

# Dark Side Racing Newsletter

When you invest in sponsorship with Dark Side Racing you are investing in opportunity. Sponsorship is about nurturing a brand's connection with its target market and putting their needs first. It is the most integratable of all marketing media.

November 8, 2015

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Fountain Tire

## Fundraising Efforts

Thank you to our fans, sponsors and associates! Through your generous support Dark Side Racing has raised more than \$12,700 in cash and prizes for **PROSTAID Calgary** since 2014.



## Corporate Hospitality Training Dragster

Dark Side Racing is proud to announce that we've added a training dragster to our stable of race cars. This summer, create the ultimate drag racing experience for your employees or your clients:

### Let them Drive a Dragster.

Driving Campaigns are available for one day or multiple days. No problem if you're not in Alberta: Dark Side Racing not only creates the Campaign; we'll bring it to you! Contact Kelly.



Like Dark Side Racing on Facebook  
<https://www.facebook.com/darksideracing.ca/>



## 2016 Winter Warm Up

The Motorcycle Show Calgary; Calgary World of Wheels; and the Edmonton Motorshow.

This trio of events can provide a perfect backdrop to launch our first Campaign of the 2016 season. *Your corporate brand has the opportunity to be front and centre.*

January 8-10 things will heat up at the BMO Centre, Stampede Park for the highly anticipated Motorcycle Show; February 19-21 the BMO Centre, Stampede Parks plays host to the **50th Annual World of Wheels**. This one is going to be BIG! And on April 7-10 we head up to Edmonton for one of the top festivals in the car hobby industry, the Edmonton Motorshow at Expo Centre.

## Thank you Castrol Raceway & Nisku-Leduc Rotary Club

On Oct. 17 we headed out to the Nisku Inn for Castrol Raceway's Awards Banquet. It was truly an evening for celebration and camaraderie. Castrol Raceway

owners, Rob and Kimberly Reeves are incredibly dedicated to both the motorsports family and the motorsports facility that they've created. It's not just the racers who love them - their employees love them too. **PROSTAID Calgary** was the recipient of 2 generous donations from Castrol Raceway and the Nisku-Leduc Rotary Club. Thank you!

## Outlaw Top Fuel Association

<http://www.top-fuel-racing.com>

Outlaw Top Fuel was formed by a group of dedicated racers and enthusiasts to ensure the continuation of "Top Fuel Match Racing" on an affordable and sustainable basis. It is intended primarily as a demonstration/exhibition Class with a strong focus on entertainment. We believe that entertainment is paramount for the spectator experience. Call for info!

## Dark Side Racing's "Lift King" Raffle Winners



Congratulations to Vince Yunick, our First Prize Winner! Vince took home the giant Parts & Service Neon Sign that was donated by Lift King. Value \$1,000



Congratulations to Darren McFarlane, our Second Prize Winner! Darren took home the Matco Tools Two Drawer Service Cart. Value \$604

Congratulations to Kelly Goutsis, our Third Prize Winner! Kelly took home the Grey Eagle Resort Package. Value \$534