

ANNUAL

JUNE 7TH - 9TH, 2024

Lakefest

Feel the rumble beneath your feet as the biggest drag boats races down the liquid quarter-mile track at speeds up to over 250mph! With the Show & Shine, food, craft vendors, and super-fast boats, this is sure to be a party you won't want to miss! Average Attendance: 4,000-8,000 People + Live Stream Audience

PRESENTING 1 AVAILABLE

\$15.000 INVESTMENT

- 50 GA & Pit Passes
- 8 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Company poster/sign displayed as "Lakefest is brought to you by..." in the beverage/token booth area
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Hyperlink in email blasts
- Business mentions on Facebook page (13k+followers)
- Announcer mentions your company on main stage and throughout 2-Day Race

BIG TENT 1 AVAILABLE

\$10.000 INVESTMENT

- 30 GA & Pit Passes
- 6 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Hyperlink in email blasts
- Business mentions on Facebook page (13k+followers)
- Announcer mentions your company on main stage and throughout 2-Day Race

LANE/START LINE 3 AVAILABLE

\$5.000 INVESTMENT

- 20 GA & Pit Passes
- 4 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Hyperlink in email blasts
- Business mentions on Facebook page (13k+followers)
- Lane 1, Lane 2, Starting Barge; Announcer mentions your company on main stage at the start of every race throughout the 2-Day Race

SHOW & SHINE

\$3.000 INVESTMENT

- 12 GA & Pit Passes
- 2 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Business mentions on Facebook page (13k+followers)
- Announcer mentions your company on main stage and throughout 2-Day Race

CLASS

\$1.000 INVESTMENT

- 8 GA & Pit Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on website
- Exhibitor Space in Vendor Area
- Announcer mentions your company on main stage and throughout 2-Day Race

BANNER

\$500 INVESTMENT

- 4 GA & Pit Passes
- Sponsor Signs/Banners to be displayed
- Announcer mentions your company on main stage and throughout 2-Day Race

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Additional Business Exposure Opportunities

The amount for the following are determined at the time of the event and current prices/supply & demand. These are available to work within any budget.

- Top Eliminator Club (VIP Experience, Limited Tickets)
 - Private Bar
 - Sodas
 - Catered Breakfast
 - Catered Lunch
 - Water
 - Covered Patio Tent
 - Lanyards
- Merchandise Tent
 - Tshirts
 - Koozies
 - Hand Fans
 - Ball Caps
- Adult Beverage Tent
- Main Entrance Tent
- Wristbands
- SDBA Trophies
- ICE Truck
- Security
- EMS
- Volunteers
 - Lunch
 - Waters
 - T-shirts
- Water
- Radio
- Restroom/Port-A-Potties
- Newspaper/Magazine
- Canopy Row

We love new ideas!