



# 2022 Sponsorship Packet





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.



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 [BW Racing84@yahoo.com](mailto:BW Racing84@yahoo.com) or Denise West at (210) 559-1337 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



### **Sponsorship Packages 2022:**

**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 4x8 billboard sign displaying your company logo for an entire season: \$300.00. Subsequent renewal sponsorships will be \$200.00 per year.

**One Race Trophy Sponsorship:** Your company name will be engraved on trophies, which are presented to those drivers who finish in the top 3 positions in each division's 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: \$350.00.

**Regional Event Trophy Sponsor:** Your company name will be engraved on the trophies for an individual class for the regional event. This will be 150.00 per class per event. This event will have 12 classes and a total of 3 events.

**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:** \$1000.00 Banner will be placed behind all winners for all classes during the Battle at the Alamo event at the San Antonio Track. This is a Regional Event.

**Regional event:** (This is a USAC .25 Midget event to include several different states coming together at LSQMA) Your company name/logo will be engraved on the events' flyers, news releases, T-shirts and on a special 5' x 10' victory lane banner. Victory Lane banner will be 600.00 per day.

**Regional T-Shirt sponsor:** Your company name will be displayed on each and every t-shirt sold. Included with this is also 1 T-shirt per sponsor (please include size you will need) This regional shirt sponsor is \$100.00 per logo/name added.

**Merchandise donations** will also be accepted for our raffle table during the Battle at the Alamo, our regional event. We will have a silent auction and raffle. Tickets will be sold a month in advance so there is a large amount of talk about what is on the tickets.

Other ideas? Contact Denise West and let's talk 210-559-1337 or at [BWRacing84@yahoo.com](mailto:BWRacing84@yahoo.com)