

10th Anniversary Yearbook



Advertising Opportunities





Attention Owners, Drivers, Teams and all Tri-Track Series Fans,

2022 was a huge success thanks to all of you!

Our exclusive Monaco Modified Tri-Track Series merchandise and apparel trailer made an appearance at all 7 of the events on the schedule — and the 2022 Race Day Event Program was a HUGE success! Over 1,000 issues of the program were printed and distributed this season!

We are planning our 2023 program now, and reaching out to you once again to see if you'd like to support this project again this season. This years program will be a tribute to our 10 year anniversary, including many driver articles, past photos, and fun facts on each of our tracks on the schedule this year!

We currently have open space for ads in the Yearbook— these ads are all black and white—and are for all of the race events for the 2023 season for the same low cost as last year and *all sales from the program advertising will be reinvested into the Monaco Modified Tri-Track Series!*

This years program book will be a one time-print, with a insert at each event including the schedule & roster for that event.

If you have a business or know of a business that may be interested in helping us, please have them reach out to Alisha for more information. She can be contacted by phone at 860-989-8662 or by email at nerfalisha@yahoo.com.

We appreciate your enthusiasm and support for our 2022 season—and look forward to the exciting 2023 season that is in store for us.

Sincerely,

John Holland , New England Racing Fuel



Racing and the race track environment provide endless marketing opportunities and tremendous entertainment value for families and fans.

Race events give fans a chance to associate their personal values with such core values and teamwork, achievement and hard work.

Sponsors benefit from a variety of opportunities to successfully gain a return on their investment through involvement in racing. The range of marketing goals at the track can consist of increasing brand loyalty, creating awareness and visibility, changing or reinforcing your corporate image, rewarding your sales force, exciting employees, networking with other teams and sponsor organizations, change consumer behavior, drive traffic to retail and website locations, educate race fans, find new markets, etc.



"RACE FANS ARE THE MOST BRAND LOYAL OF ANY CONSUMERS. 75% OF RACE FANS PURCHASE PRODUCTS AND SERVICES FROM BUSINESSES INVOLVED IN THE SPORT".



Monaco Modified Tri-Track Series Program Information

- ♦ ***Yearbook Program distributed at the race events in 2023***
- ♦ ***Updated Information for each race inserted for every race!***
 - ♦ ***Ad fee is a one-time fee, good for the whole season!***
 - ♦ ***500 Copies of the book will be printed and distributed throughout the season!***



5 Reasons to bet big on Short Track Racing*:

1.) Hyper-Local Brand Awareness

Local, Passionate audience

2.) Unique driver personalities

Local celebrities in a sport unlike any other

3.) Ultimate fan access

Unlimited access to your fan hero

4.) One-of-a-kind Live Entertainment

Fast cars & the greatest show on asphalt

5.) Digital and Physical Growth

Local racing continues to grow online and in person.



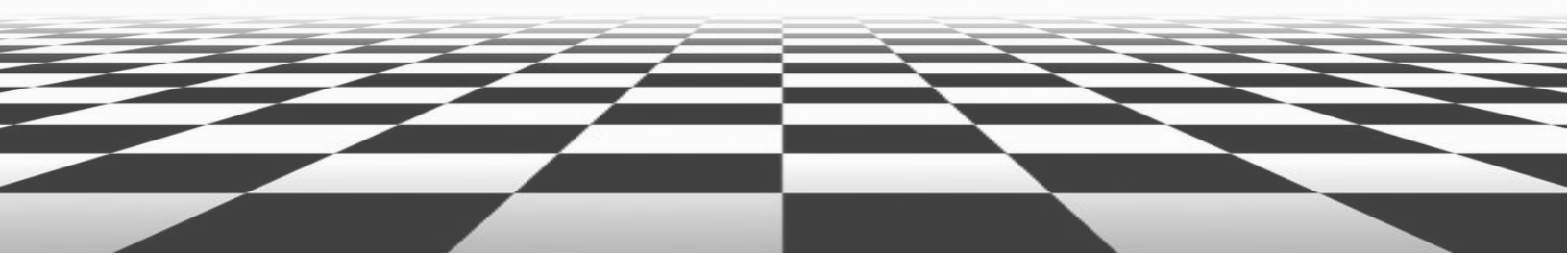
*Information received from Stafford Motor Speedway website





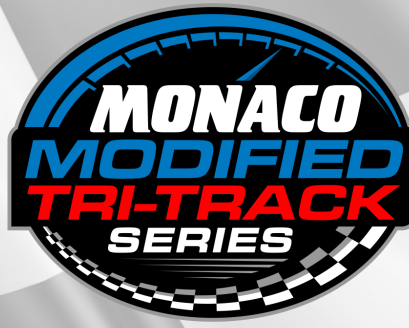
2023 SERIES SCHEDULE

Sunday, May 28	Thunder Road Speedway	Barre, VT
Wednesday, June 28	Seekonk Speedway	Seekonk, MA
Saturday, July 22	Star Speedway	Epping, NH
Saturday, August 12	New London Waterford Speedbowl	Waterford, CT
Saturday, September 23	Stafford Motor Speedway	Stafford, CT
Saturday, October 21	New London Waterford Speedbowl	Waterford, CT



2022 Program Cover Examples





Advertising Sizes & Pricing List

All ads are black and white

Full Page \$400

7.75w x 10.25h

Half Page \$300

Horizontal: 7.775w x 5.125h

Vertical: 3.75w x 10.25h

Quarter Page \$175

Horizontal: 7.75w x 2.50 h

Vertical: 3.75w x 5.125 h

Eighth Page \$95

3.75w x 2.50h

Half Page
Black and White Ad
\$300
Vertical
3.75w x 10.25h

Full Page
Black and White Ad
\$400
7.75w x 10.25h
Whole solid bordered area

Quarter Page
Black and White Ad
\$175
Vertical
3.75w x 5.125 h

Half Page
Black and White Ad
\$300
Horizontal
7.775w x 5.125 h

Eighth Page
Black and White Ad
\$95
3.75w x 2.50 h

Eighth Page
Black and White Ad
\$95
3.75w x 2.50 h

Quarter Page
Black and White Ad
\$175
Horizontal
7.75w x 2.50 h