

SPONSORSHIP PROPOSAL

CENTRAL WISCONSIN ICE RACING ASSOCIATION



2027

ABOUT US



Central Wisconsin Ice Racing Association (CWIRA) has been a staple of winter motorsports in Wisconsin and the Midwest for more than 50 years. Celebrating our 50th season in 2024, CWIRA has built a strong tradition of competitive ice racing, family entertainment, and community involvement.

CWIRA is a sanctioned racing organization featuring motorcycle, ATV, 3-wheeler, and UTV competition throughout Wisconsin. Our season typically consists of eight race events, held on Sundays throughout January and February. Each event attracts approximately 200 racer entries, along with spectators, families, friends, and motorsports enthusiasts from throughout the region.

What makes CWIRA unique is its ability to bring people of all ages together for an exciting, family-friendly winter event. From young Pee Wee racers taking their first laps to experienced competitors battling for championships, our events offer something for everyone. The combination of racing, competition, and a strong community atmosphere creates an engaging environment for both participants and spectators.

For businesses, CWIRA provides an opportunity to connect directly with a dedicated and highly engaged motorsports audience. Our races attract competitors and fans from across Wisconsin and the surrounding Midwest, giving sponsors valuable exposure throughout the racing season.

We offer a wide range of sponsorship opportunities designed to fit businesses of various sizes and budgets, including event sponsorships, class sponsorships, signage, announcements, promotional materials, and other opportunities for brand recognition. Our goal is to create partnerships that provide meaningful visibility for our sponsors while helping CWIRA continue to grow and provide quality racing and family entertainment for years to come.

By sponsoring CWIRA, your business isn't simply placing its name on a race trailer or sign—you're becoming part of a Wisconsin winter tradition and community that has brought racers, families, and communities together for more than five decades.

SPONSORSHIP PACKAGES

Choose the sponsorship level that works best for your business – every sponsorship helps CWIRA continue providing affordable, family-friendly ice racing throughout Wisconsin

\$100

Community Sponsor

Get your business name in front of the CWIRA racing community.

Small business logo featured on CWIRA posters and the official rulebook.

\$200

Bronze Level Sponsor

Increase your visibility throughout the CWIRA season.

Business logo featured on the CWIRA trailer, event posters, rulebook, and 2027 CWIRA apparel.

\$300

Silver Level Sponsor

Increase your visibility throughout the CWIRA season.

Business logo featured on the CWIRA trailer, event posters, rulebook, and 2027 CWIRA apparel.

\$500

Gold Level Sponsor

Get prominent visibility at every CWIRA event.

Everything included with Silver, plus an A-frame sign featuring your business logo at each event and a large logo placement on CWIRA promotional materials.

PLATINUM

\$1,000+

Platinum Level Sponsor

Our premier sponsorship package - maximum exposure and recognition throughout the season.

Everything included with Gold, plus social media tags and mentions, business logo on featured awards/trophies, one hoodie & t-shirt in your preferred size, two complimentary meal tickets to our 2027 Championship banquet, and promotional announcements.



READY TO BECOME A SPONSOR? CONTACT US TODAY!



WWW.CWIRA.COM



(715) 316-3847

PROMOTIONAL EXAMPLES

Our official CWIRA race trailer travels throughout Wisconsin during the race season and serves as the central hub of every race day. From racer sign-up and race equipment to officer and rider meetings, the trailer is a constant focal point throughout each event. A prominent logo placement on the trailer gives your business valuable exposure to racers, families, and spectators at every CWIRA event.

RACE TRAILER



TROPHIES/YOUTH ENTRY FEES



Central Wisconsin Ice Racing Association - ...
Feb 9 •

We'd like to give a big shoutout to [Kold Kutter - The Official](#) for sponsoring Central Wisconsin Ice Racing Association! When it comes to traction, they're simply the best in the game. 😎

Thanks for helping our racers stay fast and planted on the ice! 🙌❄️

*results from 2-8-26 will be posted soon!



THANK YOU!



SOCIAL MEDIA

On behalf of CWIRA, thank you for considering sponsoring us and we look forward to working with you.

WWW.CWIRA.COM

PROMOTIONAL EXAMPLES

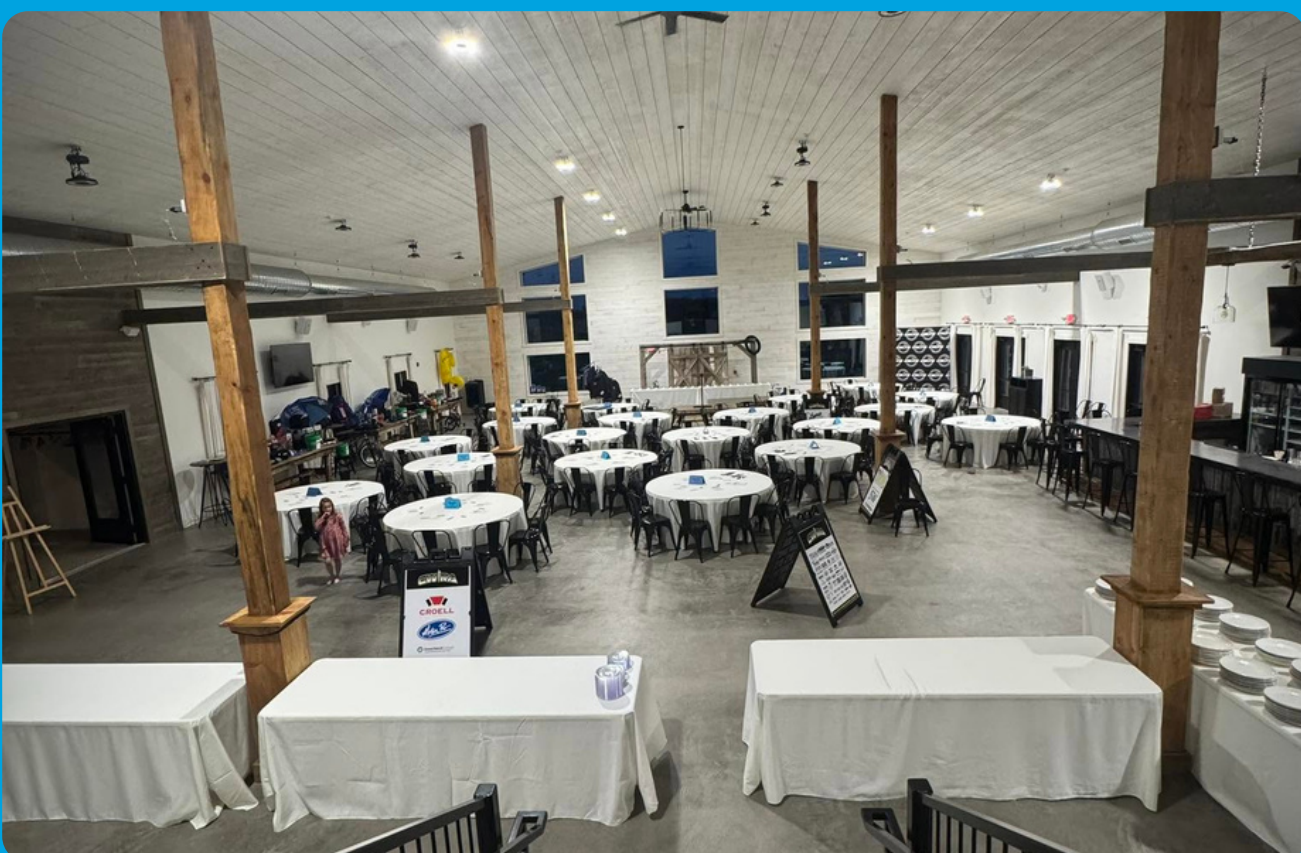
A-FRAME SIGNS



GROUP EXPOSURE



CHAMPIONSHIP BANQUET



AWARDS

For questions, concerns or more information, please reach out to:

Sponsorship Chair: Colin Wilcott at (715) 305-4764

President, Megan Funk at (715) 316-3847

Vice President, Jake Dick at (715) 316-7124