



Central Wisconsin Ice Racing Association

928 Meehan Drive, Plover, WI 54467

President – Megan Funk

Vice President – Jake Dick

www.cwira.com

The Central Wisconsin Ice Racing Association (CWIRA) is getting ready for their 50th race season, coming 2024, and we are asking you to please consider sponsoring the association.

CWIRA is a sanctioned organization that has been running motorcycle and A.T.V. races throughout Wisconsin for the past 49 years. There are typically 8 races per season and approximately 200 entries per race. Each race is usually a one-day outing and takes place on Sundays 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.

Sponsorships are welcome in the form of money or merchandise and can be either a general sponsorship or specifically for the premier classes. If you choose to sponsor the premier classes, all money received will be used specifically for those classes to increase the weekly payout to our racers. Premier classes are as follows: Open Pro Motorcycle, Open Pro Quad, Open Studded UTV and Outlaw Pro Rubber ATV.

We offer four different levels of sponsorship for you to choose from, each bringing great visibility to your company.

- **Entry Level Sponsorship - \$100** – Small logo placed on our posters and rulebooks.
- **Bronze Level Sponsorship - \$200** – Logo placed on our official CWIRA race trailer, our posters, rulebook and our CWIRA apparel for the sponsoring season.
- **Silver Level Sponsorship - \$300** – 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.
- **Gold Level Sponsorship - \$500** – 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 Sponsorship - \$1,000** – 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.

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!

Checks (payable to CWIRA) or merchandise can be mailed to:

CWIRA
928 Meehan Drive
Plover, WI 54467

For questions regarding sponsorships, please contact President, Megan Funk (715)316-3847 or Sponsorship Chairs, Colin Wilcott at (715)305-4764 or Dan McGiveron at (715)897-0343.