

**Objective:** Our track sponsorship program is designed to build strong partnerships with racing facilities that demonstrate excellence in promoting motorsports and engaging racing communities. By collaborating with race tracks, we aim to increase the visibility of our premium race fuel brands—Dragon Racing Fuel, Hoosier Performance, and Rockett—and support the growth of grassroots and professional racing. Together, we are "Fueling Your Passion."

## Eligibility Criteria

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**Track Type:** Open to all types of racing facilities, including drag strips, circuit tracks, oval tracks, karting facilities, and off-road courses.

**Event Schedule:** Must host a regular schedule of sanctioned racing events.

**Audience Engagement:** Demonstrated ability to attract racers, spectators, and media attention.

**Brand Alignment:** A commitment to prominently showcasing Newton Oil and its brands at the facility and events.

**Application Submission:** Completion of the track sponsorship application form with all required information and documentation.

## Sponsorship Tiers

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### Bronze Sponsorship

#### Benefits

Promotional materials (e.g., banners, flags, posters) for display at the track.

Discounts on bulk purchases of Dragon Racing Fuel, Hoosier Performance, and Rockett products.

Inclusion in Newton Oil's online directory of partner tracks.

#### Requirements

Placement of Newton Oil brand logos at key locations on the track premises.

Promotion of Newton Oil products in track communications (e.g., event flyers, social media posts).

### Silver Sponsorship

#### Benefits

Higher discounts on bulk fuel purchases.

Co-branded marketing campaigns (e.g., event sponsorships, giveaways).

Priority access to Newton Oil promotional events and technical support.

#### Requirements

Display of Newton Oil banners on starting lines, podiums, and key spectator areas.

Incorporation of Newton Oil brands into the facility's social media and marketing strategy.

Hosting a minimum of one Newton Oil-branded event per racing season.

## **Gold Sponsorship**

### **Benefits**

Maximum discounts on bulk fuel purchases.

Custom facility branding (e.g., naming rights for events or track sections).

Exclusive promotional packages (e.g., racer rewards programs).

Access to exclusive Newton Oil track owner events and networking opportunities.

### **Requirements**

Prominent branding of Newton Oil across all track signage, programs, and event communications.

Participation in Newton Oil's racer loyalty programs.

Dedicated social media campaigns featuring Newton Oil.

## **Application Process**

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1. **Submission:** Complete the track sponsorship application form, including:
  - o Track profile (facility description, event calendar, audience demographics).
  - o Photos or videos of the track and its facilities.
  - o Current sponsors and partnerships.
2. **Review:** Our sponsorship team will evaluate applications based on eligibility and alignment with Newton Oil's goals.
3. **Site Visit (if applicable):** Shortlisted tracks may receive a site visit to assess partnership potential.
4. **Selection:** Successful applicants will receive a sponsorship agreement outlining terms and benefits.

## Expectations from Sponsored Tracks

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- **Brand Representation:** Act as ambassadors for Newton Oil and its brands by showcasing promotional materials and using our products at events.
- **Event Promotion:** Feature Newton Oil in marketing efforts, including social media, websites, and event materials.
- **Professionalism:** Maintain high standards of operation and sportsmanship, aligning with Newton Oil's values.

## Program Duration

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

## Contact Information

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

- **Email:** [sponsorships@newtonoil.com](mailto:sponsorships@newtonoil.com)
  - **Phone:** 1-800-286-2500
  - **Website:** [newtonoil.com/sponsorships](http://newtonoil.com/sponsorships)
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Newton Oil is committed to supporting race tracks and the motorsports community. Together, we can fuel the passion for racing while driving mutual growth and success. Thank you for considering Newton Oil as your partner in racing excellence!