

HALLETT MOTOR RACING CIRCUIT - YOUR HOME TRACK



2024 MEDIA PROGRAM



HALLETT MOTOR RACING CIRCUIT

Nestled in the Osage Hills, 35 miles west of Tulsa, OK, Hallett Motor Racing Circuit (HMRC) stands as one of the most challenging and historic racecourses in America with a vibrant community that celebrates passion for automobiles, motorcycles, and karts. For over 45 years, HMRC has hosted professional and amateur racing events, major car manufacturers, automobile and motorcycle clubs, and is renowned for the scenic beauty of the track's rolling hills and winding tarmac. Hallett Motor Racing Circuit now offers a variety of opportunities to help companies gain exposure, drive sales, and build their brand.



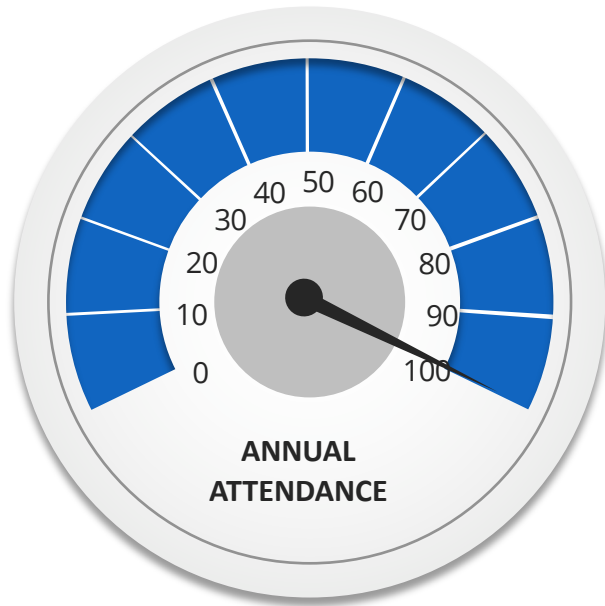


BRAND REACH

Brands become much more than advertisers in our sport. They exist as more than partners. Brands become identities. They become emotional and personal. Sometimes brands write themselves into history books and etch themselves into our culture. With these characteristics, they have the potential to transcend time and emerge as iconic. Let Hallett Motor Racing Circuit help your company become one of those brands.

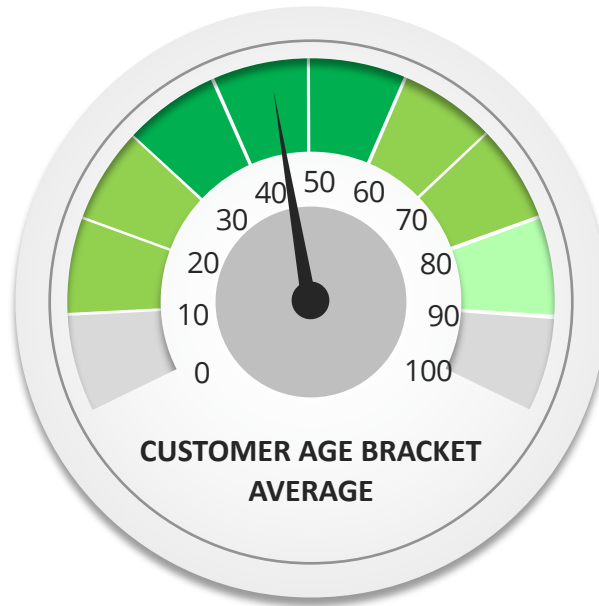


HMRC CUSTOMER DEMOGRAPHICS



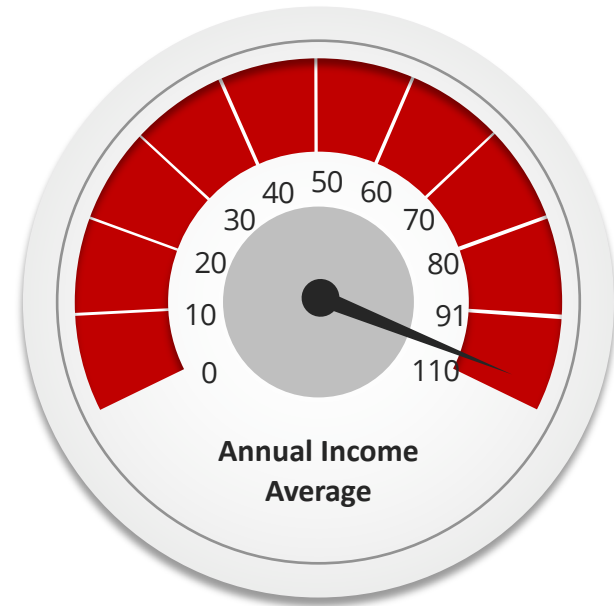
100K

HMRC averages around 100k in total annual attendance.



35-54

While HMRC has a wide variety of ages that attend track events, most are aged between the key age demographic of 35-54 years old.



91-110K

HMRC participants have a high amount of purchasing power with a 91-110k average annual income.

HMRC CUSTOMER OPINION

Extremely Satisfied



Level of Customer Satisfaction

Very Likely



Potential Repeat Attendance

Extremely Likely



Recommend to Others

BRAND
AWARENESS

TRAFFIC
DRIVER

LEAD
GENERATION

SOCIAL
ENGAGEMENT

BRAND EXPERTISE
& LEADERSHIP

Hallett Motor Racing Circuit sponsorship programs are characterized by flexibility to meet the varying marketing needs of modern organizations.

MARKETING FLEXIBILITY



PUSH

In a Push Marketing approach, we create customer demand by delivering your information directly to racers, spectators, and enthusiasts who have an interest in your products and services.



PULL

In a Pull Marketing approach, your campaign is seen by racers, attendees, spectators, and enthusiasts when they visit the HMRC track, website, Social Media, and other marketing methods.





SPONSORSHIP PACKAGES

Hallett Motor Racing Circuit offers consolidated sponsorship packages that provide all of the brand awareness, lead generation, Social Media engagement, and traffic driving of individual sponsorship products but at reduced rates to maximize your marketing budget. All sponsorship packages and individual products are Net 15 for payment.



GOLD \$3,100

HMRC's best value that offers comprehensive marketability to our audience of racers, fans, and guests. Anyone that attends HMRC will be sure to know of your company's brand, products, and services.

- Three 4'x8' signs (strategically located)
- Public Address announcements
- Web banner, Press Release, Social Media Post priority
- Event email reference
- Sponsorship payment Net 15



SILVER \$1,600

HMRC's budget friendly sponsorship level that combines broad marketability and reduced cost.

- Two 4'x8' signs (strategically located in available positions)
- Public Address announcements
- Web banner
- Press Release
- Social Media posts (schedule limited)
- Sponsorship payment Net 15



BRONZE \$950

HMRC's lowest cost sponsorship that includes a variety of marketing methods to drive demand for your brand.

- One 4'x8' sign (strategically located in available positions)
- Public Address announcements
- Press Release
- Social Media posts (schedule limited)
- Sponsorship payment Net 15



DISPLAY SIGNAGE

A 4'x8' display sign is placed in a high visibility location at HMRC. Content is supplied by the marketer and may feature logo, message, and contact information. Display signage is an effective low-cost investment to communicate to HMRC attendees, build brand awareness, and influence buying decisions.

\$750 annual.



PUBLIC ADDRESS

Company marketing messages are broadcast over HMRC's public address system in 15-20 second commercials. Your message is heard in front of a captive audience in the morning and afternoon hours of applicable track events at HMRC. **\$250 per event.**





RacingJUNK[®].com

HOME RENT TRACK SHOP/SCHOOL CLASSES NEWS CONTACT



TOURING
IS NOW OPEN

SOCIAL MEDIA

Marketers can add HMRC Social Media platforms to increase brand awareness and community engagement. Content is supplied by marketers and "tuned" by HMRC to best present to the HMRC audience. **\$250 per month, three month minimum.**



WEB BANNER

Online web banners provide broad visibility for your brand and message to over 50k unique visitors to the HMRC website. Banner size is 728x90 with a max file size of 35KB. Banner sponsorship leverages your branding with HMRC's content to increase brand awareness, lead generation, and drive traffic to your website.

\$750 annually.



Hallett Motor Racing Circuit

Published by HMRC

February 23

Please welcome the [Osage Casino & Hotel](#) as Hallett Motor Racing Circuit's newest sponsor!

All of our sponsors support our passion for motorsports. Everyone at HMRC hopes you choose to support us well.

We look forward to seeing y'all soon!... See more





COMMA

As the Official Sponsor of HMRC's Competition Motorsports Association (COMMA), your brand has exclusive naming rights and right to market to the COMMA audience for the 14 race day annual series. Your logo is placed on every race car in the series, series marketing, podium signage, trophy representation, series web site section, and onsite promotions. Every time COMMA is mentioned, your company is mentioned. **\$25,000 annually.**

HIGH SPEED TOURING

As the Official Partner of HMRC's HST series, your company has the exclusive branding right to market and promote to a loyal and captive audience. Your logo is placed on participating cars, in series marketing, on the series web site section, on instructor uniforms, and onsite promotions. Every time HST is mentioned, your company is mentioned. **\$15,000 annually.**



CONTACT US

To arrange for sponsorship or request more information,
please contact us at your earliest convenience.



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