

Washington Motorcycle Road Racing Association

2022 Sponsorship Prospectus



Thank you for considering becoming or renewing an existing sponsorship of the Washington Motorcycle Road Racing Association. WMMRA 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, WMMRA 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, WMMRA had 258 different motorcycle racers and their pit crews at events. Event participation ranged from 83-146 for a race weekend in 2021. The WMMRA Facebook page is followed by more than 3000 Facebook users, our mailing list reaches around 900 individuals, and in 2021, 14 WMMRA riders also participated in the MotoAmerica national series, which is televised nationwide.

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 Willcox, 2nd VP, at 2ndvp@wmrra.com

Title Sponsor - \$10,000

- Exclusive naming rights to the Overall WMRRA Championship.
- Title sponsor can provide a decal to be placed on all participating motorcycles at a WMRRA event.
- Sponsor name on Overall Championship trophies.
- Prominent logo placement and links to your business on:
 - WMRRA printed media (ex. programs, posters)
 - Digital race day schedule
 - <https://wmrra.com> homepage.
 - <https://wmrra.com/sponsor>, along with a short description.
- WMRRA will display sponsor-supplied banners each race weekend.
- Paddock booth area for use each race weekend.
- Regular announcements over the PA during race weekends.
- Promotional mention through WMRRA social media.
- Four passes to the WMRRA Annual Awards Banquet.

Purse Race Sponsorship Formula Ultra - \$10,000

- Exclusive naming rights to the overall class championship.
- 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:
 - <https://wmrra.com> homepage.
 - <https://wmrra.com/sponsor>, along with a short description.
- WMRRA will display sponsor-supplied banners each race weekend.
- Paddock booth area for use each race weekend.
- Special announcements over the PA throughout race weekends.
- Promotional mention through WMRRA social media highlighting special promotions as requested.
- Four passes to the WMRRA Annual Awards Banquet.

Purse Race Sponsor Formula 600 - \$5000

- Exclusive naming rights to the overall class championship.
- 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:
 - <https://wmrra.com> homepage.
 - <https://wmrra.com/sponsor>, along with a short description.
- WMRRA will display sponsor-supplied banners each race weekend.
- Paddock booth area for use each race weekend.
- Special announcements over the PA throughout race weekends.
- Promotional mention through WMRRA social media highlighting special promotions as requested.
- Four passes to the WMRRA Annual Awards Banquet.

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

- Exclusive naming rights to one of WMRRA's race classes. (Ex. Open Super Sport sponsored by ABC)
- Sponsor name on daily and year-end class championship trophies.
- Sponsor logo on website sponsors page; <https://wmrra.com/sponsor>
- Paddock booth area for use each race weekend in designated vendor area.
- PA announcements during the sponsored race event.
- Promotional mention through WMRRA social media.
- Two passes to the WMRRA Annual Awards Banquet.

General Club Sponsorship - \$500

- Sponsor logo on website sponsors page; <https://wmrra.com/sponsor>
- Paddock booth area for use each race weekend in designated vendor area.
- 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.

Appendix

Premier Sponsors

Premier sponsors receive a logo on the <https://wmrra.com> homepage, a large sponsor placement on <https://wmrra.com/sponsor>, and a logo on top of the race day schedule:

THANK YOU TO OUR SPONSORS!

TITLE SPONSOR



FORMULA ULTRA SPONSOR



FORMULA 600 SPONSOR



[VIEW ALL SPONSORS >>](#)



[Race](#)

[Support](#)

[Resources](#)

[Contact](#)

[Join the Club](#)

2021 Round 1 Schedule



[Click Here to Register](#)

Saturday



| Time | Session | Qualifying | Description |
|---------|---------|------------|-------------|
| 6:45 AM | | | Gate Opens |

All Sponsors

All sponsors will receive placement on the <https://wmrra.com/sponsor> page

TITLE SPONSOR



Triumph of Seattle

Triumph of Seattle is the premier destination for Triumph Motorcycles in the PNW. We are Washington's largest Triumph motorcycle dealer. You will also find a nice selection of Vespa, Piaggio and Royal Enfield as well as electric motorcycles from ZERO.



Vintage Racing Classes Sponsor



Smarty Pants Garage

