

# 2024 SEASON SPONSORSHIP PACKET



Photo by Katelyn Brozovich



Photo by Ryan Lopez

# ABOUT USAIR

The 1.1 mile road course/oval located just outside of Shawano, Wisconsin, was built in 2005, designed by World Karting Association's Kenny Venberg, on 40 acres of land that had been the site of a 30-year old amusement park. Great lengths were made to create a world class track. Even the asphalt used for the course was specially formulated - called "Rosphalt" - a blend of rubberized asphalt.

Originally designed to be a premier Kart racing track, it quickly became popular with drift, Supermoto and autocross, because of the fast sweeping corners, tight hairpins, long straightaways and elevation changes you have to see to believe. It's called the "Rollercoaster of Love" for a reason!

USAIR has hosted state, national and international events, including the Rotax Grand National Race. The track welcomed record numbers for both the USPKS and Route 66 Sprint Series. Drift cars have found a welcoming home here, bringing drivers and spectators to Club FR drift events. With new ownership in August 2016, improvements to the property are ongoing, giving a fresh look and feel to the track.

# 2023

## SEASON RECAP

*We want to extend our heartfelt gratitude to all the fans, sponsors, and teams who made the USAIR Motorsports Raceway Season a roaring success. Your unwavering support and enthusiasm fuel our passion for motorsports, and we can't wait to rev things up again next season.*

*Presented*

# 44



**Public Events**

Welcoming over 20,000 Visitors

*Hosted over*

# 42



**Private  
Go-Kart  
Parties**

Including Over 650 Drivers



*Posted*

# 180



**Social Media**

Reaching 500K Eyes +  
Gaining 3K Followers



*Attracted over*

# 50K

**Website Visitors**

Including Individuals  
From All 50 States



**W5901 County Rd BE  
Shawano, WI 54166**

**715.524.9231**

# SPONSORSHIP OPPORTUNITIES

	Platinum \$5,000	Gold \$3,000	Silver \$1,000	Bronze \$500
Logo Displayed on Website	X	X	X	X
Logo Displayed on all Printed Materials & Press Releases	X	X	X	X
Logo Displayed on Wristbands (Excludes some special events)	4 Events (First come, First Served)	3 Events (First come, First Served)	2 Events (First come, First Served)	1 Event (First come, First Served)
Banner Displayed in Various Locations @ USAIR (Size: 3 ft x 4 ft)	8 Banners	5 Banners	3 Banners	2 Banners
Free Admission to Event of your choice	(50) One Day Admission Pass	(25) One Day Admission Pass	(10) One Day Admission Pass	(5) One Day Admission Pass
Branded Pylon Cover Displayed in Various Locations @ USAIR	8 Covers	5 Covers	3 Covers	2 Covers
Banner Displayed on Walkway Arch (Size: 20ft x 5ft)	X	X		
Private Kart Party for up to 10 Guests	X	1/2 Price!		



# CONTACT US

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