



2021



Ontario's Premier  
4 Cycle Karting Club

FLAMBORO  
Speedway

MARKETING OPPORTUNITIES

# 2021 MARKETING OPPORTUNITIES

The Waterloo Regional Kart Club is the largest non-profit Kart racing club in Canada and one of the largest in North America. Since moving to our new home at Flamboro Speedway in Flamborough Ontario in 2008 we have maintained a strong membership base and a consistent number of race day entries. Everything that is brought into the WRKC is given back to the members through track upgrades, prizes, trophies, picnic, year-end banquet, special awards, and more!

Oktoberfest is the largest single-day event in karting which occurs over Thanksgiving weekend, every driver goes home with a prize and extra special glass trophies and flags for the winners etc. Oktoberfest occurs at the clubs home track Flamboro Speedway.

The WRKC is currently doing a major renovation on the track to allow for more racing configurations for 2021. In 2021 they will run 14 races from May-October. We averaged 70 racers this season. With hopes to get that number in the 90's for 2021!

Our success has been largely based by creating a fun and competitive racing environment for our members, combined with providing the best value for competitive kart racing in Ontario. Keeping karting affordable for our members is our number 1 focus. Our club keeps our race day entries fees reasonable by running our race days almost entirely with volunteers, and through the generous support of our corporate sponsors. Providing value for our corporate sponsors has been one of the club's major goals.

Kart racing is considered the most affordable form of Motorsport, through this marketing proposal we hope to convince potential new sponsors that the WRKC is best value in Motorsport marketing.

## Waterloo Regional Kart Club Fast Facts

- 2021 will be the clubs 40th year of racing
- We have racing members male and female who compete against each other from 7 to 70 years of age
- A typical race day brings approximately 300-400 people to the race track and Oktoberfest around 500 people
- The WRKC has a number of 3rd generation racers, normally runs in the family
- A Go-Kart goes up to 90km/hr
- One of the benefits of karting is to help children succeed in life ie. learn mechanics/working on kart, lifetime friendships, deeper bonds with their parents
- Past WRKC members have gone on to have success racing cars at racetracks all across Ontario, hence our club motto, "Where Champions are Born"
- We are the largest kart racing club in Canada and totally run by volunteers
- We have been racing at the Flamboro Speedway location since 2008

## WRKC Demographics and Commercial Facts

- Club events are generally attended by 300-400 people
- Over 500 people are expected to attend our annual Oktoberfest race at our home track at Flamboro Speedway
- Most of our club members are hands on participants, they work on, and prepare their own go karts
- Our youngest racer's are 7 years old and we have club members that race will into their sixties







# REACH YOUR REGIONAL MARKET

## SPONSORSHIP OPPORTUNITIES

The Waterloo Regional Karting Club offers their sponsors the opportunity to be involved with the track by bringing a guest to the races and promoting **your company** on their social media channels and website. Racing has the most brand-loyal sports fans, which allows **your company** to create a unique marketing campaign to **your target market**. The WRKC will give **your brand** high visibility among key audiences and will work closely with **your company** to create a joint marketing effort around **your goals**.

## 2021 CHANGES

This year will mark the Waterloo Regional Kart Club's 40th anniversary, the club will be revealing major track upgrades. These upgrades include adding a chicane to the front straightaway, 3 entirely new corners, Formula One style curbs, and resurfacing of turn one. This addition of racetrack surface and curbing allows for up to 16 different track configurations that the club will be implementing into their series next season.

\*Source from Canadian Karting News

Sports Fans Awareness of Corporate Sponsors

SPORT	% OF FANS
NASCAR/RACING	60%
NFL	20%
MLB	8%
MLS	4%
NBA	4%
PGA TOUR	2%
NHL	1%



# 2021 SPONSORSHIP OPPORTUNITIES

## SEASON CORPORATE SPONSOR (Title Sponsorship) \$3000.00 For One Year or \$5000.00 For Two Years

- Primary Logo Placement on Web Site – every page -Top Left Random
- Banner Ad on every page of the web site & Forum
- Logo Medallion on all trophies issued by club at race days and year-end banquet (approx 600 in total)
- Racetrack Banner
- Logo on all club stationary, handouts and Oktoberfest program
- Recognition plaque
- Logo on all Championship coats

## SEASON CLASS SPONSOR \$750.00

- Cadet A Ages 7-9 Novice Ages 8-11, Jr. Light Ages 10-13 Jr. Heavy Ages 12-15, Sr. Light Age 15+ Sr. Heavy Age 15+, Masters Age 35+
- Recognition on WRKC Web Site - Logo on every page - Random Banner Ad on every page of web site & Forum
- Name on all trophies distributed to your class at all scheduled race days. Approx 150-200 trophies depending on class size
- 1 page ad in Oktoberfest Program
- Racetrack Banner
- Recognition at the annual banquet

## RACE DAY SPONSOR \$500.00

- Logo recognition on WRKC web site - Sponsor page only
- Random Banner Ad rotation on all pages of web site & Forum
- Recognition on race day announcements and awards ceremony
- Racetrack Banner
- Name on all trophies issued on your sponsored race day
- Sales display in the designated sponsor spot during the sponsored race day

## OKTOBERFEST RACE EVENT SPONSOR \$1500.00

- In addition to the Race Day sponsor benefits
- Logo incorporated into event T-Shirt, annual program and event page

## OTHER OPPORTUNITIES

**Fast Qualifier \$300:** Name on trophy for fast qualifier for each division for the week. Cash direct to fastest qualifiers. Highlighted on Website and social media

**Race Winner \$300:** Name on 1st place trophy. Cash direct to race winners. Highlighted on website and social media







# BE A PART OF WRKC

## RACING FAST FACTS

Racing is the #1 sport in brand loyalty

Race fans are 3x as likely as non race fans to try and purchase a sponsor's products.

45 % of race fans are between the ages of 18-44

Racing is a sport for all ages and a family friendly environment

## WHY SPONSOR?

### MARKETING WITH THE CLUB

The WRKC website is the principal information portal for their members; the club tries to communicate new information to their members at least twice a month.

With a new re-designed and enhanced website that the club activated in 2014 allows for online promotional opportunities for their sponsors.

The club hosts an annual karting flea market and trade show in February that is attended by Kart racers from all over Southern Ontario (Covid 19 Dependent)

Host a karting display at the Flamboro Speedway

The club publishes a newsletter that is emailed out each race day to every racer. The primary focus of the newsletter is to promote their sponsors

With an active Facebook page the club uses this to announce and promote upcoming events

### PRESS FOR YOUR COMPANY

All news articles will mention **your company** name throughout the season

Regular social media posts mentioning **your company** name on Facebook, Twitter and Instagram

News coverage through radio and TV interviews, and blogs mentioning **your company** name

Photos on media websites taken at the race track





# CONTACT WRKC

## CONTACT INFORMATION

Thank you for taking the time to review the Waterlook Regional Karting Club's 2021 Sponsorship Proposal. The whole club looks forward to representing your company with professionalism on and off the race track!

Please feel free to contact Jason Bowden at any time with your questions and interest in the WRKC

### CONTACT JASON BOWDEN

**Phone :** 289-259-7296

**Email :** [jason@touchwoodcabinets.ca](mailto:jason@touchwoodcabinets.ca)

1800 Middle Block Road, Cambridge, ON, N3H4R6

### FOLLOW WRKC

**Facebook :** @waterlooregionalkartclub

**Instagram :** @waterlooregionalkartclub

**Website :** <https://www.wrkc.on.ca/>





# WRKC SPONSORSHIP AGREEMENT

## Type of Sponsorship:

Title \_\_\_\_\_  
Class \_\_\_\_\_  
Race Day \_\_\_\_\_  
Other \_\_\_\_\_

THIS AGREEMENT, effective, \_\_\_\_\_, 20\_\_\_\_, is between  
The Waterloo Regional Kart Club, a non profit Sports Organization, with its  
Mailing address at 1800 Middle Block Road, Cambridge, ON, N3H4R6

Current contact phone numbers and email addresses can be found on web site  
[www.wrkc.on.ca](http://www.wrkc.on.ca)

And \_\_\_\_\_  
Advertiser / Sponsor Name: \_\_\_\_\_  
Advertisers Mailing Address \_\_\_\_\_  
Advertiser / Sponsor's web site address: \_\_\_\_\_  
Principal Contact Person: \_\_\_\_\_  
Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ - \_\_\_\_\_ Email Address: \_\_\_\_\_  
Association with a Club Member \_\_Y\_\_ / \_\_N\_\_ Name \_\_\_\_\_  
Does the sponsor require a Logo or a Banner Ad to be created? \_\_\_\_\_  
Preferred logo dimensions 300X250 (jpeg, png or pdf format preferred)

## Banner Advertising Specifications:

If the advertiser / sponsor are creating their own banner ad graphic, it must be either on .gif,  
.jpg, .png or .pdf format approximately 300 pixels wide by 250 pixels tall.

Contract Payment Terms: \_\_\_\_\_

Payment Received: Y / N Amount \_\_\_\_\_ Chq \_\_\_\_\_ Cash \_\_\_\_\_ Other \_\_\_\_\_

This Sponsorship / Advertising Agreement shall be in effect for one ( 1 ) year

Starting on \_\_\_\_\_ and ending on \_\_\_\_\_

Signed at \_\_\_\_\_, Ontario, Dated \_\_\_\_ / \_\_\_\_ / 20\_\_

WRKC \_\_\_\_\_ Printed: \_\_\_\_\_

Witness \_\_\_\_\_ Printed: \_\_\_\_\_

Sponsor \_\_\_\_\_ Printed: \_\_\_\_\_

Witness \_\_\_\_\_ Printed: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Note: If you do not already have a logo, the costs associated with the production  
of a logo or a Banner Ad is the sole responsibility of the individual.

