

STU LAIDLAW Racing

2023 ADVERTISING OPPORTUNITIES

PLATINUM PACKAGE \$10,000

- Your name and brand prominently, fully integrated, and displayed on the car, trailer, drivers suit, and team gear.
- Full team participation with race cars and drivers at your location of choice for your event or charity. Guests will have the opportunity to receive personalized interaction with Stu and the entire Stu Laidlaw Racing team.
- Complementary VIP passes for access to race venue to enjoy a full racing experience.
- Customized Stu Laidlaw Racing team gear including crew shirts, hoodies, hats, and any of our other quality swag items available.
- Sponsored client BBQ at the track featuring your company and your charity of choice.
- Participate and interact with Stu at the track with live Facebook interviews as well as an opportunity to interact with spectators at the track.
- Your personalized watermark on our in-car racing footage. All Stu Laidlaw Racing videos are uploaded to our YouTube and Instagram channels and broadcasted weekly.
- Your business will receive spotlights on Stu Laidlaw Racing website, Facebook, and other media outlets.
- Unlimited picture and autograph opportunities with Stu and her team at track.
- End of the season professional photo gift.
- Customized packages available for specific needs upon request.

GOLD PACKAGE \$7,500

- Custom wrap of car displaying your company's logo and branding.
- Logo and branding embroidered on driver's suit and crew uniforms.
- Meet and greet promoting your business or charity at location of your choice.
- Two VIP passes per race day.
- Four customized Stu Laidlaw Racing crew shirts.
- Three end-of-season autographed car and team

photos.

- Spotlights on our website and Facebook page throughout the season.

SILVER PACKAGE \$5,000

- Logo and branding on three places on race car.
- Logo and branding embroidered on driver's suit and crew uniforms.
- Meet and greet promoting your business or charity at location of your choice.
- Two complimentary spectator tickets for each race.
- Two customized Stu Laidlaw Racing crew shirts.
- Two end-of-season autographed car and team photos.
- Spotlights on our website and Facebook page throughout the season.

PEWTER PACKAGE \$2,500

- Logo and branding on two places on race car.
- Logo and branding embroidered on driver's suit and crew uniforms.
- Two complimentary spectator tickets for each race.
- One customized Stu Laidlaw Racing crew shirt.
- End-of-season autographed car and team photo.
- Spotlights on our website and Facebook page throughout the season.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

LEVEL 1: \$1,000

- Logo and branding on race car.
- Logo and branding embroidered on driver's suit and crew uniforms.
- One complimentary spectator ticket for each race.
- End-of-season autographed car and team photo.
- Spotlights on our website and Facebook page throughout the season.

LEVEL 2: \$500

- Logo and branding on race car.
- End-of-season autographed car and team photo.
- Spotlights on our website and Facebook page throughout the season.



www.stulaidlawracing.com

