



2019 RCQMA Sponsorship Packet



Where kids GO to RACE!





To Whom It May Concern:

River City Quarter Midget Racing Association is a 501(c)(3) public charity non-profit children's racing organization, and we currently have sponsorship/ marketing opportunities available. ***Please note that 100% of every donation is put back into the club to help support the kids racing.***

Quarter midget racing is a family oriented sport where children ages 5 - 16 race .25 scale midget cars. We are affiliated with the United States Auto Club (USAC) organization. Quarter midget racing was started to develop sportsmanship in the children while also providing a family oriented racing activity. In recognition of the drivers, trophies and/or medals are awarded at local and national events. No cash prizes are awarded.

- Quarter midget racing is not a "drop off your kid" kind of sport, but an involved family sport. Few other sports permit all members of the family to participate. The kids do the driving while other family members serve as pit crews, chief mechanics, scorers, timekeepers, race directors, flagger, and operators of concession stand or novelty booths.
- It teaches the meaning of sportsmanship, fair play by following rules, how to be a good winner or a gracious loser.
- It develops coordination, and a sense of timing and independent thinking.
- It teaches self-reliance. Once a green flag has dropped, they are on their own.
- The spirit of competition also comes along here. They learn to drive hard, but that rules must be observed. Rule infractions may result in disqualification.
- Development of knowledge and an appreciation for mechanical devices.
- It teaches safe driving skills that are carried on in their teen years on the road. Very few people develop the skill that these children acquire. We believe this level of skill is valuable when they become adult drivers. They learn that there is a place to race an automobile — which is NOT on the public highway systems where so many young adult drivers lose their lives.
- It develops a sense of responsibility. Alertness and concern for the safety of others is acquired.
- It gives drivers a well-earned right and a sense of pride and accomplishment. They stand taller and are more confident after becoming a proficient quarter midget racer.
- Many go on to continue in racing sprint cars and even Nascar. They have to start somewhere, why not Austin!





Our club is seeking support from area businesses, organizations and racing related businesses to help us make improvements to our facility, which will benefit the racers, their families and spectators. We are also seeking support for an upcoming regional Central Series event in June where racing families travel to Austin from 7-12 different states (if you are interested in sponsoring our Central Series Event, please let us know and we will get you that packet).

Some of those improvements include: maintaining the “soft” walls, upgrading our track preparation equipment, new track surface, etc. These improvements will also help attract new racers and spectators to our facility whereby increasing exposure for our sponsors.

It’s been published in marketing publications that racer’s and race fans are the most “brand loyal” segment of society. They support the businesses that support our sport. Your company name and/or logo will be seen by the hundreds of weekly event racers and spectators at our track and by spectators who visit the RCQMA track regularly. We will also place your name and/or logo and link on our website and social media pages.

The following page contains several different sponsorship/marketing packages we have available. Please contact Shawn Yates at e-mail: hokieyates@comcast.net or phone: 763-202-3320 if you have any questions and/or validation of 501(c)(3) status.

The RCQMA Board of Directors, the sponsorship/fundraising committee, and the club members thank you in advance for your time and consideration.

Should you choose to sponsor RCQMA on any level, we welcome and encourage you and/or representatives of your company to be present for the race and display your company’s product/service information.





Sponsorship Packages available

Gold Level Sponsorship - \$5,000

Includes the following:

- Website Recognition
- Track Billboard 4' x 4'
- Victory Lane Recognition
- Five race day sponsorships – (includes trophies and special recognition on race days)
- 3" x 10" Sticker on every RCQMA car

Silver Level Sponsorship - \$3,000

Includes the following:

- Website Recognition
- Track Billboard 3' x 3'
- Victory Lane Recognition
- Three race day sponsorships – (includes trophies and special recognition on race days)
- 3" x 5" Sticker on every RCQMA car

Bronze Level Sponsorship - \$1,500

Includes the following:

- Website Recognition
- Track Billboard 2' x 2'
- Victory Lane Recognition
- Single Race day sponsorship – (includes trophies and special recognition on race day)





Sponsorship Selection Sheet

- ___ Gold Level Sponsorship - \$5,000
- ___ Silver Level Sponsorship - \$3,000
- ___ Bronze Level Sponsorship - \$1,500
- ___ Other Sponsorship Amount - _____

COMPANY NAME: _____
ADDRESS: _____

PHONE #: _____
CONTACT: _____
EMAIL: _____

Donations please make payable to:
Please mail to:
Please email logos to:

River City Quarter Midget Racing Association Inc.
RCQMA – 5212 Texas Bluebell Dr. Spicewood, TX 78669
hokieyates@comcast.net