



2024 NPBRA Advertising Opportunities

NAPA Auto Parts Raceway
2-714064 HWY 722
Beaverlodge, Alberta

The **NPBRA** established in the Peace Country **30** years ago, hosted 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 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.

Now you can have the opportunity to be in on the ground floor of a great local facility with excellent exposure as we grow our space for future generations.

We are offering the opportunity to advertise your company at a great local facility with excellent exposure as we grow our space for future generations.

Quick Facts;

- Race season runs May thru 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
- Potential to host larger events

2024 NPBRA ADVERTISING OPPORTUNITIES

All signage / banners must be supplied by Advertiser

Spectator Entrance Signage 4 Bracket Races and 2 Street Legal Events

\$400 per season 3'x3' sign

Spectator Entrance Signage includes:

- Ticket Package (10 Free Admit One for 2024 season)
- Company Name/Logo Sign located at the Spectator Entrance
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2025

Pit Parking Entrance Signage 4 Bracket Races and 2 Street Legal Events

\$700 per season 4'x8' sign (3 spots available)

Pit Parking Entrance Signage includes:

- Ticket Package (10 Free Admit One for 2024 season)
- Company Name/Logo Sign located at the Pit Parking Entrance
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2025

Reality Booth Signage 4 Bracket Races and 2 Street Legal Events

\$400 per season 3'x3' sign (2 spots available)

Reality Booth Signage includes

- Ticket Package (10 Free Admit One for 2024 Season)
- Company Name/Logo signage on Reality Booth
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- First right of refusal for 2025

Racer Registration Booth Signage 4 Bracket Races and 2 Street Legal Events

\$350 per season 3'x1.5' (3 spots Available)

Racer Registration Booth Signage includes

- Ticket Package (5 Free Admit One for 2024 Season)
- Company Name/Logo signage on Racer Registration Booth
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- First right of refusal for 2025

Volunteer Booth Signage 4 Bracket Races and 2 Street Legal Events

\$350 per season 3'x1.5' (4 spots available)

Volunteer booth signage includes

- Ticket Package (5 Free Admit One for 2024 Season)
- Company Name/Logo signage on Volunteer Booth
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- First right of refusal for 2025

2024 NPBRA ADVERTISING OPPORTUNITIES

Tech Booth Signage 4 Bracket Races and 2 Street Legal Events

\$350 per season 3'x1.5' (4 spots available)

Tech booth signage includes:

- Ticket Package (5 Free Admit One for 2024 Season)
- Company Name/Logo signage on Tech Booth
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- First right of refusal for 2025

SOLD

Burnout Box Boards per board 4 Bracket and 2 Street Legal Events

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

Burnout Box Board Sponsorship includes

- Ticket Package (10 Free Admit One for 2024 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)
- First right of refusal for 2025

Bridge Signage 4 Bracket Races and 2 Street Legal Events

\$400 per season 3'x3' sign

Bridge Signage includes:

- Ticket Package (10 Free Admit One for 2024 season)
- Company Name/Logo Sign located on the bridge
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2025

Interior Fence / Barriers Signage 4 Bracket Races and 2 Street Legal Events

\$550 per season 3'x6' sign

Fence / Barrier Signage includes:

- Ticket Package (10 Free Admit One for 2024 season)
- Company Name/Logo Sign located on fence or barrier
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2025

2024 NPBRA ADVERTISING OPPORTUNITIES

Hanger Signage Full Year 2 packages available

\$1500 15'x5' sign (PKG #1) Full Year

Hanger Signage Package #1 includes

- Ticket Package (10 Free Admit One for 2024 Season)
- Company Name/Logo sign mounted on back of Hanger facing the Hwy
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- First right of refusal for 2025

\$2500 15'x10' sign (PKG #2) Full Year

Hanger Signage Package #2 includes:

- Ticket Package (15 Free Admit One for 2024 season)
- Company Name/Logo sign mounted on back of Hanger facing the Hwy
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2025

Radios / Communication equipment Donation 4'x8' sign

Radio / Communication Donation includes:

- Ticket Package (10 Free Admit One for 2024 season)
- Company Name/Logo Sign located on tower (communication central)
- Logo and Name recognition on **NPBRA.ca** linked to your webpage
- Logo/Name recognition on **NPBRA** social media (Facebook)
- First right of refusal for 2025

(approximately 15 radios with mics, batteries, chargers and 4 headsets)

Picnic Tables for Café

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

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

NPBRA Sponsorship Director – Crystal Scott 780-296-1927

Advertising space / packaging and pricing subject to change