

Washington Motorcycle Road Racing Association

2022 Sponsorship Prospectus



Thank you for considering supporting the Pacific Northwest Motorcycle Road Racing Community. WMRRA has operated since 1974 and is a registered 501(c)4 nonprofit organization. Thanks to the generous support of our sponsors we have been able to continue our mission. Sponsorship allows our organization to provide motorcycle racing in the Pacific Northwest; both providing a community and creating opportunities for riders to demonstrate abilities and advance to other levels of competition.

For 2022, WMRRA has scheduled 7 events at three racing venues in Oregon and Washington, providing 21 days of practice and racing.

	Date	Location
Round 1	May 6-8	The Ridge Motorsports Park
Round 2	June 10-12	Portland International Raceway
Round 3	June 17-19	The Ridge Motorsports Park
Round 4	July 8-10	Pacific Raceways
Round 5	July 29-31	Portland International Raceway
Round 6	August 19-21	The Ridge Motorsports Park
Round 7	September 9-11	Pacific Raceways

In 2021, WMRRA had 258 different motorcycle racers and their pit crews at events. Event participation ranged from 83-146 for a race weekend. The WMRRA Facebook page is followed by more than 3000 Facebook users, our mailing list reaches around 900 individuals, and in 2021, 14 riders participated in the MotoAmerica national series, which is televised nationwide. In 2022, two women from WMRRA will be competing in MotoAmerica: Mallory Dobbs in the 600 Supersport category, and also Jenny Chancellor in the BTR Road Race Series, an all woman class riding Royal Enfield motorcycles.

Sponsorship Opportunities

Below you will find our sponsorship opportunities for this season. If you are interested in sponsoring and would like to discuss further, email Chris Wilcox, 2nd VP, at 2ndvp@wmrra.com

Title Sponsor - \$10,000

- Exclusive naming rights to the Overall WMRRRA Championship.
- Title sponsor can provide a decal to be placed on all participating motorcycles at a WMRRRA event.
- Sponsor name on Overall Championship trophies.
- Prominent logo placement and links to your business on:
 - WMRRRA printed media (ex. programs, posters)
 - Digital race day schedule
 - <https://wmrra.com> homepage.
 - <https://wmrra.com/sponsor>, along with a short description.
- WMRRRA will display sponsor-supplied banners each race weekend.
- Regular announcements over the PA during race weekends.
- Promotional mention through WMRRRA social media.
- Four WMRRRA paddock gate passes.
- Includes benefits of Vendor Permit Sponsorship (see below).

Purse Race Sponsorship Formula Ultra - \$10,000

- Exclusive naming rights to the class championship (Formula Ultra sponsored by ABC).
- Provides payouts to 1st, 2nd, 3rd place finishers of Formula Ultra.
- Premier awards ceremony commencing directly after each race.
- Giant check presented with sponsor's name at each awards ceremony.
- Road Racing magazine article each round highlighting results and sponsorship.
- Sponsor name on season end class trophies.
- Prominent logo placement and links to your business on the wmrra.com homepage.
- Logo on motorcycle technical inspection stickers.
- WMRRRA will display sponsor-supplied banners each race weekend.
- Special announcements over the PA throughout race weekends.
- Promotional mention through WMRRRA social media highlighting special promotions as requested.
- Four WMRRRA paddock gate passes.
- Includes benefits of Race Class Sponsorship (see below).
- Includes benefits of Vendor Permit Sponsorship (see below).

Purse Race Sponsor Formula 600 - \$5000

- Exclusive naming rights to the class championship (Formula 600 sponsored by ABC).
- Provides payouts to 1st, 2nd, 3rd place finishers of Formula 600.
- Premier awards ceremony commencing directly after each race.
- Giant check presented with sponsor's name at each awards ceremony.
- Road Racing magazine article each round highlighting results and sponsorship.
- Prominent logo placement and links to your business on the wmrra.com homepage.
- WMRRA will display sponsor-supplied banners each race weekend.
- Special announcements over the PA throughout race weekends.
- Promotional mention through WMRRA social media highlighting special promotions as requested.
- Four WMRRA paddock gate passes.
- Includes benefits of Race Class Sponsorship (see below).
- Includes benefits of Vendor Permit Sponsorship (see below).

Race Class Sponsor - \$750-1000 (varies by race class)

- Exclusive naming rights to the race class. (Ex. Open Super Sport sponsored by ABC)
- Sponsor name on daily and year-end class championship trophies.
- PA announcements during the sponsored race event.
- Includes benefits of Vendor Permit Sponsorship (see below).

Vendor Permit Sponsorship - \$500

- Permission to operate as a vendor at WMRRA sanctioned events.
- Sponsor logo on website sponsors page; <https://wmrra.com/sponsor>
- Paddock booth area for use each race weekend in designated vendor area.
- Two WMRRA paddock gate passes.
- PA announcements during the race weekend.
- Promotional mention through WMRRA social media.

Taste of Racing Rental - \$500

Ever wanted to have a private track day but the expense was just too high? We may have the next best thing: private rental of Taste of Racing (ToR)

- Available Saturday each race weekend during lunch break.
- Twenty minutes of exclusive track access for clubs or private parties.
- Four expert level WMRRA riders provided for escort on track.
- Detailed explanation of flags, rider etiquette and safety.