



New Egypt Speedway Marketing: 2025

New Egypt Speedway: A New Beginning

Under New Promotion, longtime New Egypt Supporter Mark Blackwell and former BD Motorsports Media PR/Announcer Chris Moore take over the promotion of New Egypt Speedway in 2025 with eyes on a revamped Saturday night experience. Aggressive scheduling and new age ideas look to prompt a significant increase in crowds and competitor participation for years to come. ***New Egypt Speedway is on the rise!***

New Egypt Speedway hosts weekly stock car racing from March through October featuring Modifieds, Crate Sportsman, Street Stocks and Four Cylinders. ***In 2024, an average of 100 race teams rolled into the speedway every Saturday!***

Several touring series and special promotions are planned to include the World of Outlaws Sprint Cars, Short Track Super Series, Super DirtCar Series and more.



2025 Season Special Events

- ✓ **World of Outlaws** – Friday, October 10 – NOS Energy Drink World of Outlaws Sprint Cars
- ✓ **Short Track Super Series 'Dirty Jersey'** – STSS Modifieds 50 laps, \$5,000 to win
- ✓ **Super DirtCar Series 'Power in the Pines'** – Big Block Modifieds 75 laps, \$7,500 to win
- ✓ **All-Star Cup Shootout** – September Weekend – Modifieds 50 laps, \$6,000-to-win plus Sportsman, Street Stocks, Four Cylinders and Vintage Cars



Marketing at New Egypt Speedway

Looking to build awareness for your brand? Bring in new business? Showcase your product or services in front of literally tens of thousands of potential customers? ***New Egypt Speedway is for you.***

With more than 2,000 attendees flooding the speedway every Saturday night during race season, and several thousand watching more at home, there's no better way to get your message in the hands of brand-loyal consumers, not to mention increased attendance at special events, live streaming to thousands more at all events through our website, social media, highlight videos, traditional media coverage and much, much, more!

The exposure doesn't end there. New Egypt Speedway will also be home to events such as motocross, carnivals, weekly rodeos, Monster Truck events, etc., providing even more exposure to our marketing partners.



Live Stream: *Beyond the Track*

Every event at New Egypt Speedway will be streamed live to DirtTrackDigest.tv in 2025. A professional TV team produces multi-camera broadcasts of all New Egypt Speedway stock car events, providing additional exposure to all marketing partners.

New Egypt Speedway broadcasts are available to all via the Dirt Track Digest website (www.dirttrackdigest.tv). We will have viewership reports following each event.

*Select events do not apply



Marketing: Social Media & PR

New Egypt Speedway will revamp the active social media profiles on **Facebook**, **Twitter** and **Instagram** with a variety of content including announcements, photos, video highlights, graphics and more.

Additionally, New Egypt Speedway will employ a PR director with a focus on issuing professionally written press releases pre- and post-event, marketing partner announcements, driver profiles and other news posted to the official New Egypt Speedway website and distributed to more than 100 media outlets, both trade and local.

The New Egypt Speedway marketing team will work to promote your brand through our multiple promotional outlets.

LEGENDS of the Fall
JOHNNY BANGS
 FRI - SAT OCTOBER 25 -26
\$7,470 TO WIN 74 LAPS
 In Honor of **JOHN CHEMURIN**

Katy's Race
SATURDAY AUGUST 10
MODIFIEDS, 602 CRATE SPORTSMAN, STREET STOCKS, 4-CYLINDERS, PLUS! BIG WHEEL RACES!
 PIT GATES 4PM | MAIN GATES 5PM | HOT LAPS 6PM | RACING 7PM
 ADULTS \$28 | SENIORS (65+) \$20 | TEENS (12-15) & MILITARY (W/ID) \$18
 KIDS (11 & UNDER) \$10 | PITS (W/ LICENSE) \$28 | PITS (W/O LICENSE) \$40
 WWW.NEWEGYPTSPEDWAY.NET

RESCHEDULED FROM 8/10
KATY'S RACE FOR MIDGETS
SAT AUGUST 24 QUARTER MIDGET NIGHT
NEW EGYPT Speedway
MODIFIEDS, 602 CRATE SPORTSMAN, NEWS, STREET STOCKS + 4-CYLINDERS
 ADULTS (16+) \$23 | TEENS (12-15) & MILITARY (W/ID) \$15
 SENIORS (65+) \$20 | KIDS (11 & UNDER) \$10
 PITS (W/ LICENSE) \$30 | PITS (W/O LICENSE) \$40
 PITS OPEN 4PM | HOT LAPS 6PM
 GRANDSTANDS 5PM | RACING 7PM
 720 ROUTE 539, NEW EGYPT, NJ 08533 609.758.1900
 WWW.NEWEGYPTSPEDWAY.NET

LITTLE LEAGUE NIGHT
APRIL 27TH
MODIFIEDS, 602 CRATE SPORTSMAN, 4-CYLINDERS, STREET STOCKS + ROOKIES
 ADULTS (16+) \$28 | TEENS (12-15) & MILITARY (W/ID) \$20
 SENIORS (65+) \$20 | KIDS (11 & UNDER) \$10
 PITS (W/ LICENSE) \$28 | PITS (W/O LICENSE) \$40
 PITS OPEN 3PM | HOT LAPS 5PM
 GRANDSTANDS 4PM | RACING 6PM
 720 ROUTE 539, NEW EGYPT, NJ 08533 609.758.1900
 WWW.NEWEGYPTSPEDWAY.NET



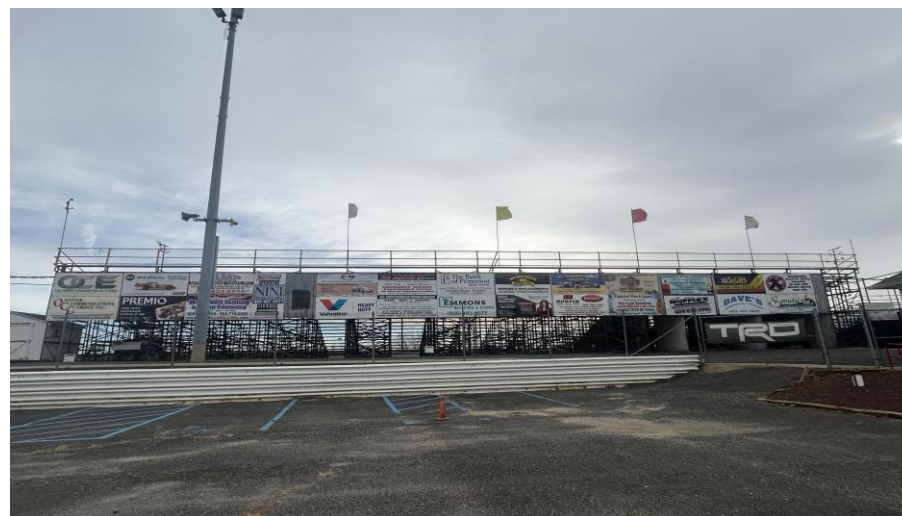
New Egypt Speedway Marketing Options

Grandstand Billboard (4' by 8' in size) – \$1,000 annually – Advertiser provides business logo, speedway is responsible for making the sign.

Backstretch Billboard (10' by 30' in size) – \$4,000 annually – Advertiser provides business logo, speedway is responsible for making the sign. Package includes two season general admission passes, company announcements throughout the season and prominent link on the New Egypt Speedway website.

Backstretch Billboard (10' x 15' in size) - \$2,500 annually - Advertiser provides business logo, speedway is responsible for making the sign. Package includes two season general admission passes, company announcements throughout the season.

Backstretch Billboard (10' x 10' in size) - \$1,250 annually - Advertiser provides business logo, speedway is responsible for making the sign.



New Egypt Speedway Marketing Options

Race Night Sponsorship (Includes Tower) – \$1,500 per event – Includes PA announcements for your business and inclusion in all press releases, ads and social media pre- and post-race, Victory Lane photos, pace truck rides and VIP tower tickets for up to 20 people. *Note: pricing can increase for special events. Sign & Pay Before January 1 for \$250 discount*

Race Night Sponsorship (Includes Tower) & Grandstand 4' by 8' Billboard Combination – \$2,250 – *Enjoy the benefits of a Race Night Sponsorship & Billboard in this combination offer! Sign & Pay Before January 1 for \$250 discount*

Special Event, Pace Vehicle & Other Marketing Options Available – Looking for something unique? Title sponsorship of a special event, sponsorship of a speedway vehicle, name on Victory Lane? *Contact us!*



New Egypt Speedway Marketing Options

Company Employee Events – Seeking a host for your company outing or employee appreciation night? *New Egypt Speedway has you covered!*

Company outings at New Egypt Speedway include the following:

- ✓ Group-rate discounted tickets for groups larger than 20
- ✓ VIP tent on the midway with tables, chairs and cocktail tables
- ✓ VIP tower access
- ✓ Pace truck rides and honorary starter/grand marshal opportunities
- ✓ Logo on event flyers and in all publicity for the event
- ✓ Public address announcements

Pricing to be determined by group size and event.



New Egypt Speedway Marketing Options

Looking for year-long exposure? Full-season divisional marketing packages are available at New Egypt Speedway. Company name is associated with a particular division of racing for an entire race season, included in Victory Lane signage, announcements every week, mentions in all social media, press releases associated for the division for every race night! *Example: the XYZ Towing Modifieds are set for their feature event.* These packages include two general admission passes.

Investments per division are detailed below.

Modified – \$7,000 annually

Crate 602 Sportsman – \$4,000 annually

Four Cylinder – \$3,000 annually

Street Stock – \$2,500 annually

Northeast Wingless Sprints - \$1,500 annually

Limited/Rookie Division - \$1,000 annually



New Egypt Speedway Marketing Options

- ✓ **Logo placement** on replays, speed cameras, etc. (\$5,000 full-season)
- ✓ **Hot lap partnership:** each event hot laps presented by your company shown live on New Egypt Speedway.tv and Facebook “live look-in” coverage (\$5,000 full-season)
- ✓ **“One to go” partnership:** the white flag lap in each feature event presented by your company (\$4,000 full-season)
- ✓ **Opening Ceremonies partnership:** saluting our country presented by your company (\$5,000 full-season)



New Egypt Speedway Quarter Midget Track

In addition to stock car racing, New Egypt Speedway also features a quarter midget track for the kids! The next generation of racers grows each and every year. The Quarter Midget track operates every Sunday afternoon, putting your product in front of a whole new demographic of people. A family atmosphere that provides a great way for the kids to become involved in a sport they will in love with for the rest of their lives.



Contact Us

Looking to join our winning team? Contact us today and we will work a package that fits your needs to get exposure started today!

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Facebook: New Egypt Speedway

