



Seven years ago BUB Racing, promoters of the BUB Motorcycle Speed Trials, made history by offering motorcyclists an opportunity to attempt land speed records at their own event that was tailored to the needs of motorcycles. Both the Fédération Internationale de Motocyclisme (FIM) and the American Motorcyclist Association (AMA) sanctioned the event and participated in the officiating of the World and National Records. An unprecedented 8 world records and 22 national records were set at the premier event. BUB Racing has been honored as AMA Track Racing Organizer of the year for the past three years in a row.

At the Annual BUB Speed Trials, participation has increased, more records are broken, and participants are determined to go even faster. Participants have broken, and re-broken records over again, set new speeds and made history every year.

International participants continue to enter, including participants from England, France, Belgium, Germany, Switzerland, New Zealand and Australia. Overall, fifteen countries have been represented at the BUB event! Homegrown talent had also expanded with twenty-five women taking to the Salt in 2010 and participants that entered as Run Watcha Brung for fun back in '07, are now holding official records.

We've had 50cc motorcycles going over 145mph, and streamliners exceeding 350mph. Individuals have ridden stock motorcycles and machines they've built from the ground up, and they all do it for one reason..... speed! The quest to have their names etched in the record books, to go faster than anyone before them keeps them coming back for more. Over the last seven years, three of the top contenders to break the Absolute World Record have participated, two of them succeeding. The record held by Dave Campos for 16 years stood as a testament to the lengths that you have to go to in order to become the worlds best.

You have to hang on tight because the world of land speed racing is one hell of a ride!

This world is not just limited to those contending for records. This event has provided the opportunity for individuals to run their street legal bikes on the salt for that coveted timing slip and to get a little taste of the salt. Run Watcha Brung has been added to many "bucket lists."

Land Speed Racing is a unique sport, held in a landscape so alien that there are only a handful of places on the planet that are able to provide the conditions needed to attempt these types of records. Bonneville has historically been the proving ground for these machines and through the BUB Motorcycle Speed Trials, the motorcycling industry is able to truly shine on it's own. More participants are crossing the bridge from other racing disciplines such as drag racing, speedway and flat track to tackle one of the most historical racing surfaces on earth.

Welcome to the fastest motorcycle sport on the planet!

Sponsorship Opportunities:

Presenting Sponsorship

\$20,000

Number of packages available: 1

This package is an exclusive opportunity for 1 sponsor to receive the presenting title at the 8th Annual BUB Motorcycle Speed Trials. The package includes:

- Presenting title (e.g. *Your Company* presents the 8th Annual BUB Motorcycle Speed Trials).
- Promotional exposure on all advertising and event promotions including (but not limited to);
 - Presenting title & logo on all press releases
 - Presenting title & logo on all promotional materials
 - Presenting title & logo on all outgoing correspondence
- Presenting title for company name/logo with the event.
- Your logo prominently displayed throughout the grounds of the event.
- Logo and/or banner advertising on our website's front page with link(s) to your company website.
- Recognition in the event program.
- Full page ad space in the event program (artwork to be supplied by your company).
- Your name/logo on all event t-shirts (back placement with major artwork).
- Regular company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- AMA Entry or 2 Run Watcha Brung Entries to participate in the Speed Trials (vehicle and rider must comply with all event technical rules and be an AMA member).
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise¹.
- License to use 'Presenting Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).
- Option for multi-year deal and to pay in installments- call for details.

1- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

NOTE: All artwork and display materials to be provided by sponsoring company.

Major Sponsorship

\$10,000

Number of packages available: 2

This package is an exclusive opportunity for 2 sponsors to the major sponsors at the 8th Annual BUB Motorcycle Speed Trials. The package includes:

- Promotional exposure on all advertising and event promotions including (but not limited to);
 - Name/logo on all press releases
 - Name/logo on all outgoing correspondence
- Top affiliation of company name/logo with the event.
- Your logo prominently displayed throughout the grounds of the event.
- Your logo on the front page of the event website with links to your company website.
- Recognition in the event program.
- 1/2 page ad space in the event program (artwork to be supplied by your company).
- Company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- AMA Entry or Run Watcha Brung Entries to participate in the Speed Trials (vehicle and rider must comply with all event technical rules and be an AMA member).
- Your name/logo on the event participant t-shirts (sleeve placement)
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise¹.
- License to use 'Major Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).
- Option for multi-year deal and to pay in installments- call for details.

1- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

NOTE: All artwork and display materials to be provided by company.

'Day' Sponsorship

\$2,500

Number of packages available: 5

This package is an exclusive opportunity for 5 companies to be recognized through additional exposure on by sponsoring a 'day' at the 8th Annual BUB Motorcycle Speed Trials. e.g "Monday is brought to you by (*company name*)".

The package includes:

- Additional Radio announcements about your company on the FM radio station
- Recognition in the event program, specifically on the daily schedule(s)
- Your logo displayed throughout the grounds of the event.
- Your logo on the event website with links to your company website.
- Spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise³.
- License to use "Official Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

Cash Prize Sponsorship

\$500 - \$5,000⁴

This package offers companies the opportunity to sponsor a prize category of their choosing for the 8th Annual BUB Motorcycle Speed Trials. The award may be of the companies choosing, or one of the prearrange prize categories that will be offered as a minimum for the event.

The package includes:

- Your name/logo used in conjunction with all mentions of the specific prize you wish to sponsor.
- Your logo on the event website with links to your company website.
- Recognition in the event program.
- Company announcements made over the event FM radio station.
- Spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature and/or sell merchandise².
- License to use 'Official Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

2- All sales are subject to a fee of 3% of gross takings that is required by the Bureau of Land Management

4- All prize money to be issued directly from the company to the winner. If Issued from BUB Racing A 10% administration fee in addition may be added to the sponsorship to cover trophy and administrative costs. e.g \$1,000 cash prize will cost \$1,100 for the sponsor.

Associate Sponsorships:

GOLD: \$1000

The package includes:

- Your logo on the event website with links to your company website.
- Recognition in the event program.
- Company announcements made over the event FM radio station.
- 4 spectator passes for your company, employees or guests.
- Your name/logo on the event participant t-shirts.
- Certificate of Recognition.
- Permission to distribute literature.
- License to use 'Associate Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

SILVER: \$500

The package includes:

- Your logo on the event website with links to your company website.
- Recognition in the event program.
- Company announcements made over the event FM radio station.
- 4 spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature.
- License to use 'Associate Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

BRONZE: \$250

The package includes:

- Your logo on the event website with links to your company website.
- Recognition in the event program.
- 2 spectator passes for your company, employees or guests.
- Certificate of Recognition.
- Permission to distribute literature.
- License to use 'Associate Sponsor of the 8th Annual BUB Motorcycle Speed Trials' in your advertising and promotions prior to the event (subject to review by BUB Racing prior to release).

Event Program Advertising Space:

Inside Front Cover....\$250

Inside back cover.....\$250

Full Page....\$200.00

1/2 Page....\$100.00

1/4 Page....\$50.00

Business Card size....\$25.00

Print run qty 500/28 pages/8.5x11/Full color

All artwork must be provided by company 350dpi/CMYK. Subject to approval by BUB Racing Inc.

Additional Sponsorship applications:

Sponsor Ez-Ups with your logo for track mile stations, tech and pre-stage

Sponsor Port-A-Johns for pit area, pre-stage, track or front gate

Sponsor Awards Party

Some of our current and past sponsors:



TP Performance ~ Legend Air ~ Barnett
Saddlemen ~ Cycleworld ~ SheMoto
Wendover Nugget ~ HDT USA ~ Sherm's Cycle Products
Swissperformance Team ~ K & N Filters
IronWorks Magazine
Montego Bay/ Rainbow/ Peppermill Hotel & Casinos