

The Greater Cumberland Raceway

Cumberland, MD



2017 Sponsorship Opportunities

About The Greater Cumberland Raceway

The Greater Cumberland Raceway is located on Moss Ave off Route 220 in Cumberland Maryland. The Allegany County Fairgrounds opened in October of 1924. The grounds sit along the Potomac River, known as Fairgo, beneath the scenic beautiful cliffs of Knobley Mountain. For the first 40 years the fairground was used for horse racing, it wasn't until 1967 that it hosted stock car racing. Stock car and USAC Sprint car races were added to the schedule with drivers such as Mario Andretti and other famous drivers blistering up the track. The Allegany County Fairgrounds already has a core of activities for the citizens of Allegany County to enjoy. We are glad to announce that once again, starting in 2017, racing fans will be delighted to enjoy the revved up engines of stock car racing on Saturday nights at the fairgrounds.

With events like Delfest, The Western Maryland Street Rod Round-Up, and the Great Allegany County Fair just to name a few, it would be excellent exposure for your company.

Sponsorship Levels

Scoreboard Sponsorship



The scoreboard is a permanent structure that stands almost 20 feet in the air in turn one of the racetrack. It is highly visible to all attendees to the fairgrounds at all of the events at the facility. It will be mentioned many times during the races as the (your company name) scoreboard. Your logo would replace the Coors light logo that is on there now.

Scoreboard Sponsorship Level \$10,000 per racing season

Overhead Bridge Sponsorship Level



The overhead bridge is an icon at the racetrack spanning 90 feet long and some 20 feet off the ground. The bridge stands over turn one of the racetrack and as the cars pass underneath it will be in the vision of all fans in the grandstands. There are two stages to the bridge sponsorship stage one would be half of the bridge at 45 feet or stage two the entire 90 feet of space can be yours. It will be a vocal point of the racetrack.

Stage One Overhead Bridge Level 45 feet \$5,000 per racing season

Stage Two Overhead Bridge Level 90 feet \$10,000 per racing season

Diamond Sponsorship Level

The Greater Cumberland Raceway offers sponsorship levels to its partners all season long, starting with its high-profile exposure opportunity via its Diamond Level Sponsorship. Through this package, your company will receive recognition for an entire season at the raceway, receiving mentions from our announcer at each event, and a large banner in front of the grandstands. Your company logo will be featured in a prominent position with a link on the racetracks website; as well as social media acknowledgment. Your company will also be permitted to set up displays upon approval to promote your business in front of the grandstand entrance.

Diamond Sponsorship Level \$3,000 per racing season

Race Night Sponsorship Level

Your company could be the title sponsor for a night at the races with many benefits included. Race night sponsors are a great incentive your employees and a good way to advertise your business. As a race night sponsor, your company will receive publicity throughout the event with announcements, and your company banners will be displayed throughout the facility.

(You choose the night you want to sponsor upon approval)

(Free admission for up to 10 of your employees)

(Set up a display in front of the grandstands upon approval)

Race Night Sponsorship Level \$2,000 per race night

Class Sponsorship Level (this is for the entire season)

Class sponsors will receive publicity throughout the racing event with announcements.

Your company name will be displayed as: (Your Company Name) Super Late Models, (Your Company Name) Semi-Lates, (Your Company Name) Pure Stocks, and (Your Company Name) 4-Cylinders. It will also feature a link to your company on The Greater Cumberland Raceway website.

Class Sponsorship Level \$1,500 per racing season

Pit Road Wall Banner Sponsorship Level Prime Spots

Pit road wall banner sponsorship will feature your business name, logo and company information. Your company information will be displayed on the pit road wall for all the fans to see at all of the events at the fairgrounds plus a link on our website. These six center spots on pit road are the “Prime Spots” and will sell quick.

Pit Road Wall Banner Sponsorship Level Prime Spots \$800 per racing season

Pit Road Wall Banner Sponsorship Level Outside from Center

Pit road wall banner sponsorship will feature your business name, logo and company information. Your company information will be displayed on the pit road wall for all the fans to see at all of the events at the fairgrounds plus a link on our website. These spots are on the outer ends of the walls.

Pit Road Wall Banner Sponsorship Level \$500 per racing season

Why should your company become a sponsor of The Greater Cumberland Raceway?

The Greater Cumberland Raceway attracts fans from all across the east coast region, as well as a large amount of Allegany County residents. With attendance of nearly 150,000 people a year at the fairgrounds it provides an incredible amount of exposure for your company. Racers and their fans are loyal to those who support The Greater Cumberland Raceway. Advertising at the fairgrounds will increase your customer base. We will tailor a package that works best for your business. If you want to become a sponsor at The Greater Cumberland Raceway don't wait, some prime sponsorship won't last long, call or email us ASAP!!

The Greater Cumberland Raceway

Promoter: TGCR, LLC

Mailing Address:

P.O. Box 43

Rawlings, MD 21557

Phone: 301-693-4472

Raceway Email: todd@thegreatercumberlandraceway.com

Website: www.thegreatercumberlandraceway.com