

SPONSORSHIP PROPOSAL

***CENTRAL WISCONSIN ICE RACING
ASSOCIATION***



2025

ABOUT US

Central Wisconsin Ice Racing Association (CWIRA) is getting ready for their 51st race season, coming winter of 2025, and we are asking you to please consider sponsoring our association.

CWIRA is a sanctioned organization that has been running motorcycle and A.T.V. races throughout Wisconsin for decades (we hit our 50th season in 2024). Our schedule typically consists of eight races or events per season and consists of approximately 200 racer/rider entries per race. Each race is usually a one-day event and takes place every Sunday in January and February.

We take pride in the fact that CWIRA draws participants of all ages and is a fun-filled day for the entire family. The races attract large crowds, providing exciting and beneficial opportunities for sponsors.

We offer a variety of ATV, UTV, and motorcycle classes, spanning all skill levels. We offer a variety of sponsorship packages and brand recognition.



SPONSOR PACKAGES

\$100

Entry Level Sponsor

Small logo placed on our posters and rulebooks.

\$200

Bronze Level Sponsor

Logo placed on our official CWIRA race trailer, our posters, rulebook and our CWIRA apparel for the sponsoring season.

\$300

Silver Level Sponsor

Social media tags and mentions of your business, a large logo placed on our official CWIRA race trailer, our posters, rulebook and our CWIRA apparel for the sponsoring season.

\$500

Gold Level Sponsor

An A-frame sign with a logo at each event, social media tags and mentions of your business, a large logo placed on our official CWIRA race trailer, our posters, rulebook and our CWIRA apparel for the sponsoring season.

\$1,000

Platinum Level Sponsor

A free sweatshirt and t-shirt in your preferred size, two free meal tickets and invites to our season-end championship banquet, an A-frame sign with a large logo and choice of worded summary of your business with contact information at each event, social media tags and mentions of your business, your logo on select awards/trophies, a large logo placed on our official CWIRA race trailer, our posters, rulebook and our CWIRA apparel for the sponsoring season.

WWW.CWIRA.COM

PROMOTIONAL EXAMPLES

Our official CWIRA race trailer travels many miles throughout the state during our race season and is the heart of our race day, as it holds race equipment, racer sign-up, and officer and rider meetings. Being the focal point, every race day, brings a great deal of visibility to your logo.

RACE TRAILER



RACE DAY BANNER



Central Wisconsin Ice Racing Association - CWIRA

November 9, 2023

You know those orange cones you all love to hit?

Today's **SPONSOR SPOTLIGHT** is Monarch Paving Company, as they have graciously donated **NEW CONES** for our 2024 season and beyond!

Headquartered in Amery, WI - Monarch Paving Company is an asphalt paving contractor and aggregate supplier that completes road construction projects throughout Wisconsin such as asphalt highways, driveways, and parking lots. They are a family-owned organization and national leader in asphalt paving with resources and opportunities throughout the Midwest region.

Like any road base installation, Monarch Paving Company employees form the foundation of their business. From their road construction crews and maintenance shop trades to laboratory and management professionals, MPC provides rewarding and challenging job opportunities and encourages growth and development.

🚧 WATCH OUT! 🚧
and thank you Monarch Paving Company for your support!



Boost this post to reach up to 1490 more people if you spend \$42.

Boost post

Kati Linn Schultz, Mark Muth and 9 others

3 shares

Like

Comment

Share

SOCIAL MEDIA

On behalf of CWIRA, thank you for considering sponsoring us and we look forward to working with you in the future!

WWW.CWIRA.COM

PROMOTIONAL EXAMPLES

RACE TRAILER



A-FRAME SIGNS



CHAMPIONSHIP BANQUET

ALEC MUTH
MEMORIAL ICE RACE
FEBRUARY 28TH, 2021
LAKE TOMAH - 1020 BRANDON STREET, TOMAH, WI 54660

\$5 ADMISSION FEE
(12 & under FREE)

MOTORCYCLE/ATV/UTV
RACES

STARTS AT 11:00 AM

EXTRA \$1000 PAYOUT
FOR PRO OVAL CLASSES

FEATURING:
ALEC MUTH MEMORIAL
DASH FOR
CASH

100% PAYBACK WITH
ADDITIONAL PAYOUT

CWIRA
CHAMPIONSHIP ICE RACING

MILLSTON TIRE LLC

WWW.CWIRA.COM WWW.FACEBOOK.COM/CWIRAWI

POSTERS

For questions, concerns or more information, please reach out to sponsorship chairs,
Colin Wilcott at (715) 305-4764 or Dan McGiveron at (715) 897-0343.