

BIG RIG RACE & TRUCK SHOW EVENT MARKETING

Big Rig Race & Truck Show



715-875-4233



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1790 N 1000th Street

Eau Clair, WI



bigrigtruckshows.com

Your participation will help support nonprofit groups including NON-PROFIT BENIFACTOR(s)]. TBA. We continue to work towards improving the lives of our county residents by focusing on the needs of our communities.



We will likely be adding a an additional day Friday August 2nd Stay Tuned for more info

BIG RIG RACE & TRUCK SHOW AUGUST 3, 2024

Planning is now underway for the next evolution of the Big Rig Race & Truck Show.

Rock Falls Raceway, located just 8 miles south of Eau Claire, will be transformed into a festival ground where fest-goers will be treated a host of other activities. We are hoping you will join us for this community event. We are anticipating nearly 2,800 visitors. event.

The Big Rig Truck Show offers a tremendous opportunity to promote your company's products or services with event marketing. Because our broad appeal and potential attendance numbers, our sponsors can rest assured that their message will reach their target audience and beyond. Not only will you receive great exposure during the event, but your brand will also be included:

- Signage
- PA Messaging throughout the event
- Print promotional material
- Radio Inclusion (Midwest Family Broadcasting)
- A Robust Social Media campaign prior to and during the event.
- Admission Tickets

We have a wide variety of sponsorship opportunities available, and our sponsorship staff will tailor a package to fit your company's specific needs. Sponsor satisfaction is top priority!



**August 3
2024**

BIG RIG RACE & TRUCK SHOW SPONSORSHIP AT ROCK FALLS RACEWAY



Platinum Sponsor

**Start Line Signage 30 x 60
PA Message
20 Admission Tickets
Inclusion in a minimum to 6 Social media posts
Radio Inclusion
Rock Falls Raceway TV Rotator two Months
Poster Logo Inclusion
Onsite Marketing Space 15 x 80**

**Platinum Naming Right
Investment \$5000**

**Gold Sponsor
Investment \$1800**

Gold Sponsor

**Start Line Signage 30 x 30
PA Message
16 Admission Tickets
Inclusion in a minimum to 3 Social
media posts
Radio Inclusion
Poster Logo Inclusion
Onsite Marketing Space 10 x 40**

Silver Sponsor

**PA Message
8 Admission Tickets
Inclusion in a minimum to 2 Social
media posts
Poster Logo Inclusion
Onsite Marketing Space 10 x 40**

**Silver Sponsorship
Investment \$1500**

**SIGN UP BEFORE
JANUARY 12 & RECIEVE
A 10% DISCOUNT**