



Lincoln Park **SPEEDWAY**

MARKETING BOOKLET

**CONTACT INFO:
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2026

ABOUT US



LINCOLN PARK SPEEDWAY, LOCATED IN PUTNAMVILLE, INDIANA, IS A PREMIER DIRT TRACK RACING VENUE KNOWN FOR ITS RICH HISTORY AND THRILLING ATMOSPHERE. SINCE ITS OPENING IN 1952, THE SPEEDWAY HAS BEEN A STAPLE IN THE WORLD OF SHORT-TRACK RACING, OFFERING FANS A FRONT-ROW SEAT TO SOME OF THE MOST EXCITING AND COMPETITIVE EVENTS IN THE MIDWEST.

WITH ITS 5/16-MILE OVAL, LINCOLN PARK HOSTS A VARIETY OF RACING DIVISIONS, INCLUDING NON-WINGED SPRINT CARS, MODIFIEDS, AND LATE MODELS, MAKING IT A MUST-VISIT DESTINATION FOR MOTORSPORT ENTHUSIASTS. THE TRACK'S COMBINATION OF FAST, HIGH-BANKED TURNS AND A LOYAL FANBASE CREATES AN ELECTRIC ENVIRONMENT THAT HAS EARNED LINCOLN PARK SPEEDWAY A REPUTATION AS ONE OF INDIANA'S PREMIER RACING VENUES. WHETHER YOU'RE A SEASONED FAN OR NEW TO THE SPORT, A VISIT TO LINCOLN PARK SPEEDWAY PROMISES AN UNFORGETTABLE EXPERIENCE OF SPEED, SKILL, AND PURE RACING ACTION.



WHY LPS?

SPONSORING LPS GOES BEYOND TRADITIONAL ADVERTISING—IT'S A TRUE PARTNERSHIP WITH A VIBRANT, PASSIONATE COMMUNITY AND A UNIQUE CHANCE TO ELEVATE YOUR BRAND IN FRONT OF THOUSANDS OF LOYAL RACING FANS. HERE'S WHY YOU SHOULD GET ON BOARD:



JOIN US IN CREATING UNFORGETTABLE MOMENTS WHILE BOOSTING YOUR BUSINESS IN FRONT OF A PASSIONATE, LOYAL FANBASE. LINCOLN PARK SPEEDWAY IS WHERE BRANDS AND COMMUNITY UNITE TO DRIVE EXCITEMENT AND SUCCESS!

UNMATCHED VISIBILITY: YOUR BRAND WILL BE SHOWCASED THROUGH TRACKSIDE SIGNAGE, EVENT PROMOTIONS, SOCIAL MEDIA CAMPAIGNS, AND PRINTED MATERIALS, REACHING A WIDE AND ENGAGED AUDIENCE.

COMMUNITY IMPACT: BECOME PART OF A FAMILY-FRIENDLY ATMOSPHERE THAT BRINGS PEOPLE TOGETHER. YOUR SPONSORSHIP HELPS SUPPORT COMMUNITY-FOCUSED EVENTS, SUCH AS THE KID'S CLUB MAKING A MEANINGFUL DIFFERENCE IN THE LIVES OF LOCAL FAMILIES.

BRAND AFFINITY: ALIGN YOUR BUSINESS WITH THE THRILL AND TRADITION OF RACING, LEAVING A LASTING IMPRESSION ON FANS WHO APPRECIATE THE COMPANIES THAT SUPPORT THEIR PASSION.

TAILORED OPPORTUNITIES: WITH A RANGE OF SPONSORSHIP LEVELS AND PACKAGES AVAILABLE, WE OFFER FLEXIBLE OPTIONS TO MEET YOUR MARKETING OBJECTIVES AND BUDGET.

DIRECT ENGAGEMENT: ENJOY ON-SITE RECOGNITION, EVENT ANNOUNCEMENTS, AND THE CHANCE TO ENGAGE DIRECTLY WITH ATTENDEES, ENHANCING YOUR BRAND'S CONNECTION TO THE AUDIENCE.



PRESENTING SPONSOR

AS THE PRESENTING SPONSOR OF LINCOLN PARK SPEEDWAY, YOUR BRAND WILL TAKE CENTER STAGE AT ONE OF INDIANA'S PREMIER RACING VENUES. THIS EXCLUSIVE PARTNERSHIP OFFERS PREMIUM SIGNAGE AROUND THE TRACK, ENSURING MAXIMUM VISIBILITY DURING EVERY THRILLING RACE EVENT. YOUR BRAND WILL ALSO BE FEATURED PROMINENTLY ACROSS SOCIAL MEDIA PLATFORMS, REACHING THOUSANDS OF FANS BOTH LOCALLY AND BEYOND, WITH TAILORED POSTS AND ENGAGING CONTENT. AS THE PRESENTING SPONSOR, YOU'LL ENJOY UNPARALLELED BRAND RECOGNITION WITHIN THE RACING COMMUNITY, ALIGNING YOUR BUSINESS WITH THE EXCITEMENT, TRADITION, AND ADRENALINE OF DIRT TRACK RACING. THIS IS YOUR OPPORTUNITY TO SHOWCASE YOUR BRAND TO A DEDICATED AUDIENCE AND LEAVE A LASTING IMPRESSION AT THE HEART OF THE ACTION.

BENEFITS:

- **SUITE ACCESS**
- **SIGNAGE AT ENTRANCE**
- **LPS LOGO WITH PRESENTED BY**
- **SOCIAL MEDIA**
- **ANY ADVERTISEMENT**

\$15,000



CLASS SPONSOR

AS A CLASS SPONSOR AT LINCOLN PARK SPEEDWAY, YOUR BRAND WILL BE FRONT AND CENTER THROUGHOUT AN ENTIRE RACE CLASS EVENT. YOU'LL ENJOY PROMINENT VISIBILITY WITH A VICTORY LANE BANNER THAT SHOWCASES YOUR BUSINESS AS THE TOP SPONSOR FOR THE NIGHT'S WINNERS. IN ADDITION, WE'LL FEATURE YOUR BUSINESS WITH PA MENTIONS DURING THE RACES, HIGHLIGHTING YOUR SUPPORT AND KEEPING YOUR BRAND IN FRONT OF THE CROWD. YOU'LL ALSO HAVE THE EXCITING OPPORTUNITY TO SERVE AS A TROPHY PRESENTER, PERSONALLY CELEBRATING THE VICTORIOUS DRIVERS AND CREATING LASTING MEMORIES WITH FANS. PLUS, WE'LL PROMOTE YOUR BRAND WITH SOCIAL MEDIA MENTIONS, ENSURING YOUR BUSINESS GAINS VISIBILITY ACROSS OUR PLATFORMS BEFORE, DURING, AND AFTER THE EVENT. PARTNER WITH LINCOLN PARK SPEEDWAY AS A CLASS SPONSOR FOR AN UNFORGETTABLE MARKETING EXPERIENCE!

BENEFITS:

- **BANNER**
- **SOCIAL MEDIA**
- **PA MENTIONS**
- **TROPHY PRESENTERS**
- **CLASS TROPHIES**
- **2 TICKETS PER RACE (EXCLUDING USAC RACES)**
- **VICTORY LANE BANNER**

4
AVAILABLE
@
\$5000





USAC NIGHT

SPONSOR

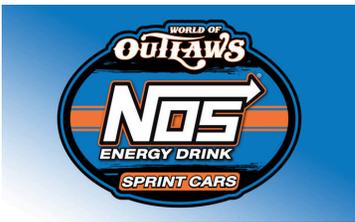
AS A USAC NIGHT SPONSOR AT LINCOLN PARK SPEEDWAY, YOUR BUSINESS WILL BE FRONT AND CENTER DURING ONE OF THE MOST ANTICIPATED EVENTS OF THE SEASON. THIS EXCLUSIVE SPONSORSHIP GIVES YOU THE OPPORTUNITY TO PROMOTE YOUR BRAND DURING USAC NIGHT, A THRILLING SHOWCASE OF TOP-TIER RACING. IN ADDITION TO ON-SITE VISIBILITY, YOU'LL BENEFIT FROM TARGETED MARKETING EFFORTS, INCLUDING SOCIAL MEDIA SHOUT-OUTS, EVENT PROMOTIONS, AND RECOGNITION ACROSS RACE NIGHT MATERIALS. ALIGN YOUR BRAND WITH THE EXCITEMENT AND PRESTIGE OF USAC RACING, REACHING A DEDICATED FANBASE WHILE CREATING A LASTING CONNECTION WITH THE MOTORSPORT COMMUNITY. DON'T MISS OUT ON THIS HIGH-PROFILE OPPORTUNITY TO PUT YOUR BUSINESS IN THE FAST LANE!



BENEFITS:

- **BANNER (PROVIDED BY BUSINESS)**
- **MEDIA MENTION**
- **2 TICKETS**
- **OPPORTUNITY TO PROMOTE YOUR BUSINESS THAT NIGHT**

5
AVAILABLE
@
\$1500



WORLD OF OUTLAWS SUPPORT CLASS SPONSOR

AS A WOO SPONSOR AT LINCOLN PARK SPEEDWAY, YOUR BUSINESS WILL BE FRONT AND CENTER DURING ONE OF THE MOST ANTICIPATED EVENTS OF THE SEASON. THIS EXCLUSIVE SPONSORSHIP GIVES YOU THE OPPORTUNITY TO PROMOTE YOUR BRAND DURING DURING THE RACE, A THRILLING SHOWCASE OF TOP-TIER RACING. IN ADDITION TO ON-SITE VISIBILITY, YOU'LL BENEFIT FROM TARGETED MARKETING EFFORTS, INCLUDING SOCIAL MEDIA SHOUT-OUTS, EVENT PROMOTIONS, AND RECOGNITION ACROSS RACE NIGHT MATERIALS. ALIGN YOUR BRAND WITH THE EXCITEMENT AND PRESTIGE OF WOO RACING, REACHING A DEDICATED FANBASE WHILE CREATING A LASTING CONNECTION WITH THE MOTORSPORT COMMUNITY. DON'T MISS OUT ON THIS HIGH-PROFILE OPPORTUNITY TO PUT YOUR BUSINESS IN THE FAST LANE!



BENEFITS:

- **VICTORY LANE BANNER**
- **MEDIA MENTION**
- **5 TICKETS**
- **OPPORTUNITY TO PROMOTE YOUR BUSINESS THAT NIGHT**
- **TROPHY PRESENTATION**

**1
AVAILABLE
@
\$5000**

NIGHTLY SPONSORS

AS A NIGHTLY SPONSOR AT LINCOLN PARK SPEEDWAY, YOUR BUSINESS WILL RECEIVE EXCLUSIVE EXPOSURE DURING ONE OF OUR HIGH-ENERGY RACE NIGHTS. YOUR BRAND WILL BE PROMINENTLY DISPLAYED WITH A CUSTOM BANNER AT THE TRACK, ENSURING VISIBILITY TO FANS THROUGHOUT THE EVENING. ADDITIONALLY, WE'LL HIGHLIGHT YOUR BUSINESS DURING THE EVENT, OFFERING PROMOTIONAL OPPORTUNITIES TO CONNECT DIRECTLY WITH ATTENDEES AND MAKE A LASTING IMPRESSION. THIS SPONSORSHIP IS A UNIQUE WAY TO ENGAGE WITH A PASSIONATE AUDIENCE WHILE SUPPORTING EXCITING LOCAL RACING ACTION. PARTNER WITH LINCOLN PARK SPEEDWAY TO ELEVATE YOUR BRAND AND BE PART OF THE THRILL!

BENEFITS:

- **BANNER (PROVIDED BY YOU)**
- **OPPORTUNITY TO PROMOTE BUSINESS AT SPONSORED EVENT**
- **2 TICKETS**

**20
AVAILABLE
@
\$1,000**



BILLBOARDS



Small Banner
(4x8)

Different locations available

\$1,000

Welcome to LPS Pits

\$3000



Turn 3 and 4 Billboard
(8x16)

\$2500

All other locations
(8x16)

\$1500

AROUND THE TRACK SPONSORS



\$500

CAUTION LIGHT



\$1,000

FLAG STAND



\$1,500

GRAND STAND TICKET OFFICE



\$1,000

PIT TICKET OFFICE

BEER GARDEN PRESENTED BY SIGNAGE



\$750 + SIGNAGE COST



CONCESSION STAND PRESENTED BY SIGNAGE



2 AVAILABLE

SPONSORSHIP COMMITMENT



THANKS FOR CHOOSING TO PARTNER WITH LPS FOR THE 2026 RACING SEASON! PLEASE FILL OUT THE FORM BELOW TO CONFIRM YOUR SPONSORSHIP COMMITMENT. ONCE COMPLETED, KINDLY RETURN THE FORM TO JEN ESTES

SPONSOR/BUSINESS INFORMATION:

BUSINESS NAME: _____

CONTACT PERSON: _____

EMAIL: _____

PHONE: _____

SPONSORSHIP SELECTION:

PLEASE WRITE DOWN YOUR DESIRED SPONSORSHIP LEVEL(S):

PAYMENT INFORMATION:

PAYMENT METHOD:

AUTHORIZED BY:

NAME: _____

SIGNATURE: _____

DATE: _____

FOR QUESTIONS OR ADDITIONAL INFORMATION, PLEASE CONTACT:

JEN ESTES | JEN@USACNATION.COM | 812-298-4101

BECOME A PARTNER FOR LINCOLN PARK SPEEDWAY



EMPLOYEE NIGHT AT LPS

\$2500 NIGHTLY SPONSOR

INCLUDES:

- **BANNER (SUPPLIED BY COMPANY)**
- **UP TO 250 TICKETS PER EVENT (EXCLUDES POWERI, USAC, WOO AND LUCAS OIL LATE MODELS) ADDITIONAL TICKETS MAY BE PURCHASED**
- **OPPORTUNITY TO PROMOTE BUSINESS AT EVENTS**
- **SPEEDWAY BUCKS CAN BE PURCHASED FOR EMPLOYEES TO USE AT OUR CONCESSION STANDS (1 SPEEDWAY BUCK-\$1)**
- **CUSTOMIZATION OF PACKAGES ARE ALSO AVAILABLE**

IF YOU WOULD LIKE THIS PACKAGE FOR ONE OF OUR SPECIAL EVENTS PLEASE CONTACT:

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