



2015 Sponsorship Packet



www.lsqma.com





To Whom It May Concern:

Lone Star Quarter Midget Racing Association is a 501(c) (3) public charity non-profit children's racing organization and we currently have marketing/sponsorship opportunities available.

Quarter Midget racing is a family oriented sport where children age 5-16 race .25 scale midget cars. We are affiliated with the United States Auto Club (USAC) organization. Quarter Midget Racing was started to develop sportsmanship in the children while also providing a family oriented racing activity. In recognition of the drivers, trophies and medals are awarded at local and National events. No cash prizes are awarded.

- Quarter Midget racing is not a "drop off your kid" kind of sport, but an involved family sport. Few other sports permit all members of the family to participate. The kids do the driving while other family members serve as pit crews, chief mechanics, scorers, timekeepers, and operators of concession stand or novelty booths.
- It teaches the meaning of sportsmanship, fair play by following rules, how to be a good winner or a gracious loser.
- It develops coordination, and a sense of timing and independent thinking.
- It teaches self-reliance. Once a green flag has dropped, they are on their own.
- The spirit of competition also comes along here. They learn to drive hard, but that rules must be observed. Rule infractions may result in disqualification.
- Development of knowledge and an appreciation for mechanical devices.
- It teaches safe driving skills that are carried on in their teen years on the road. Very few people develop the skill that these children acquire. We believe this level of skill is valuable when they become adult drivers. They learn that there is a place to race an automobile— which is NOT on the public highway systems where so many young adult drivers lose their lives.
- It develops a sense of responsibility. Alertness and concern for the safety of others is acquired.
- It gives drivers a well-earned right and a sense of pride and accomplishment. They stand taller and are more confident after becoming a proficient Quarter Midget racer.



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Our club is seeking support from area businesses and organizations and racing related businesses to help us make improvements to our facility which will benefit the racers, their families and spectators. We are also seeking support for an upcoming National event in April.

Some of those improvements include; installing “soft” walls and upgrading our track preparation equipment. These improvements will also help to attract new racers and spectators to our facility whereby increasing exposure for our sponsors.

It’s been published in marketing publications that racer’s and race fans are the most “brand loyal” segment of society. They support the businesses that support our sport. Your company name and logo will be seen by the hundreds of weekly event racers and spectators at our track and by spectators who visit the LSQMA track regularly. We will also place your name, logo and link on our website.

The following page contains several different marketing/sponsorship packages. Contact dbeanracing44@yahoo.com if you have any questions and for proof of 501c3 status.

The LSQMA Officers, Board of Directors and the sponsorship/fundraising committee thank you in advance for your consideration.

COMPANY NAME: _____
ADDRESS: _____
PHONE #: _____ FAX #: _____
CONTACT PERSON: _____
EMAIL: _____

Checks or money orders made payable to **Lone Star Quarter Midget Racing Association Inc.** can be mailed LSQMA, 18738 IH35, North Schertz, TX 78154 along with your company’s logo



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Sponsorship Packages 2015:

Website Link: We'll place a link to your website utilizing your company name/logo on our website for one year. \$100

Track Billboard Sponsor: A 2' x 4' billboard sign displaying your company logo for an entire season: \$250.00. Subsequent renewal sponsorships will be \$200.00 per year.

One Race Trophy Sponsorship: Your company name will be engraved on trophy's which are presented to those drivers who finish in the top 3 positions in each divisions feature race event that day. Your name as the sponsor of the event will be announced over the public address system periodically throughout the racing event. You are also welcome to be present for the race and display your company's product/service information: \$250.00.

Track Billboard Sponsor and One Race Trophy Sponsorship: Both for \$450.00.

Entire Season Trophy Sponsorship: Your company name/logo will be engraved on trophy's which are presented to those drivers who finish in the top 3 positions in each divisions feature for each regular season race for \$3,000.00.

Victory Lane Banner: \$1,000. Associate series sponsor package: \$500; class sponsor \$250.

Texas 2 Step Event Sponsor: (This is a USAC .25 Midget "Generation Next" national tour event) Your company name/logo will be engraved on the events' flyers, news releases, T-shirts and on a special 5' x 10' Texas 2 Step victory lane banner. A 2' x 4' Track Billboard displaying your company name for the entire season will be included. The event for 2015 is scheduled for April 24-26 and will be streamed live via the internet. \$2,000.00. Associate sponsor: \$500.

Merchandise donations will also be accepted for our raffle table during the Texas 2 Step event.

T-shirt sponsors: Your company name/logo will appear on special event T-shirts (3rd Annual Charlie Wolfe Memorial Race & 1st Annual Michael Flieller "Big Daddy" Memorial Race). \$300 for one event T-shirt; \$500 for both event T-shirts.

Other ideas? - Contact dbeanracing44@yahoo.com



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2015 Lone Star Shootout Series

12 Race club series, must participate in at least 10 races to qualify

- Feb 07 *San Antonio LSQMA Race #1*
- Feb 21 Austin RCQMA Race #2
- Feb 28 Austin RCQMA Race #3
- Mar 14 *San Antonio LSQMA Race #4*
- May 09 Austin RCQMA Race #5
- May 23 Austin RCQMA 3rd Annual Charlie Wolf Memorial Race #6
- Jun 13-14 *San Antonio LSQMA Double Header Race #7 & #8*
- Jun 27 Austin RCQMA Race #9
- Jul 03-05 *San Antonio LSQMA Race #10 (Fri practice, Sat Qualifying/ heats & Sun Mains)*
- Jul 25 Austin RCQMA Race #11
- Aug 08 *San Antonio LSQMA 1st Annual Michael Flieller "Big Daddy" Memorial Race #12*
- TBA Awards Banquet

Duel in the Desert USAC .25 Western Series

Top three in each competitive class will receive awards at each track. Top three in each competitive class will receive end of the year awards. To be eligible for awards you must attend 4 out of the 5 events. Top 3 finishes out of 5 events will count toward your end of the year standings.

- Mar 06-08 Orange Show San Bernardino, CA Race #1
- Mar 27-28 TQMA Tucson, AZ #Race 2
- April 17-19 RCQMA at Circuit of the Americas Austin, TX #Race 3
- April 24-26 LSQMA San Antonio, TX Race #4*
- October 10-11 Albuquerque, NM Race #5

