

Washington Motorcycle Road Racing Association

2026 Sponsorship Prospectus



Thank you for considering supporting the Pacific Northwest's Motorcycle Road Racing Community. Washington Motorcycle Road Racing Association has a long history of providing excellent motorcycle road racing, operating 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 for over 50 years!. Sponsorship allows our organization to promote motorcycles, race craft, and positive competition through 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. Several active racers also participate in MotoAmerica National Racing Series and we even have a member that races in the World Superbike WCR Series in Europe. All of which are televised and continue to inspire local PNW racers.

For 2026, WMRRA has scheduled 8 racing weekends at three racing venues in Oregon and Washington, providing 24 days of practice and racing. Our race classes range from unrestricted motorcycles (Formula Ultra) to traditional Superbike, SuperSport and even Vintage motorcycles, with varying degrees of displacements. Our race weekends are spectacular, and the energy and excitement is unparalleled.

2026 Race Schedule

Round 1	<i>The Ridge Motorsports Park</i>	April 17-19
Round 2	<i>Portland International Raceways</i>	May 1-3
Round 3	<i>Portland International Raceways</i>	June 5-6
Round 4	<i>The Ridge Motorsports Park</i>	June 19-21
Round 5	<i>The Ridge Motorsports Park</i>	July 17-19
Round 6	<i>Portland International Raceways</i>	July 31-Aug 2
Round 7	<i>The Ridge Motorsports Park</i>	Aug 28-30
Round 8	<i>Pacific Raceways</i>	Sept 11-13

WMRRA has 350 active members and 900 alumni and volunteers. On a typical race weekend, 100-150 motorcycle racers register with friends, family and staff providing pit crew and race support. Thus, race weekends can see a range 195-350 in attendance. Additionally, spectators are always welcome and can vary, but typically for a race weekend we can expect 100-200 additional spectators in attendance.

WMRRA provides social media posts, blogs and forums for riders and enthusiasts. Our Facebook page is followed by more than 3500 Facebook users; our mailing list reaches approximately 1300 individuals dedicated to motorcycles racing and community in the Pacific Northwest.

Sponsorship Opportunities

Below you will find our pre-season sponsorship opportunities for the *2026 Racing Season*. **Pre-season discount rates and benefits will end on December 31, 2025.** If you are interested in sponsoring and would like to discuss further, email Tico Sandoval, 2nd VP, at 2ndvp@wmrra.com

Title Sponsor

\$10,000 (\$9,000)

- Exclusive naming rights to the Overall WMRRA Championship
- Title sponsor can provide a decal to be placed on all participating motorcycles
- Logo on motorcycle technical inspection stickers
- Prominent logo placement and links to your business on:
 - WMRRA printed media (ex. programs, posters)
 - Digital race day schedule (And printed when applicable)
 - WMRRA Website Homepage
 - <https://wmrra.com/sponsor>, along with a short description
 - Season Shirt/Merchandise
- Prominent promotional mention throughout WMRRA social media for Each Round
- WMRRA will display sponsor-supplied banners each race weekend
- 3 x Email marketing/campaign to WMRRA Members for promotional purposes
- 2x Sponsor Spotlight Promo via Social Media
- Sponsor name on championship trophies.
- Announcements over the PA during race weekends (When available)
- Four WMRRA paddock gate passes (When required)
- WMRRA branded swag (As available)
- Free-standing Race Schedule banner for office/showroom
- Permission to operate as a vendor at WMRRA sanctioned & operated events.

- Paddock booth area for use each race weekend in designated vendor area.
- Year-end trophy recognition Award

Purse Sponsor: Formula Ultra/600

\$10,000 = \$5,000/\$5000 (\$9,000)

- Exclusive naming rights to the class (ex. Formula Ultra sponsored by ABC).
- Provides payouts to 1st, 2nd, 3rd place finishers via \$5,000
- Premier awards ceremony at end of Day, Giant Branded Check awarded to winners
- Sponsor can provide a decal to be placed on all Class participating motorcycles
- 2x Email marketing/campaign to WMRRA Members for promotional purposes
- 2 x Prominent Sponsor Spotlight Promo via Social Media
- Sponsor logo and link on website sponsor's page; <https://wmrra.com/sponsor>
- Logo placement on:
 - WMRRA printed media (ex. programs, posters)
 - Season Shirt/Merchandise
- Promotional mention through WMRRA social media
- Sponsor name on daily and year-end class championship trophies
- PA announcements during the sponsored race event (When available)
- Two WMRRA paddock gate passes (When required).
- WMRRA branded swag for office/staff (As available)
- Free-standing banner for office/showroom
- Permission to operate as a vendor at WMRRA sanctioned & operated events.
- Paddock booth area for use each race weekend in designated vendor area.
- Year-end trophy recognition Award

Race Class/Club Sponsor: Gold Level

\$1,000 (\$900)

- Exclusive naming rights to the race class. (Ex. Open Super Sport sponsored by ABC)
- 2x Email marketing/campaign to WMRRA Members for promotional purposes
- Sponsor logo on website sponsor's page; <https://wmrra.com/sponsor>
- 2 x Sponsor Spotlight Promo via Social Media
- Promotional mention through WMRRA social media.
- Logo placement on:
 - WMRRA printed media (ex. programs, posters)
 - Season Shirt/Merchandise

- Sponsor name on daily and year-end class championship trophies
- PA announcements during the sponsored race event
- Two WMRRRA paddock gate passes (When required).
- WMRRRA branded swag for office/staff (As available)
- Free-standing banner for office/showroom
- Permission to operate as a vendor at WMRRRA sanctioned & operated events..
- Paddock booth area for use each race weekend in designated vendor area.
- Year-end trophy recognition Award

Race Class/Club Sponsor: Silver Level

\$750

- Exclusive naming rights to the race class. (Ex. Ninja 250 sponsored by ABC)
- 1x Email marketing/campaign to WMRRRA Members for promotional purposes
- Sponsor logo on website sponsor's page; <https://wmrra.com/sponsor>
- 1 x Sponsor Spotlight Promo via Social Media
- Promotional mention through WMRRRA social media.
- Logo placement on:
 - WMRRRA printed media (ex. programs, posters)
 - Season Shirt/Merchandise
- Sponsor name on daily and year-end class championship trophies
- PA announcements during the sponsored race event
- Two WMRRRA paddock gate passes (When required).
- WMRRRA branded swag for office/staff (As available)
- Free-standing banner for office/showroom
- Permission to operate as a vendor at WMRRRA sanctioned & operated events.
- Paddock booth area for use each race weekend in designated vendor area.
- Year-end trophy recognition Award

Club Sponsor: Bronze Level

\$500

- Sponsor logo on website sponsor's page; <https://wmrra.com/sponsor>
- Promotional mention through WMRRRA social media.
- Logo placement on:
 - WMRRRA printed media (ex. programs, posters)
 - Season Shirt/Merchandise
- Two WMRRRA paddock gate passes (When required).

- WMRRRA branded swag for office/staff (As available)
- Free-standing banner for office/showroom
- Permission to operate as a vendor at WMRRRA sanctioned & operated events.
- Paddock booth area for use each race weekend in designated vendor area.
- Year-end trophy recognition Award

Taste Of Racing Sponsorship

\$750

- Promoted exclusively for TOR for each round
- 1x Email marketing/campaign to WMRRRA Members for promotional purposes
- Sponsor logo on website sponsor's page; <https://wmrra.com/sponsor>
- 1 x Sponsor Spotlight Promo via Social Media
- Promotional mention through WMRRRA social media.
- Logo placement on:
 - WMRRRA printed media (ex. programs, posters)
 - Season Shirt/Merchandise
- Access to registrants contact info post TOR Weekend
- PA announcements during the TOR Event
- Two WMRRRA paddock gate passes (When required).
- WMRRRA branded swag for office/staff (As available)
- Free-standing banner for office/showroom
- Permission to operate as a vendor at WMRRRA sanctioned & operated events.
- Paddock booth area for use each race weekend in designated vendor area.
- Year-end trophy recognition Award

Vendor Permit

\$300/Season; \$100/Round

- Permission to operate as a vendor at WMRRRA sanctioned & operated events.
- Paddock booth area for use each race weekend in designated vendor area.
- Two WMRRRA paddock gate passes (When required).
- Vendor recognition award

Contingency & Other Options to Consider

If you're interested in being a part of WMRRA, but are unsure how, we would be happy to discuss other options with you. Perhaps you'd like to consider:

- A ***Contingency Program***
- Sponsoring the **Morning Rider's Meeting**
- Sponsoring our **Annual Awards Banquet**

Maybe there's something different that you had in mind? We are open to variations on a case-by-case basis. Please contact Tico Sandoval, 2nd VP at 2ndVP@WMRRA.com