



## Founding Sponsor Program

*High Plains Raceway* has designed the following **Founding Sponsor** program intended for companies with a business-related interest in seeing the successful completion of HPR. There are a lot of enterprises which will see significant long-term beneficial impact from HPR. Perhaps you are one of them. We are now seeking support from those entities via this **Founding Sponsor** program. If you have questions or an interest in exploring how HPR could benefit your business, please contact Greg Kyde 303-443-6644 and he'll be happy to respond to question about these various programs.

- \$500            1/8 page ad in Opening Gala program.
- \$1,000        1/8 page ad in Opening Gala program, one-year logo on HPR website.
- \$1,750        1/4 page ad in Opening Gala program, one-year logo on HPR website.
- \$3,000        1/2 page ad in Opening Gala program, one-year logo w/hotlink on HPR website, banner for first year of operation.
- \$5,000        Full page ad in Opening Gala program, two-year logo w/hotlink on HPR website, banner for first year of operation, product display area on opening day.
- \$15,000       Inside cover ad in Opening Gala program, three-year logo w/hotlink on HPR website, signage for first year of operation, product demonstration and/or track tours by dealerships on opening day.
- \$25,000       Title Sponsor for Opening Gala, with logo on invitations, back cover of program ad, three-year logo w/hotlink on HPR website, product demonstration and/or low speed track tours by dealership on opening day, naming rights to one corner or straight, signage for first year of operation.

### Opening Day Gala:

- Open to all CAMA-club members, HPR sponsors; est. 1200-1500 people.
- Opening Day Ceremonies: Race celebrity, commendations, party.
- No racing vehicles allowed on track, but street car touring sessions at low speed.
- Major Sponsor track tours.

Checks should be made payable to "CAMA-Track Project" and sent with this form indicating your desired level of participation. Mail both we will contact you to finalize your program's details:

Yes, please sign me up at the \$\_\_\_\_\_ level.

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(Firm)	(Name)	(Phone)
Mail to: Greg A. Kyde Kyde Capital Strategies LLC 1911 11th Street - Suite 207 Boulder, CO 80302		

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## **Additional Information on the *High Plains Raceway* Founding Sponsor Program**

The health of road racing in the front range (and thus a direct impact on suppliers to the racing scene) is dictated by the success of *High Plains Raceway* (HPR)!

The amateur road racing community in Colorado lost our home track several years ago. Undoubtedly that's played role in the diminished business opportunities for firms serving the Front Range racing community in the past couple of years. As a solution, the affected clubs have been working on a replacement facility. That project, *High Plains Raceway*, is now very, very close to fruition. It is so close, in fact, that we feel very comfortable in now soliciting commercial firms to be a **Founding Sponsor** of HPR to help us push this project over the top. Thus we are now appealing to commercial firms who have a vested interest in a healthy Front Range road racing community with this new advertising program.

*High Plains Raceway* is unique. It is being built, owned, operated and primarily used by the region's amateur road racing clubs. This includes SCCA, Rocky Mountain Vintage Racing, Porsche Club of America, Motorcycle Racing Association, and another group of smaller regional clubs. We now have all the zoning and permitting in hand, track plans are complete, and we own the land!

All the fund raising efforts so far have been directed exclusively at the racers, members, and clubs who will be using HPR. And the great news is, the clubs and members have provided almost all of the needed funds.

So, we can now talk about HPR with great certainty and with a great deal of pride. We are rolling out this **Founding Sponsor** program directed at commercial enterprises in the belief that those who stand to see long-term benefits of a healthy road racing community in the Rocky Mountain region will see the wisdom, and the benefits of helping.

Please understand, this isn't some for-profit private country club deal by a bunch of well-heeled individuals. This is a real grass roots effort by local racers trying to sustain and control our racing future. Help from commercial enterprises who stand to benefit from HPR will be appreciated and, more importantly, will pay financial benefits to the suppliers of products and services to the Front Range racers.

The website for the track, [www.HighPlainsRaceway.com](http://www.HighPlainsRaceway.com), has tons of additional and very current info on the track, the background of the collective club efforts, track details, "What's Happening" now, etc. There's even some killer rFactor lap simulations.

Please consider the advertising opportunities for your business presented by subscribing as a **Founding Sponsor**.

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