



Objective: Our race promoter sponsorship program is designed to support event promoters who demonstrate excellence in organizing and marketing racing events. By partnering with race promoters, we aim to enhance the visibility of our premium race fuel brands—Dragon Racing Fuel, Hoosier Performance, and Rockett—while driving engagement within the motorsports community. Together, we are "Fueling Your Passion."

Eligibility Criteria

- Event Type:** Open to promoters of drag racing, circuit racing, oval track racing, karting, and off-road motorsports events.
- Brand Alignment:** A commitment to prominently showcasing Newton Oil and its brands at events and across promotional materials.
- Event Frequency:** Must host or coordinate multiple sanctioned racing events annually.
- Application Submission:** Completion of the race promoter sponsorship application form with all required documentation.
- Audience Reach:** Demonstrated ability to attract racers, spectators, and media coverage.

Sponsorship Tiers

Bronze Sponsorship

Benefits

- Promotional materials (e.g., banners, flags, posters) for display at events.
- Discounts on bulk purchases of Dragon Racing Fuel, Hoosier Performance, and Rockett products.
- Inclusion in Newton Oil's online directory of sponsored events.

Requirements

- Placement of Newton Oil brand logos on event signage, entry gates, and promotional materials.
- Promotion of Newton Oil products in event-related communications (e.g., social media, press releases).

Silver Sponsorship

Benefits

- Higher discounts on bulk fuel purchases.
- Co-branded marketing campaigns (e.g., event sponsorships, giveaways).
- Priority access to Newton Oil promotional support and technical expertise.

Requirements

- Display of Newton Oil branding at all event locations, including podiums and start/finish lines.
- Incorporation of Newton Oil brands into the event's media coverage and social media promotions.
- Hosting a Newton Oil-branded event feature (e.g., special race segment, fan experience area).

Gold Sponsorship

Benefits

Maximum discounts on bulk fuel purchases.

Custom event branding (e.g., naming rights for races or championship series).

Exclusive promotional packages (e.g., racer incentive programs, VIP experiences).

Access to exclusive Newton Oil promoter networking events and marketing resources.

Requirements

Prominent Newton Oil branding across all event marketing materials, media, and merchandise.

Integration of Newton Oil's products and promotional efforts into racer and spectator engagement activities.

Dedicated digital marketing campaigns featuring Newton Oil.

Application Process

1. **Submission:** Complete the race promoter sponsorship application form, including:
 - o Event details (type, schedule, locations, expected attendance).
 - o Photos or videos of past events.
 - o Current sponsors and media reach.
2. **Review:** Our sponsorship team will evaluate applications based on eligibility and alignment with Newton Oil's goals.
3. **Selection:** Successful applicants will receive a sponsorship agreement outlining terms and benefits.

Expectations from Sponsored Promoters

- **Brand Representation:** Act as ambassadors for Newton Oil by prominently featuring branding at events and in promotions.
- **Event Promotion:** Incorporate Newton Oil into event marketing efforts, including social media, websites, and event materials.
- **Professionalism:** Maintain high standards of organization, safety, and engagement, aligning with Newton Oil's values.



Program Duration

Race promoter sponsorship agreements typically cover one racing season, with opportunities for renewal based on performance and collaboration.

Contact Information

For inquiries or to submit your application, please contact us at:

- **Email:** sponsorships@newtonoil.com
 - **Phone:** 1-800-286-2500
 - **Website:** newtonoil.com/sponsorships
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Newton Oil is dedicated to supporting race promoters and the motorsports community. By working together, we can fuel the passion for racing and create unforgettable motorsports experiences. Thank you for considering Newton Oil as your partner in racing excellence!