



BE A PART OF SOMETHING BIG IN 2024!

MID-WEST DRAG RACING SERIES MARKETING GUIDE





CELEBRATING OUR EIGHTH YEAR

In 2017, a group of racers realized that there were a lot of Pro Mod teams sitting at home due to travel time and expenses. Many Pro Mod racers are located in the Mid-West and most major Pro Mod events are staged on the East and West Coast.

These racers formed the Mid-West Pro Mod Series to make a place for Nitrous, Roots-Blown, Turbo-charged, Procharged and Screw Blown racers to compete on a level playing field. They wanted to keep it simple, with one class that promoted parity among the different combinations.

In 2018, the series added Top Sportsman and Top Dragster, then expanding with the addition of Junior Dragsters in the spring of 2020. Later that year, after a race that was run in conjunction with the NHRA Lucas Oil Top Alcohol classes, an opportuni-

ty presented itself to add the Top Alcohol Funny Car class. A deal was struck and it was added as a sixth class to the Mid-West Pro Mod Series.

It became apparent that the series had outgrown the Mid-West Pro Mod name and was re-branded as the Mid-West Drag Racing Series.

We ran a total of 8 events in 2023: two at Tulsa Raceway Park, two at Xtreme Raceway Park in Dallas, TX, one at Thunder Valley in Noble, OK, one at US 131 Motorsports Park in Martin, MI and two at World Wide Tech Raceway in St. Louis, MO.

We will add two new tracks to the series in 2024 with two events at the brand new Flying H Dragstrip in Odessa, MO and one event at Pine Valley Raceway in Lufkin, TX.





2024 MWDRS SCHEDULE

Mar 15-16	XTreme Texas Nationals	Xtreme Raceway Park	Ferris, TX
April 19-10	Texas Tango Nationals	Pine Valley Raceway	Lufkin, TX
May 10-11	Throwdown In T-Town	Osage Casino Hotel Tulsa Raceway Park	Tulsa, OK
May 31-Jun 1	Summer Smackdown	Flying H Dragstrip	Odessa, MO
Jun 28-29	Night Of Fire & Thunder	Worldwide Technology Raceway	Madison, IL
Sept 6-7	Funny Car Nationals	US 131 Motorsports Park	Martin, MI
Sept 20-21	Fall Smackdown	Flying H Dragstrip	Odessa, MO
Oct 18-19	Ronnie Hobbs World Finals Throwdown In T-Town	Osage Casino Hotel Tulsa Raceway Park	Tulsa, OK





ABOUT OUR RACERS

Our racers are successful, self-employed business owners who own trucking companies, auto and RV dealerships, communication companies, etc. They are passionate about their sport and willing to spend a lot of money to make their cars go faster. Many of these teams have six-figure annual racing budgets.

The number of racers interested in joining the Mid-West Drag Racing Series is growing by the day. We regularly field calls from new race teams who are building new combinations and planning to run the entire series with us.

A lot of racetracks have reached out in hopes of having an event at their facility. As the rules have aligned with many other series and teams choosing to compete with MWDRS, the potential is huge!

What's causing the growing car counts? Great tracks? Great competition? Great purses? Big crowds? We think it is all the above.

Offering one of the largest single event purses for Pro Mod racing in the country has energized many teams. Each event pays \$10,000 to the winning Pro-Mod team and also pays the Runner Up and qualifiers money, along with great payouts in other classes. Most pay more than other series.

An 8-race season brings us to events with Nitro cars, bracket racers, nostalgia cars, grassroots local classes, Super Pro, Front End Top Fuelers, Top Fuel Motorcycles, Jet Cars and more!





WHY ADVERTISE WITH US?

After the initial Covid outbreak, we were incredibly lucky to have been the first drag racing event in the country to be allowed spectators at Tulsa Raceway Park in May 2020.

We followed a strict social distancing and sanitizing protocol and hosted over 10,000 spectators safely and successfully. With restrictions in place throughout our 2020 season, the Fall Throwdown in Tulsa alone saw over 32,000 spectators. The Xtreme Texas Nationals held at Xtreme Raceway Park just south of Dallas, hosted 8,500 paid spectators.

Over 50 different Pro Mod teams competed at the 2023 events. At the St Louis 2020 event, we set the single event car count record with 38 competitors showing up for a 16-car qualified field. It appears that we are only seeing the tip

of the iceberg, because 425 teams competed in the MWDRS across all classes in 2023!

Our social media following has shown exponential growth in the past two seasons, along with our YouTube channel.

We've made sponsorship an easy and unique experience. It's easy because we divide your sponsorship fee by the number of events and bill by the race approximately 15 days before the scheduled event. It's unique because, if the event is rained out, we refund 50% of that events sponsorship fee or apply it as credit towards the next event. That may be the best deal in drag racing sponsorship!





NEW STATE OF THE ART WEBSITE

Our website received over 21,000 page views in 2023, and like the drivers and teams, is ready for the 2024 season. Its new structure and features give visitors a great experience and give advertisers a great opportunity.

The “Latest News” feed on the main page keeps our fans in the know with LIVE updates on races, new rules and event winners.

The “Competition” tab not only gives race results but also payout/entry info, contingency postings, racer forms, national records, series champions and series points.

Under the “Contenders” tab, visitors can see photos of the cars. Plus, learn about their favorite drivers & teams, the equipment, the sponsors and the different classes they compete in.

Sponsor logos and links to their website are featured on the Home page but there are marketing opportunities throughout the site!



More than 10,000 fans attended the Mid-West Drag Racing Series US 131 Nationals at the US 131 Motorsports Park In Martin, Michigan.





SOCIAL MEDIA AND STREAMING

In 2021-2023, our social media focus was primarily on Facebook and Instagram. While planning for 2024 and beyond, we hired extra live streaming and social media staff.

Since then, we have put additional efforts into videos and LIVE streaming on FloRacing and YouTube. We started to see a significant increase in reach on all three platforms within the first 30 days. We experienced continued growth during the

off-season and have outlined marketing goals for the summer of 2024.

This growth brings opportunity for both the MWDRS and its marketing partners to reach more consumers and potential customers.

Our social reach is 100% organic and capable of bringing your brand or videos to our fans.

- 1,864,000 people reached on Facebook in 2023 and over 7,233 on Instagram.
- Eliminations and Finals in Great Bend 2022 brought 144.1 hours viewed by 4,226 devices
- In 2023, the MWDRS website had 21,000 unique visits per month.
- FloRacing coverage had 33k unique viewers with 812k minutes watched in 2023.
- Our Facebook page had 124k visits and reached 1,067,451 with 2,089,635 impressions and 327,930 minutes watched in 2023.





NAMING RIGHTS SPONSOR \$75,000 **SOLD**

- Co-branding with the MWDRS logo on all marketing and promotional materials including, but not limited to, website, social media, t-shirts, hats, uniforms, emails, etc.
- Series title Sponsor name will be "Sponsor Name" Midwest Drag Racing Series.
- Six (6) sponsor-provided video commercials on live feed during each event.
- Six (6) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals required to be placed on both sides of car.
- Sponsor logo continuously displayed during live feed.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average \$1000 per event x 8 events = \$8,000 value)
- Suite space. (If track has them available)
- Ten (10) weekend event passes per event. (average \$50 per ticket x 8 events = \$4,000 value)
- Sponsor/series-related emails sent to our 183,000+ database.
- Sponsor-branded flyer for each event distributed socially.



LIVE STREAMING PARTNERSHIP: \$10,000 – 3 AVAILABLE (2 LEFT)

- Your product or company logo on every minute of live feed
- Videographer will work with you to produce two (2) videos promoting your product or business. (You receive unlimited, lifetime usage of these videos for your promotional purposes.)
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Four (4) weekend passes per event. (average \$50 per ticket x 8 events = \$1,600 value)

RACERS AND TEAMS INTERVIEW MAIN SPONSOR: \$10,000

- This is shown during the whole race and after on Facebook and YouTube
- Your logo on every video produced by the MWDRS videographer at every event of the season.
- Videographer will work with you to produce two (2) videos promoting your product or business. (You receive unlimited, lifetime usage of these videos for your promotional purposes.)
- Four (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Four (4) weekend passes per event. (average \$50 per ticket x 8 events = \$1,600 value)

LIVE PIT ACTION CAMERA: \$500 PER RACE OR \$3500 PER YEAR

- This camera will capture LIVE action of MWDRS crews and teams between rounds
- Footage will include the fun and drama from the pits during down times and track prep.
- Two packages are available.
- Two (2) weekend passes per event. (average \$50 per ticket x 8 events = \$800 value)

CLASS TITLE SPONSORSHIPS: \$10,000 (4 LEFT)

PRO MOD / PRO MOD SLAMMER / FUNNY CAR / PRO 420 / TOP SPORTSMAN / TOP DRAGSTER

- Naming rights for respective class.
- Class will be called “Sponsor Name”, “Class Name”.
- Four (4) sponsor-provided video commercials on live feed during each event.
- Four (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals to be placed on both sides of cars in named class.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average value is \$1000 per event)
- Suite space. (If track has them available)
- Ten (10) weekend passes per event. (average \$50 per ticket x 8 events = \$4,000 value)



CLASS TITLE SPONSORSHIPS: \$6,500

JUNIOR DRAGSTER / PRO JUNIOR DRAGSTER

- Naming rights for respective class.
- Class will be called "Sponsor Name", "Class Name".
- Four (4) sponsor-provided video commercials on live feed during each event.
- Four (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals to be placed on both sides of cars in named class.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average value is \$1000 per event)
- Suite space. (If track has them available)
- Ten (10) weekend passes per event. (average \$50 per ticket x 8 events = \$4,000 value)

CLASS PRESENTING SPONSORSHIPS: \$5,000

PRO MOD / PRO MOD SLAMMER / FUNNY CAR / PRO 420 / TOP SPORTSMAN / TOP DRAGSTER

- Presented by for respective class.
- Two (2) sponsor-provided video commercials on live feed during each event.
- Two (2) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Sponsor-provided banners to be displayed at each event.
- Scrolling ad banner on our website with a link to your website.
- Three (3) weekend passes per event. (average \$50 per ticket x 8 events = \$1,200 value)

CLASS PRESENTING SPONSORSHIPS: \$3,000

JUNIOR DRAGSTER / PRO JUNIOR DRAGSTER

- Presented by for respective class.
- Two (2) sponsor-provided video commercials on live feed during each event.
- Two (2) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Sponsor-provided banners to be displayed at each event.
- Scrolling ad banner on our website with a link to your website.
- Three (3) weekend passes per event. (average \$50 per ticket x 8 events = \$1,200 value)

INDIVIDUAL RACE NAMING SPONSORSHIP: \$7,500

- Race name will be "Sponsor" "event name". Example: Joe's Tire Barn Texas Nationals.
- Two (2) sponsor-provided video commercials on live streaming during event.
- Two (2) sponsor-provided 30 second PA announcements during the event.
- One (1) press release announcing naming rights on our website and all MWDRS social media.
- Four (4) sponsor-provided banners hung during the event.
- Twenty (20) weekend passes per event (average \$50 per ticket x 8 events = \$1,000 value)
- Two (2) starting line access passes.



ELITE LEVEL SPONSORSHIP \$10,000

- Four (4) sponsor-provided video commercials on live streaming during each event.
- Four (4) sponsor-provided 30-second PA announcements during each event.
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals required to be placed on one side of each car.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average value is \$1000 per event).
- Ten (10) weekend passes per event (average \$50 per ticket x 8 events = \$4,000 value)

LEVEL 1 "OFFICIAL SPONSOR" \$8,000

- Two (2) sponsor-provided video commercials on live streaming during each event.
- Two (2) sponsor-provided 30-second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor logo displayed on license plate decal on each car.
- Four (4) weekend passes per event (average \$50 per ticket x 8 events = \$1,600 value)

LEVEL 2 "PREMIER SPONSOR" \$6,500

- Two (2) sponsor-provided 30 second PA announcements during each event.
- Sponsor/series-related press releases posted on our website and all MWDRS social media.
- Scrolling ad banner on our website with a link to your website.
- Sponsor-provided banners to be displayed at each event.
- Sponsor logo displayed on license plate decal on each car.
- Two (2) weekend passes per event. (average \$50 per ticket x 8 events = \$800 value)

LEVEL 3 "SERIES SPONSOR" \$4,500

- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Sponsor logo displayed on license plate decal on each car.
- Two (2) weekend passes per event. (average \$50 per ticket x 8 events = \$800 value)

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE

- Email Blast 250K+ (20% open rate)
- Banners
- PA Spots
- Midway Space
- Live Feed Commercials
- Website Logo/Links



MWDRS OFFICIAL TIMING APP SPONSORSHIPS

A mobile app has replaced paper time slips. Racers and fans alike look at the app to see results. Both will take screenshots of the times and post on social media. Your company name will be viewed in their social media networks.



A) LANE SPONSORSHIP: ~~\$4,000~~ **SOLD**

- Your company name above a lane on the MWDRS official timing app.
- Your website linked to your name above the lane.

B) RACER SEARCH ENGINE: \$2,500

- Racers use this to locate all of a specific competitor's times.
- Your logo listed above the racer search engine box on the app.
- Your website linked to your name above the search box.

C) CURRENT WEATHER CONDITIONS: \$2,500

- Racers use this page to look up current weather conditions.
- Your company name on the current weather conditions page.

D) QUALIFICATION PAGE SPONSOR: ~~\$2,500~~ **SOLD**

- Racers use this to see what cars / drivers have qualified.
- Your logo listed above the racer information.

E) LADDER PAGE SPONSOR: ~~\$2,500~~ **SOLD**

- Racers use this page to look up current ladder reports.
- Your logo listed above the racer information.



**QR CODE FOR
APP DOWNLOAD**



OFFICIAL MWDRS T-SHIRTS

One of the hottest apparel items at the track is the official Midwest Drag Racing Series t-shirt. Sporting a fresh design every year, our shirts are available at every event along with all kinds of MWDRS merchandise. The t-shirt features the title sponsor on the front and EVERY series sponsor on the back!



MWDRS MERCHANDISE TRAILER

Our merchandise trailer travels thousands of miles every year to be displayed at all MWDRS events. Its premier position next to the pits is ideal in maximizing exposure to fan traffic. The trailer features the title sponsor on the sides and, like the t-shirt, it displays EVERY series sponsor on the back.



REAR VIEW



SIDE VIEW





CONTACT US TODAY

Sponsors like you help make racing events happen. Together, we can give the race teams a great venue to race at, and in turn, racers and fans alike will spend money with sponsors.

Please review the attached Sponsor Packages and see what works for you. We will be reaching out to you soon to see how you want to be involved. Feel free to email or call anytime.

Ellen Eschenbacher
Event Marketing Director
Phone: 317-719-9672
Email: ellen@midwestpromodseries.com

Keith Haney
Owner / Director of Marketing & Sales
Phone: 918-260-6565
Email: keith.haney@saveongm.com

- Visit our brand new website at www.MidWestDragRacingSeries.com
- Follow us on Facebook at www.Facebook.com/mwdrs1
- Check us out on Instagram at www.Instagram.com/mwdrs_
- Hit us up on Twitter at www.Twitter.com/midwestdragrac1
- We have a new TikTok account at www.TikTok.com/@midwestdragracingseries

