-1927

Sponsorship space / packaging and pricing subject to change.