SPONSORSHIP PROPOSAL

CENTRAL WISCONSINICE RACING
ASSOCIATION



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



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.



Platinum Level Sponsor

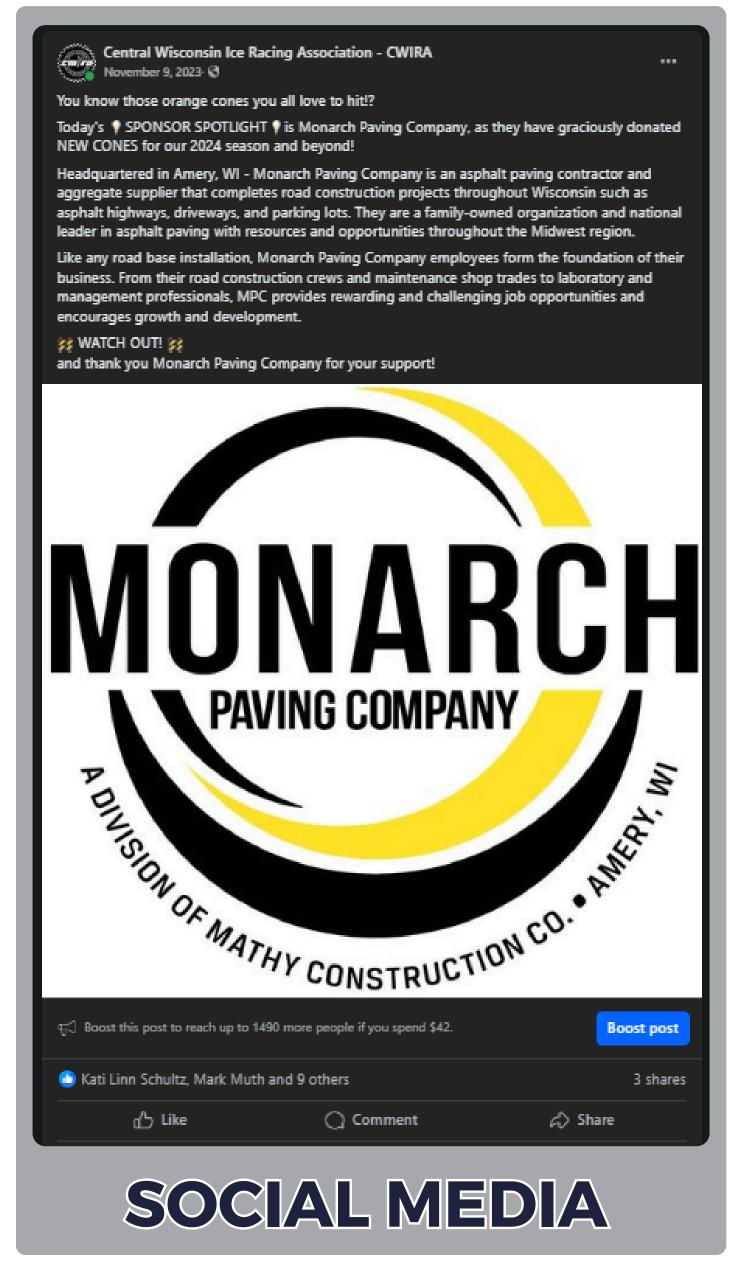
A free sweatshirt and t-shirt in your preferred size, two free meal tickets and invites to our seasonend championship banquet, an A-frame sign with a large logo and choice of worded summary of your business with contact information at each event, social media tags and mentions of your business, your 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.

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.







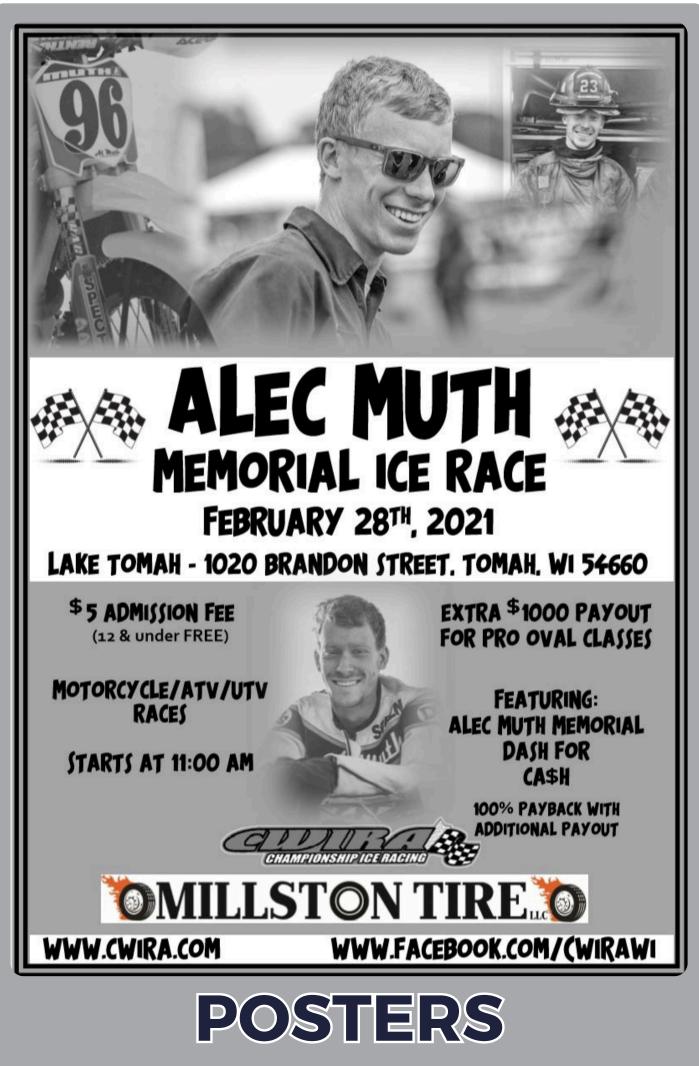
On behalf of CWIRA, thank you for considering sponsoring us and we look forward to working with you in the future!

PROMOTIONAL EXAMPLES









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.