



**2025** MARKETING IN  
THE FAST LANE







## TRACK MANAGEMENT

Todd Martin and Keith Haney formed T&K Management Group in October 2011. Both are local businessmen and drag racers that compete on a national level such as NHRA, IHRA and MWDRS.

Keith Haney is also the sponsor of the Top Sportsman class for the NHRA Lucas Oil Drag Racing Series, as well as a major marketing partner for Tulsa Raceway Park in the past. He will continue to do so through his involvement with the Suburban Chevrolet Bracket Series.

For over 15 years, Todd and Keith have worked to bring Tulsa Raceway Park back to its premier glory for racing now and in the future... Recent improvements to the facilities and the addition of the dirt track demonstrates that T&K are here to stay.

"Keith and I committed to breaking boundaries when it comes to the entertainment at this facility. With Keith's deep roots in this community and our passion for drag racing, we are both happy to be here and we plan to keep drag racing alive in Tulsa, Oklahoma." - Todd Martin



## ***PARK INFORMATION***

Tulsa Raceway Park was built in 1965 and is the only motor sports facility in Oklahoma to have hosted NHRA, IHRA, AHRA and MWDRS national events. In its 59 years,

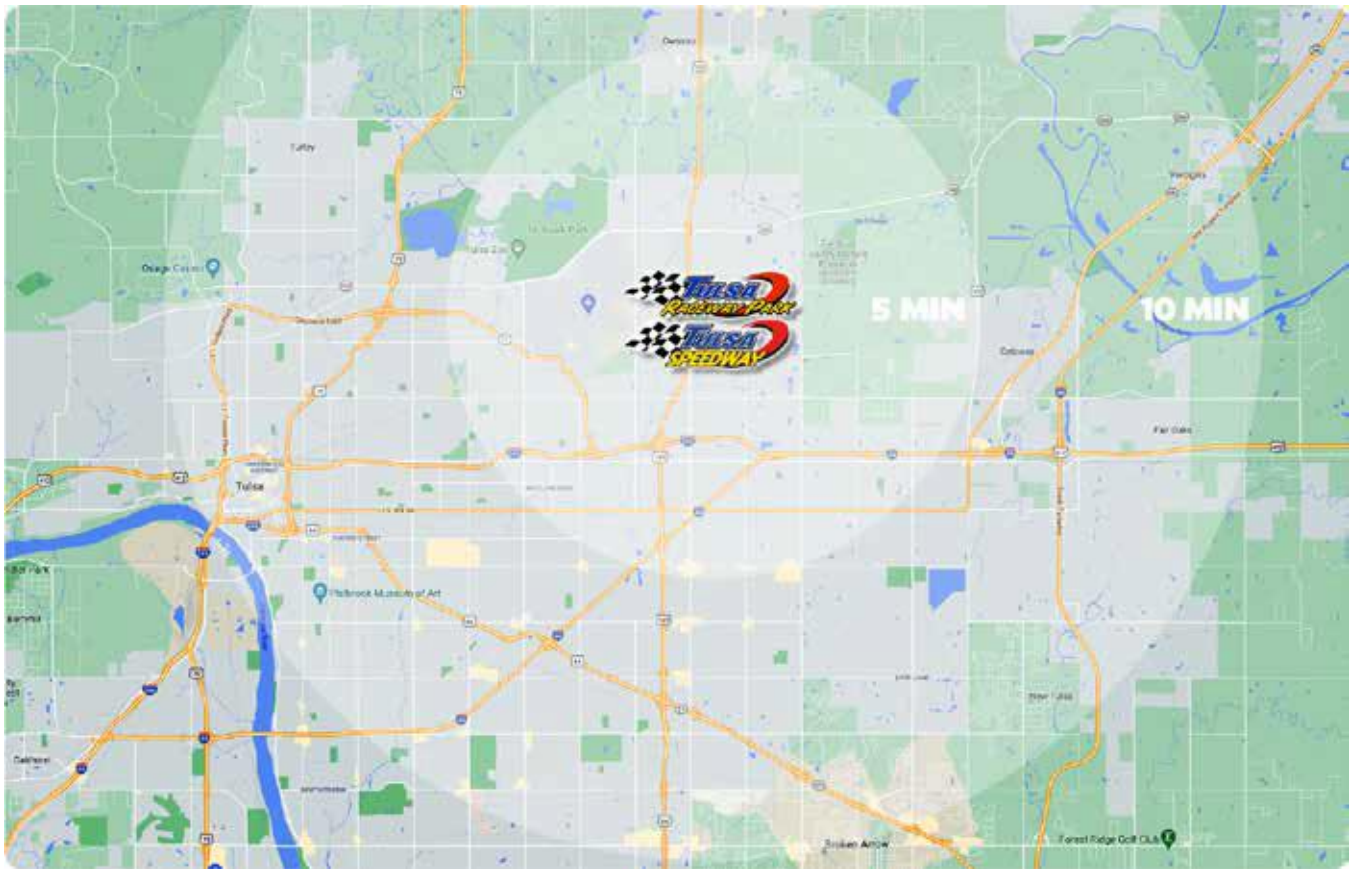
Tulsa Raceway Park is a pivotal economic asset, drawing between 340,000 and 400,000 racing fans annually, with over 9,000 race cars entered into over 100 events in the 2024 season alone.

In 2024 Keith & Todd had United States Motorsports Association (USMA), presents an independent in-depth analysis of the economic and socio-economic impacts of Tulsa Raceway Park and Tulsa Speedway on the Tulsa metropolitan area and across the State of Oklahoma.

The report shows \$83,240,243 Million is the combined increase in annual economic output attributable to Tulsa Raceway Park & Tulsa Speedway. This is primarily driven by the ability of the track to regularly attract large numbers of fans and race teams from outside the local area; we can provide the report.

TRP is the largest NHRA sanctioned 1/4 mile facility in Oklahoma. Racers and fans come from all surrounding states. Our annual schedule contains over 150 events ranging from Bracket Racing, Shootouts, Midnight Drags, Street Outlaws NPK, Import Face-Off, NHRA Divisional events, NHRA Heritage Series Nitro Nationals, Midwest Drag Racing Series Throw Down in T-Town, Sick Week, Drag & Drive, Christmas Drive through Light Show and more!





## ***LOCATED ON HIGHWAY 169***

Our facilities are located in northeast Tulsa on Highway 169 with an average of over 60,000 cars per day. The track, grandstands, tower and signs are easily seen by passers.

We are just minutes away from the hotels and restaurants of Owasso to the north, Broken Arrow to the south and Catoosa to the east.

Tulsa International Airport is only 4 miles away and fans can be at downtown entertainment districts in just 12 minutes.

Race fans will typically travel to events

from a three hour radius. This area includes most of Oklahoma, plus Kansas, Missouri, Arkansas and northern Texas.





## ***DEMOGRAPHIC INFORMATION***

Tulsa Raceway Parks Events are geared toward exciting, fun-filled entertainment for the entire family.

Studies show that people who attend NHRA events have a higher base income than the average sports fan. They are loyal in spending their money with a racing sponsor, more than any other motor sport.

Their brand loyalty extends across the full spectrum of consumer goods from soft drinks, beer, petroleum products, household detergents and clothing.

TRP's Sponsor Spotlight (display areas) offer track sponsors and advertisers the opportunity for one on one interaction with their clients, both racers and fans. Advertisers and sponsor companies are rewarded with new business as a result of their participation. Market research shows that drag racing attracts buyers who are more loyal than fans of the NFL, NBA and MLB.

The average racing fan spends at least 3-5 hours with us at each event.





## ***MIDWEST DRAG RACING SERIES***

TRP hosts the Throwdown In T-Town twice annually. These races feature the Midwest Drag Racing Series with a variety of racers coming from all over the country: Pro Modifieds, Funny Cars, Top Sportsman, Top Dragster, Junior Dragsters and more!

The Midwest Drag Racing Series has races all over the USA and brings its own social media following and live broadcasts on FloSports, YouTube and other outlets.

Track advertising remains in place for these events which means your brand is visible on those broadcasts and videos.

These events bring fans from surrounding regional areas like Oklahoma City, Wichita and western Arkansas.





## STREET OUTLAWS & NO PREP KINGS

TRP is a shoot location for Discovery Channel's "Street Outlaws" and its many spin-offs. One of television's hottest TV series, Street Outlaws can draw a larger national viewership than Monday Night Football.

With everything from testing to hosting a packed Street Outlaws No Prep Kings event, our sponsor's signs and banners are seen on their broadcasts and their racer's social media posts which reach followers in the millions.

We enjoy working with The Street Outlaws on their efforts and appreciate their help

with our efforts as they frequently race at some of our other events. It's always results in a big turnout and a lot of fun.







## ***LEGENDARY MIDNIGHT DRAGS***

Nobody knows when it started. Nobody knows how it started. All we know is that TRP "has been doing it forever" and who are we to stand in the way of tradition?

For decades, racers have gathered late on Saturday nights at TRP and raced until the sun comes up. It's a classic slice of Americana with friends & family gathering at the track to race their cars and just have a good time. We provide the safety and organization of big events.

From first timers to some of the fastest cars on the planet... you never know who's going to show up on a Saturday night.

The Midnight Drags are a hot social media topic and has its own Facebook page with almost 16,000 followers.







## TULSA SPEEDWAY

Tulsa Speedway hosted 32 events in 2024, attended by more than 45,000 fans. This 1/2 mile dirt oval continues a tradition of dirt track racing in eastern Oklahoma.

This track has hosted POWRi West, OCRS, Xtrem Flattrack Motorcycles, Monster Truck Nitro Series and Sooner Late Model Series events and plans to expand this season with the World Of Outlaw Xtreme Outlaw Midgets, Poweri 410 Bandit Outlaw Series and National Midgets. Plus ASCS American Sprint Car Series, USRA Heartland Modified Tour and The Spring Chiller!

Most of the signage on the drag strip's grandstands is visible from the speedway.

Tulsa Speedway has its own social media profiles with over 18,000 followers on Facebook and a social reach of 1,187,000!





## TITLE RACE SPONSORSHIPS

### Single Large Events

March - November

TITLE Sponsor \$7,500

ASSOC. Sponsor \$3,500

### Throwdown in T-Town

May & October

TITLE Sponsor ~~\$10,000~~ **SOLD**

ASSOC. Sponsor \$5,000



### Bracket Racing Series

March - November

TITLE Sponsor \$5,000

ASSOC. Sponsor \$2,500

### NHRA Lucas Oil Drag Racing Series

June

TITLE Sponsor \$7,500

ASSOC. Sponsor \$3,500



### Nitro Nationals

September

TITLE Sponsor \$10,000

ASSOC. Sponsor \$5,000





# WINNER'S CIRCLE

## Winners Circle Front

Everybody loves a winner! Position your brand on the wall behind the winners in photos that will be on all our social media sites, racing publications and other high profile sites.



## Winners Circle Back **SOLD**

The back of the Winners Circle billboard faces both the VIP and main parking lots and is in the foreground as fans enter the park. This sign can be seen from Hwy 169 with an estimated 60,000+ vehicles per day.

## Entrance and Exit Billboard **SOLD**

This is a 3-sided sign. North and South can be viewed daily as people make their daily commute on Hwy 169 with an estimated 60,000 vehicles per day.

The exit side faces east and will be seen by everyone as they exit the park.



# THE TOWER

## Lighted Tower Signage

Our state of the art control tower is one of the most visible and viewed locations at the park. Signs on the tower are included in most starting line photographs, which appear in assorted publications, brochures and fliers.



## Tower Signage

Display your company's message on the most visible building at the track.

This highly visible 20x20 sign will be visible to all north and southbound traffic on Highway 169, an estimated 60,000 vehicles per day.

## Barrier Wall Signage

These 8x2 signs are prominently displayed on the outside of each barrier wall. These signs are displayed during all events.





# STARTING LINE

## Starting Line Canopy

Your logo will be displayed on the top of the canopy at the starting line. The canopy is one of the most viewed items at the track due to its location.



## Starting Line Bulletin

This 8x2 sign is placed directly on the track at the starting line. This area is a highly visible to all race fans in the grandstands, suites and to the people watching Tulsa Raceway Park LIVE TV Channel.

## Burn Out Box Wall

Everybody loves a good burnout!

An 8x4 sign on the rail of the burn out box is a great place to be if you are targeting racers and fans because this is the area where drivers smoke their tires to warm up for their pass.



# THE TRACK

## Scoreboard Lane Sponsor

A 16x4 illuminated sign is placed above each of the giant score boards located on the finish line. This sign offers the highest visibility, plus constant audio announcements. The track announcer describes each car on approach to the starting line and announces the results.

**Total of 2 boards with 1 available**



## Rear Staging Lane Billboard

Located behind the staging lanes, this 20x10 double-sided billboard is highly visible from the west. It can be seen from the VIP parking area and highway.

## Staging Lane Billboard

This 20x10 is highly visible from the track side. It can be seen from many areas of the staging lanes, pit area, entering and exiting the track. They are located above the fence, along the staging lanes.





# THE GRANDSTAND

## Stadium Board

These 12x10 double-sided mesh billboards are affixed to the top of the grandstands. They are highly visible to all areas of the track, facing north and south.

Each board comes with the naming rights to that section. These billboards stay up year round at the track.

**Total of 4 boards with 1 available**



## Grandstand Flag Poles

You provide us the flag and we will place your flags in the 12 positions on top of the grandstands. You can change your flag out three times a year.

## Back of Grandstand Board

This 17x3 back of grand stand sign will be displayed on the north side stands facing the concession stand and the pit area, (6 available)



# THE GROUNDS

## Staging Lane Bulletin

This wall is the backdrop of the most photographed area of the park. The staging lanes offer a great opportunity for your brand.

With two sizes: 8x2 and 8x4 foot metal signs are available in full color.



## Concession Stand Signs

10x2 signs are prominently displayed on top of the Concession Stand. The signs are in a high traffic area, visible from most areas of the track.

## Restroom Signage

The restroom signage is highly visible and frequented by racers and spectators for every event at Tulsa Raceway Park. These 8x4 signs are in a prime traffic location.



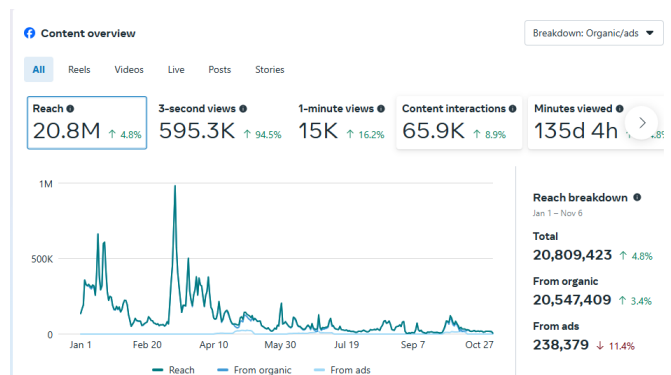


# DIGITAL PROPERTIES

## All New State Of The Art Website

The traffic at tulsaracewaypark.com rivals larger market tracks with over 80,000 page views per month. Averages show over 22,000 monthly unique visitors, spending more than 5 minutes per visit.

We have several ad zones or a complete page sponsorship for your brand. We can also provide text links back to your site which can benefit your SEO efforts.



## TRP Social Media

With over 118,000 followers on Facebook alone, our social media generates a large amount of traffic because our track photographers, promotions, and videos provide race fans with engaging content on an ongoing / regular basis.

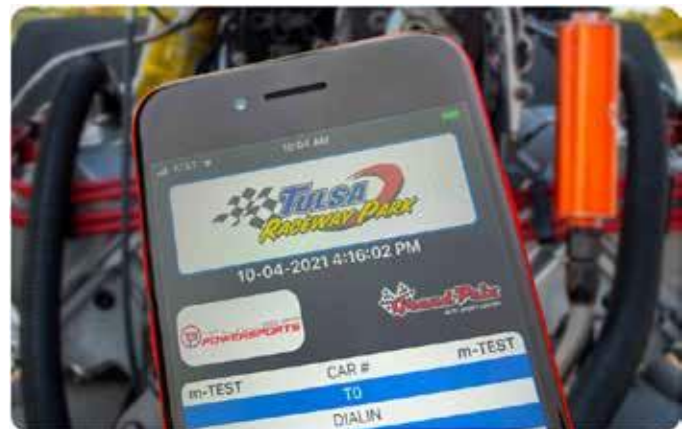
Our peak season monthly page reach of over 20.8 million could be a great platform for your brand. How about 135days 4 hours minutes watched.

## Time Slip Mobile App

The days of printed time slips from the shack are behind us. Now all racers get their times from our new app.

We have discovered that social media share numbers are enormous as racers share their race results with family and friends, who then share it with their family and friends!

The banner area is clickable so it can link to your website or landing page.



# ***MORE THAN RACING***

## **First Responder Training**

Local firefighters and emergency personnel train and practice with special equipment at our 219 acre facility. We have plenty of pavement and open grass areas with the convenience of bathrooms, electrical and other amenities.



## **Heavy Equipment Training**

Our property is large and just minutes from Tulsa International Airport, which makes it a perfect place for heavy machinery proving grounds and personnel training.

## **TV / Film Set**

The complex has provided many film set opportunities with its bleachers, grandstands, parking and open grass areas.

The track itself obviously provides a classic motor sports setting but also 3/4 mile of pavement for high speed needs.





# ***SPECIAL EVENTS***

## **The Mud Run**

Get down and dirty with a good old fashioned run in the mud!

We have a great course with the convenience of bathrooms, electrical and other amenities.



## **Balloon Festival**

The fenced and gated TRP property is easy to manage for special events like the Balloon Festival.

The amenities are already in place and our position by Hwy 169 provides excellent walk up numbers.

## **Car Clubs, Events & Shows**

We love celebrating cars and car culture. TRP is fortunate to host many car clubs and events featuring all kinds of makes and models.

The track makes the perfect backdrop and we even have a stage for announcements and presentations.





## **TRACK NAMING RIGHTS** **SOLD THRU 2028**

The track's name sponsor accompanies every aspect of Tulsa Raceway Park's marketing materials.

Your name/logo will be featured and mentioned along with our logo on all of our signage, radio and tv commercials, website, digital media, promotional videos, fliers and more!

TRP is aggressively advertised on almost every medium available and we invite you to ride with us.

A variety of on-site opportunities are available to our naming rights sponsor. Let's talk

about how we can maximize your exposure with racing fans at our facilities and on all of our advertising efforts.







## ***KIDS GET IN FREE SPONSORSHIP***

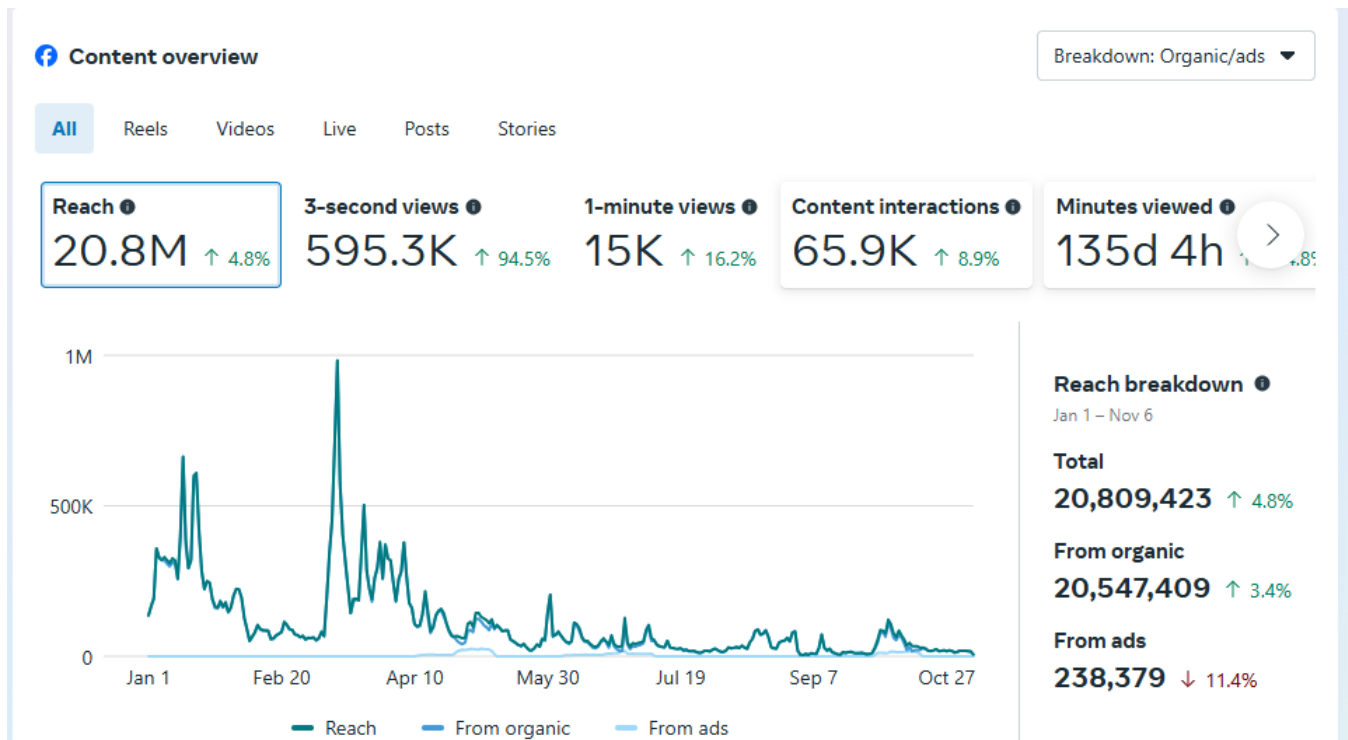
Kids 12 and under get in to Tulsa Raceway Park events FREE with a paid adult. We advertise that for every event on flyers and social media.

We do this to help give families a good value in entertainment and to help motivate the next generation of dirt track racers.

Your company can be a part of this effort by sponsoring their FREE admission. The company name or brand can follow the announcement every time we say it or print it. "Kids under 12 are FREE with paid adult, courtesy of (your name here)."

This sponsorship provides an opportunity to be on multiple platforms including track announcements, social media and print!





## TRP SOCIAL MEDIA REACH

Special efforts are being made to increase our social media reach and the numbers reflect it. In 2024 **we had almost 21 million people reached on Facebook alone and 135 days 4 hours watched!**

A combination of images, videos, flyers and announcements have fueled this growth and we are increasing our efforts for 2025.

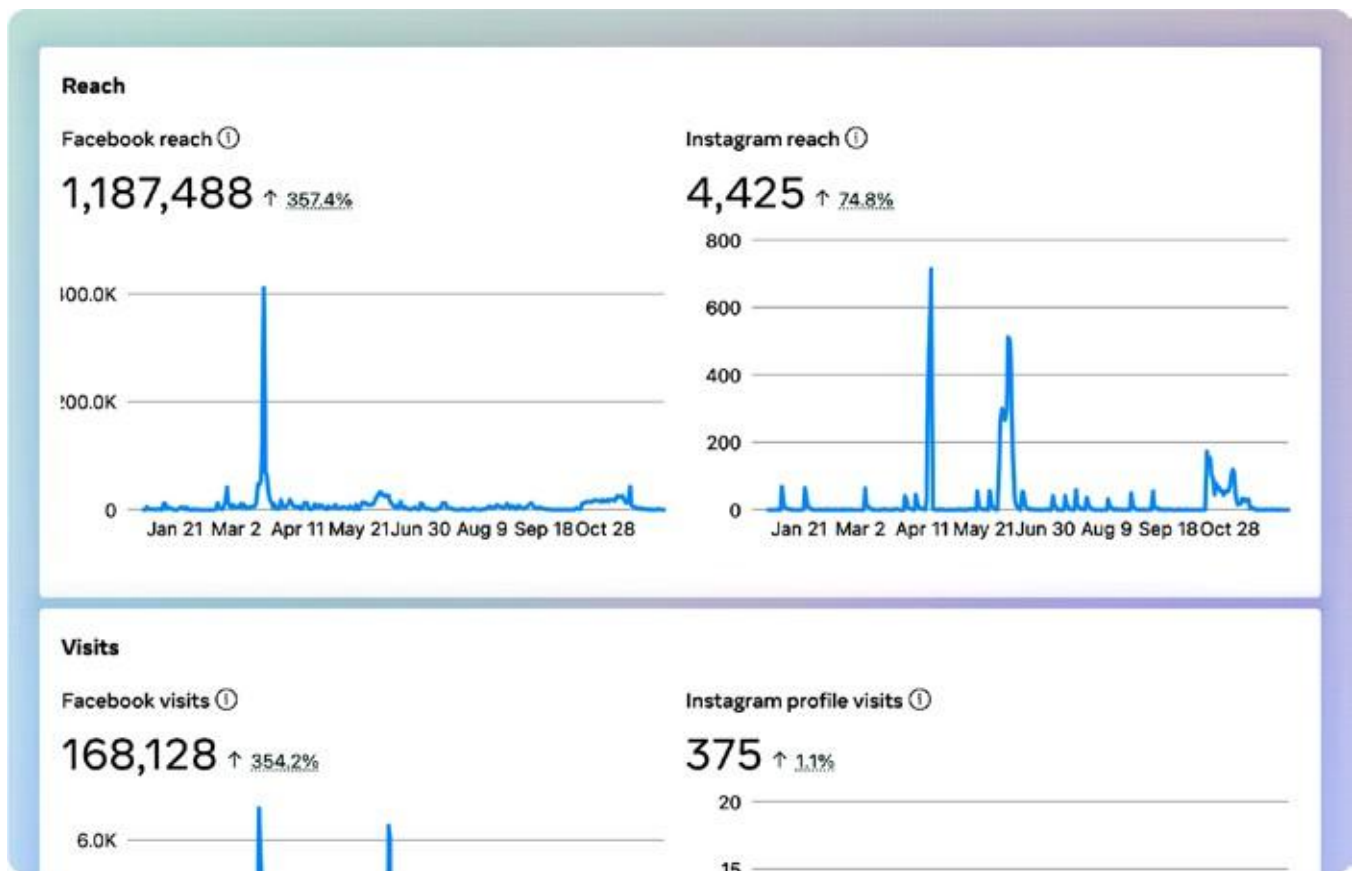
Track photographers, videographers and content creators work together to provide a steady stream of posts that not only interests racing fans, but also provides the information on how they be a part of it.

Our efforts could include your brand and

expose it to our database of loyal racing fans on a regular basis. Get frequency and reach on our social media profiles.







## TSW SOCIAL MEDIA REACH

There are 769 dirt tracks in the U.S. and more than 80,000 drivers that race on dirt in front of 1.3 million fans every weekend from February through November.

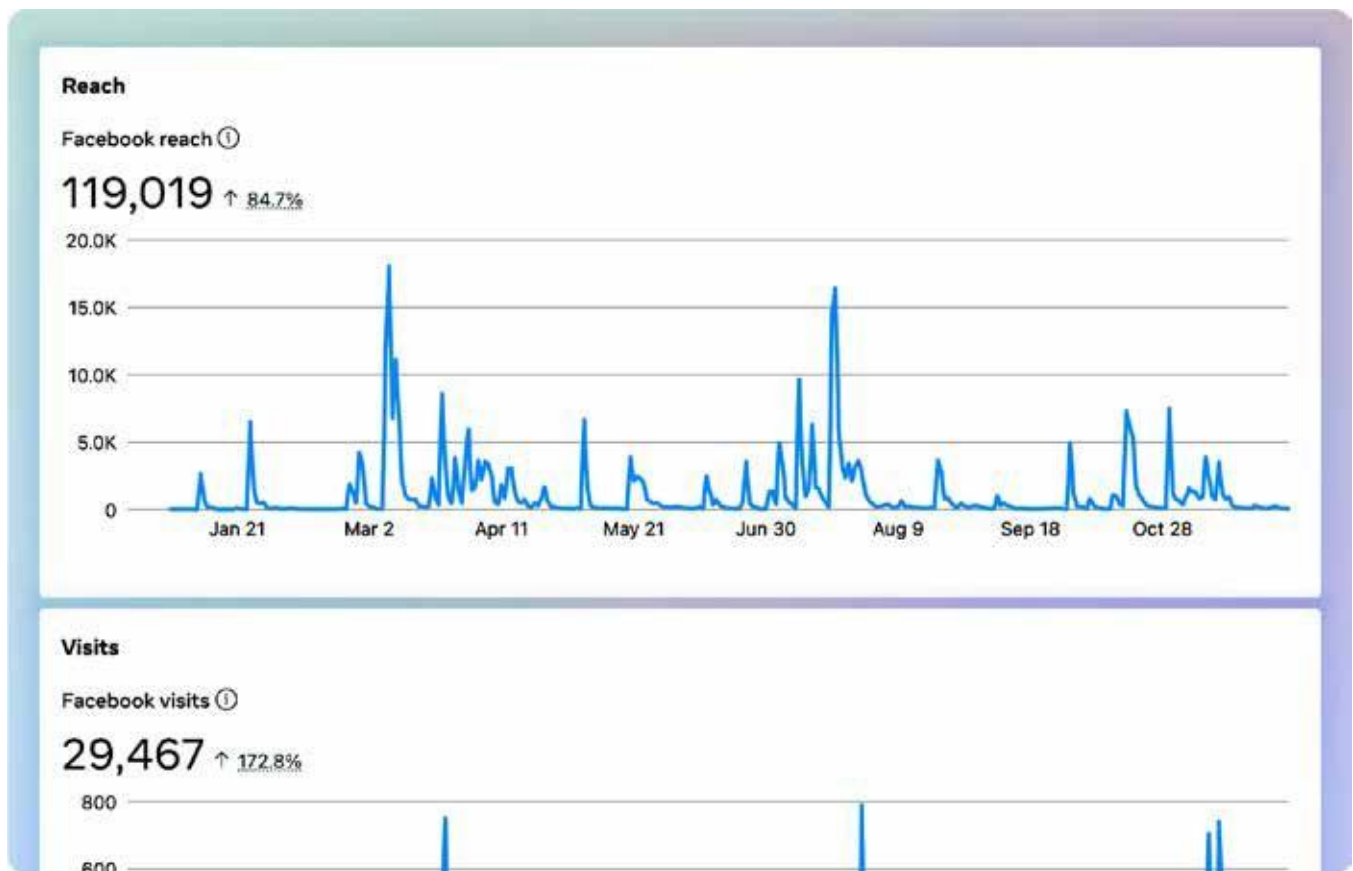
Those fans represent 52 million dirt track tickets per year. This is more than NASCAR, NBA, NFL and NHL combined!

Tulsa is a dirt track mecca, hosting two of the largest dirt track events in the world. Both drivers and fans want Tulsa Speedway for the other ten months of the year.

We have experienced large growth in our social media numbers for Tulsa Speedway

and focused on building its network with drivers, family and fans. The 2024 season has already begun!





## TMD SOCIAL MEDIA REACH

The Midnight Drags attract a completely different crowd and may they be blessed for it. This group has been working all week long at their jobs and on their cars.

When Saturday night rolls around, you can bet that the enthusiasts, mechanics and manics are all looking for a place to race and hang out with family and friends.

Since the 70s, Tulsa Raceway Park has hosted these late night events on select Saturday nights from March - October.

Drivers and fans stay up to date through our social media, which has become the

source for weather and information. Plus, racers post their cars and times for family and friends to see.





# PRICING

## Track Naming Rights Sponsor (see Page 20)

Your brand accompanies ours on all of our TRP marketing efforts \$ ~~25,000~~ **SOLD**

## Title Race Sponsor (see Page 10)

Single Large Events Title Sponsor (March - November) \$ 7,500

Single Large Events Associate Sponsor (March - November) \$ 3,500

Throwdown In T-Town Title Sponsor (May & October) \$ ~~10,000~~ **SOLD**

Throwdown In T-Town Associate Sponsor: (May & October) \$ 5,000

Bracket Racing Series Title Sponsor (March - November) \$ 5,000

Bracket Racing Series Associate Sponsor (March - November) \$ 2,500

NHRA Lucas Oil Drag Racing Series Title Sponsor (June) \$ 7,500

NHRA Lucas Oil Drag Racing Series Associate Sponsor (June) \$ 3,500

Nitro Nationals Title Sponsor (September) \$ 10,000

Nitro Nationals Associate Sponsor (September) \$ 5,000

## Winners Circle Billboard Track Side (see Page 11)

This is a 24x10 Billboard is where all Winners will be photographed \$ 7,500

## Winners Circle Billboard Highway Side (see Page 11)

Billboard facing entrance visible from Hwy 169 with over 60,000 cars per day \$ ~~8,500~~ **SOLD**

## 3-Sided Entrance Billboard (see Page 11)

Billboard facing North & South along Highway 169 (each side) \$ ~~8,500~~ **SOLD**

Billboard facing East towards track \$ ~~7,500~~ **SOLD**

## Tower Signage (see Page 12)

South side of tower 20'x20' visible from Hwy 169 with over 60,000 cars per day \$ 6,500

Lighted 14x4 sign on control tower \$ 5,000

Non-Lighted 14x4 sign on control tower \$ 3,500

## Barrier Wall (see Page 12)

Two 8x2 signs displayed on the outside of each barrier wall \$ 1,250

## Starting Line Canopy (see Page 12)

Top of canopy signage \$ 5,500

## Starting Line Bulletin (see Page 13)

On barrier at the starting line \$ 2,500

## Burnout Box Wall (see Page 13)

8x2 sign displayed on the burnout wall \$ 1,000

8x4 sign displayed on the burnout wall \$ 2,000

## Scoreboard Lane Sponsor - 2 boards with 1 available (see Page 14)

16x4 illuminated sign at the finish line \$ 8,500

# PRICING

<b>Staging Lane Billboard</b> - 3 boards with 1 available (see Page 14) 20x10 billboard with one side visible from the track / staging lanes and the other side visible from Hwy 169 with over 60,000 cars per day	\$ 6,500
<b>Stadium Board</b> - 4 boards with 1 available (see Page 15) 15x20 grandstand sign at the top of the bleachers, visible from all areas of the track and Hwy 169 with over 60,000 cars per day	\$ 5,500
<b>Grandstand Flag Poles - 2 Grandstands</b> (see Page 15) 12 poles total, 3 changes a year, you provide the flag	\$ 3,000
<b>Back of Grandstand Board</b> (see Page 15) 17x3 vinyl sign displayed on the back of the bleachers at every event	\$ 1,500
<b>Staging Lane Bulletin</b> (see Page 16) 8x2 metal signs behind starting line on fence	\$ 850
8x4 metal signs behind starting line on fence	\$ 2,000
<b>Concession Stand Sign</b> (see Page 16) 10x2 signs place on top of the concession stand	\$ 1,250
<b>Concession Stand Walls</b> (see Page 16) 8x2 sign visible place on the side of the concession stand	\$ 1,250
<b>Restroom Walls</b> (see Page 16) 8x4 sign visible place on the side of the restroom	\$ 1,750
<b>Website</b> (see Page 17) Listing on our sponsorship page with text link to your website	\$ 750
Listing on our sponsorship page plus logo on the homepage slider	\$ 1,250
Race Schedule page sponsorship	\$ 3,000
Ticketing page sponsorship	\$ 3,000
<b>Social Media Video Sponsor</b> (see Page 17) Logo on the screen during videos / commercials	\$ 3,500
Promote your product video on our page	\$ 750
<b>Time Slip App</b> (see Page 17) Lane Sponsor	\$ 4,000
Racer Search	\$ 2,000
Weather Search	\$ 2,000
<b>Kids 12 &amp; Under Get In FREE Sponsor</b> (see Page 21) "Courtesy of your company" every time it is mentioned or printed	\$ 5,000
<b>Midnight Drags</b> (see Page 8) Your brand accompanies ours on all of our Midnight Drags marketing efforts	\$ 10,000
<b>Vendor Spots</b> Be present at any event with your own vendor space	\$ 500 -
Price subject to change. Call track for detail 918-437-7223.	1,000





## ***START YOUR ENGINES***

Our spectator numbers are climbing and digital efforts are skyrocketing with the help of modern technology. Our fans like to stay informed and the ability to share photos and videos help us remain relevant in the entertainment marketplace.

With a combination of on premise and digital marketing efforts, we have popular platforms to promote your goods and services.

We want your business to be successful and can develop a custom plan based on your needs and budget.

Call Keith Haney today at 918-260-6565 or Todd Martin at 405-833-2065.

