



WHO WE ARE: Oaklane Quarter Midget Club

The Oaklane Quarter Midget Racing club located in Trumbauersville, PA has been home to youth quarter midget racers since 1957. We are a 100% non-profit organization operated entirely by volunteers. We are a 501(c)-3 with a board of directors that is populated by participants of our sport.

For over 50 years, Oaklane has held weekly events as well as regional and national events and has been long known as one of the fastest tracks in the country. Oaklane is currently sanctioned by the United States Auto Club (USAC).

When the track was built in 1957, construction was completed, by its members, with the full support of the North Penn Gun Club (on whose property the facility resides) the racing surface is a 1/20th mile asphalt oval track with 7 degree banking and concrete corners. For many years the walls consisted of steel boiler plate, part of which still exists today. In 2004 soft walls were installed in turns 2, 3, and 4 which immediately resulted in fewer injuries to the drivers and provided a proven safety model for tracks across the United States.

Aside from pioneering safety wall design and use. Oaklane has contributed many innovations to youth racing, for example:

- Oaklane was one of the beta clubs for testing and implementing the use of electronic scoring
- Between 2000 and 2008 Oaklane was one of the biggest clubs in the country with over 120 members
- In 2001 – Oaklane hosted Eastern Grand Nationals with over 700 cars – 2nd largest Grands on record
- Several Oaklane members have served multiple terms on the Regional and National Board of Directors
- Long standing Oaklane member Dave Preston was inducted into the Quarter Midgets of America Hall of Fame in 2011 for his technical contributions with regard to engine platforms/rules.
- Today, Oaklane is known as one of the fastest youth racing tracks in the country

By applying over 60 years of experience and a rich tradition, Oaklane will continue to take youth racing to a whole new speed. We want to continue to be a model program for youth racing organizations across the country and feel we can strengthen the next generation of racing enthusiasts. Just like our rich history, our program will continue to be based on principle pillars like: education, sportsmanship, dedication, hard work, fair play and a winning approach toward life's endeavors.

WHERE WE ARE

The Oaklane Quarter Midget Racing club located at 2555 Tollgate Rd, Trumbauersville, PA 18970 on the North Penn Gun Club facility. Oaklane currently has a 15 Year lease with the North Penn Gun Club.

OUR FAN BASE

Quarter Midget Racing fans come from all walks of life. During the past decade, auto racing has increased in popularity worldwide, making it one of the most popular sports in the world. This increase in popularity has brought about a major change in the makeup of the typical racing fan. Today, the gender demographic of a race fan is equalizing between males and females, with a majority of this demographic being in the all-important 21-49 age bracket. Marketing in the racing industry provides the most reliable return in all of sports marketing. Racers and race fans are intensely loyal to those who support their sport – More So than Fans and Competitors in Any Other Sport. 64% of motorsports fans claim to have purchased a sponsor's product over a non-sponsors product. 71% of motorsports fans frequently, or almost always, would switch brands to support auto racing.

Additional information can be found at

oaklanequartermidgets.com



WHY YOU NEED TO BE A SPONSOR AT OAKLANE QUARTER MIDGET CLUB

Research shows that race families are loyal to their sponsors. More so than any other fan base. Now is your chance to be a part of the BEST YOUTH SPORT in the country. Differentiate yourself from the competition by sponsoring a sport directly related to your business, local youth, and a worthy nonprofit. All donations are tax deductible as well.

Quarter Midget Racing is racing for kids aged 5-17 years old. Quarter Midget racing is a thrilling, action packed, skilled, competitive sport with a diverse, and fast growing fan base. Our racers drive a “quarter midget race car”, which is a scaled down midget race car. The cars are built around a tubular frame and fiberglass or aluminum body. The engines are single cylinder and manufactured by Honda and Briggs & Stratton. These motors produce 2.5 to 15 horsepower, depending on the class they run. There are 14 classes of racing starting with Red Rookie for beginners, all the way up to the exciting Alcohol fueled World Formula Mod for older kids.

USAC is the national governing body that oversees the safety, racing equipment, track surface and technical sides of every race.

For 60 plus years, Oaklane hosted over twenty events each Saturday from April to October. The typical racing format consists of heat races and mains with transfers. Each spring the drivers have the opportunity to attempt to break the current track records. Many of the winningest quarter midget drivers have called Oaklane their home, won multiple Grand National championships and have gone on to dominate in other forms of racing. Drivers like Joey Logano, Harrison Burton and others have raced at Oaklane during our larger events.

Oaklane is not just about racing though, Oaklane quickly becomes a second home to all of its members. Like most other quarter midget racing clubs everyone is considered family. Friendships are not confined by gender or age and everyone is always willing to lend a hand to their fellow competitors. In keeping with USAC’s mission statement, Oaklane strives to promote the importance of good sportsmanship, fairness, and responsibility while teaching our children the proper handling of a motor-driven vehicle.

An important initiative within the Oaklane club is to teach our children the importance of community and giving back. Several special events are held throughout the racing season to raise money for just this purpose. Annual contributions are made to the local police and fire departments. Oaklane has also donated some of their proceeds to various charities devoted to the support and research of cancer and multiple sclerosis.

Now, we want to expand on our tradition, share what we have learned over 50 years and build a program to expand the benefits of youth racing across the country.

OUR SPONSORSHIP PROGRAM

From its humble beginnings in 1957 Oaklane has been transformed over the years to a premier quarter midget racing program. We have built a racing facility which includes: a modern concession stand, covered and ventilated staging area, enclosed and climate controlled scoring tower and judges’ stand, electronic scoreboard, enclosed scale house, shaded grandstands, photo tower, and handicapped viewing deck. None of these improvements could have been made without the dedication, hard work, and endless contributions from Oaklane’s members and our sponsors.


Now we want to be even better. We are looking forward to your continued support.

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oaklanequartermidgets.com



OUR SPONSORSHIP PACKAGES


MAJOR SPONSOR

	Track Sponsor	Tower Package	Victory Lane	Champion
	Track Named for you	Tower Named for you	Victory Lane Named for you	Pit Area Named for you
	3 Years	3 Years	3 Years	3 Years
	\$10,000	\$5,000	\$3,000	\$3,000
Name and Logo on All Track Marketing	🚩🚩	🚩🚩	🚩🚩	🚩🚩
Graphics on all Club Member Cars	🚩🚩			
Logo on All Track Merchandise	🚩🚩			
Name and Logo on Victory Lane Photos on our Website, Facebook Page and Participant Photos	🚩🚩	🚩🚩		
Name and Company Advertisement in Annual Yearbook	🚩🚩	🚩🚩	🚩🚩	🚩🚩
Name and Logo on Club Website	🚩🚩	🚩🚩	🚩🚩	🚩🚩
Logo on Welcome to track sign	🚩🚩	🚩🚩	🚩🚩	🚩🚩
Track Signage	🚩🚩	🚩🚩	🚩🚩	🚩🚩
All associate Sponsor Benefits	🚩🚩	🚩🚩	🚩🚩	🚩🚩

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ASSOCIATE SPONSOR - INITIAL

	Turn Sponsor	Winner	Checkered Flag	Straight Away	Sponsor Cup	Track Sponsor	Rookie
	Name on one of the 4 turns	Major Signage on Scale House	Track Signage, Event Presence	Signage on Track Walls	Sponsor Cup Race Event/Class	Track Signage	Get to Know Us
	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year
	\$800	\$550	\$475	\$300	\$200	\$175	\$100
Logo and Link on Website	🌸	🌸	🌸	🌸	🌸	🌸	🌸
Major Track Signage – 2’ x 4’	🌸	🌸	🌸	🌸		🌸	
Minor Track Signage – 1’ x 3’	🌸				🌸		
Sponsor Cup Race Promotion	🌸			🌸	🌸		
Placement on Special Race Event Media, T-Shirts, Literature, etc.	🌸	🌸	🌸				
Yearbook Advertisement ¼ Page	🌸	🌸	🌸	🌸			🌸

ASSOCIATE SPONSOR - RENEWAL

	Turn Sponsor	Winner	Checkered Flag	Straight Away	Sponsor Cup	Track Sponsor	Rookie
	Name on one of the 4 turns	Major Signage on Scale House	Track Signage, Event Presence	Signage on Track Walls	Sponsor Cup Race Event/Class	Track Signage	Get to Know Us
	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year
	\$725	\$475	\$375	\$275	\$175	\$125	\$75
Logo and Link on Website	🌸	🌸	🌸	🌸	🌸	🌸	🌸
Major Track Signage – 2’ x 4’	🌸	🌸	🌸	🌸		🌸	
Minor Track Signage – 1’ x 3’	🌸				🌸		
Sponsor Cup Race Promotion	🌸			🌸	🌸		
Placement on Special Race Event Media, T-Shirts, Literature, etc.	🌸	🌸	🌸				
Yearbook Advertisement ¼ Page	🌸	🌸	🌸	🌸			🌸

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ADDITIONAL SPONSORSHIP

1. Yearbook Ad (\$25 - \$100)

- \$25 for a 1/4 page
- \$50 for a 1/2 page
- \$100 for a full page.

2. Website Sponsor \$25

Display your business logo on our website.

3. Additional Options

Monetary Donation

We gratefully accept donations of any amount to the Oaklane Quarter Midget Race Club or the Oaklane Quarter Midget Scholarship Fund.

In-Kind Item Donation

This can be a donation of a gift from your company such as a gift certificate for services rendered, company apparel, company items, etc. These items will be used throughout the season for raffle tables and 50/50 drawings. We accept donations of food for resale in our concession stand also.

If contribution is In-kind, please note equivalent cash value and details below:

Important: Please make checks payable to Oaklane QMRC (Tax Id# 23-2656628). All contributions are 100% tax deductible. If you are writing a personal check, please include the name of the corporate account on the check if applicable in which the donation/sponsorship should be applied.

Please mail the enclosed form and check to: Oaklane QMRC P.O. Box 93, Trumbauersville, PA 18970

Note: All signs are priced based upon a White background and simple design/color schemes – elaborate designs and colors will require additional amount. Please attach a design on a separate sheet or business card to this sheet. The printer will require a high resolution file before printing.

As always thank you so much for your generous support of Oaklane Quarter Midget Race Club.



Company Name: _____

Name/Title: _____

Address: _____

Telephone #: _____ Fax #: _____

Website Address: _____ Email address: _____

Description of your company: _____

Sponsorship Options:

Please indicate the sponsorship package below:

____ Yearbook Ad (Please Specify Size) _____

____ Web Sponsor

____ Rookie

____ Renewal

____ Champion

____ Track Sponsorship

____ Renewal

____ Victory Lane Sponsor

____ Sponsor Cup Race

____ Renewal

____ Tower Sponsor

____ Straight Away

____ Renewal

____ Track Sponsor

____ Checkered Flag

____ Renewal

____ Other Monetary Donation _____

____ Winner

____ Renewal

____ Item Donation _____

____ Turn Sponsor

____ Renewal

Sponsor Cup Options:

Please choose the division(s) you would like to sponsor (will be assigned on a first come, first serve basis)

____ Red Rookie

____ Blue Rookie

____ Jr Honda

____ Sr. Honda

____ Heavy Honda

____ Jr Animal

____ Sr Animal

____ Unrestricted Animal

____ Jr 160

____ Lt 160

____ Heavy 160

____ Lt World Formula

____ Heavy World Formula

____ World Form MOD

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