



DARKSIDE Racing

Western Canada's Top Fuel Representative
Ph: 403-547-6691 Email: kelly@darkside.ca

June 2018



The season is off to a great start and we're happy to share some of the exciting highlights from our calendar of events.

Click on the underlined links below to see Dark Side Racing in action!

February 23-25 DSR at the Calgary World of Wheels

March 2-4 DSR at the Edmonton World of Wheels

[April 20-22 DSR Fire Up at the BC Classic and Custom Car Show](#)

[April 20 Dark Side Racing interviewed by Global BC](#)

April 27 DSR Fire Up at Canadian Tire Tsawwassen

April 27-28 DSR Testing/Kelly training at Mission Raceway

[May 5-6 DSR Testing/Kelly training at Castrol Raceway](#)



Follow us on social media:





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May 12-13 DSR Testing/Kelly training at Castrol Raceway Mother's Day Weekend

May 25-26 DSR Testing/Kelly training at MHDRA Raceway (Medicine Hat)

May 25 DSR Featured in Medicine Hat News

June 2-3 DSR Testing/Kelly training at Castrol Raceway

And here's what's on the horizon in June and July:

June 16 – DSR Fire Up at Canadian Tire Marlborough

June 17 – DSR Fire Up at Prostate Cancer Canada's Do It for Dad's Walk and Run

June 24 – DSR Fire Up at PartSource Deerfoot City

A promotional poster for the '8th Annual Charity Show n Shine' event. The poster features a checkered flag logo with 'PARTSOURCE' and the tagline 'The Parts. The Pros. The Price.' at the top. The main title '8th Annual Charity SHOW n SHINE' is in large, stylized letters, with 'Sunday, June 24th' below it. The background shows a classic car and a dragster on a track. Text at the bottom includes 'Deerfoot City • Calgary (NE CORNER)', '10 am - 3 pm', 'music', 'Silent Auction', 'Cold Drinks Dogs & Burgers', 'Enter to Win Grand prizes', 'Donations to: Jumpstart Program', and 'Contact Harinder 403-274-1901 P1795@partsource.ca'. The Jumpstart logo is also present.

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June 28 – Fire Up at Okotoks Radiothon Fundraiser

July 1 – Fire Up at PROSTADID Calgary Fun in the 50's Festival

July 13-15 Rocky Mountain Nationals Castrol Raceway

July 20 – Fire Up at Auto Canada Track Day

Single Event Sponsorship Opportunity

August 3-5 NHRA Northwest Nationals Kent, WA

Dark Side Racing takes motorsports sponsorship to the next level

More than a family owned and operated Top Fuel racing team, Dark Side Racing is a team of motorsports marketing professionals who specialize in creating exciting and memorable experiences as a way to connect you and your brands with the community.

People are the lifeblood of your business

Dark Side Racing connects with your target markets and builds strong relationships by engaging in face-to-face grassroots communication. Our experiential marketing campaigns create intense and deeply-rooted connections and lifelong customers for our sponsors and community partners. We love interacting with the community and by remaining approachable and friendly our fan base has thrived.

Proudly Canadian, eh!

Dark Side Racing represents the very pinnacle of the sport and our mission is to re-ignite the nation's passion for big pump Nitro-fuelled drag racing, from coast to coast. From our Fastest Woman in Canada campaign to our life saving prostate cancer awareness initiatives, 2018 is going to be an incredible year. Join us and be part of the adventure!

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NHRA Northwest Nationals

Level 1 Sponsorship

\$10,000

- Large logo representation on sides of Top Fuel Dragster
- Enthusiastic, active and knowledgeable brand ambassadors
- Sponsor mention on race day live audio broadcasts
- Sponsor mention during media interviews and display introductions
- Sponsor mention at Podium talks
- Logo recognition and link placement on Dark Side Racing website
- Sponsor mention on Social Media
- Display corporate signage at all events.
- Sponsor representation in Dark Side Racing Newsletter.

Level 2 Sponsorship

\$5,000

- Medium logo representation on sides of Top Fuel Dragster
- Enthusiastic, active and knowledgeable brand ambassadors
- Sponsor mention on race day live audio broadcasts
- Sponsor mention during media interviews and display introductions
- Sponsor mention at Podium talks
- Logo recognition and link placement on Dark Side Racing website
- Sponsor mention on Social Media
- Display corporate signage and distribute marketing materials at events
- Sponsor mention in Dark Side Racing Newsletter

Level 3 Sponsorship

\$1,000

- Small logo representation on sides of Top Fuel Dragster
- Enthusiastic, active and knowledgeable brand ambassadors
- Logo recognition and link placement on Dark Side Racing website
- Sponsor mention on Social Media
- Display corporate signage and distribute marketing materials at events
- Sponsor mention Dark Side Racing Newsletter

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NHRA NORTHWEST NATIONALS TELEVISION COVERAGE

| Date | Round | Time | Channel | Airing |
|--------------------|------------|----------------|---------|----------|
| Friday, August 3 | Qualifying | 7pm – 8pm ET | FS1 | Live |
| Saturday, August 4 | Qualifying | 10pm – 11pm ET | FS1 | Original |
| Sunday, August 5 | Finals | 4pm – 7pm ET | Fox | Live |

NHRA All Access – On Demand Streaming Video

Access all-day video coverage from NHRA Mello Yellow Drag Racing Series events with NHRA's exciting new premium streaming service, **NHRA All Access**.

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Unique Sensory Experiences

- The fastest race cars on the earth, a spectacle of high speed, side-by-side races in excess of 300 mph
- 8,000 horsepower engines that generate 4 Gs of force and accelerate to over 100 mph in less than a second
 - A truly visceral racing experience that you can see, hear, feel and taste

Unique Fan experience

- Highly engaging and genuine fan experience that provides all-day entertainment on and off the track
- NHRA's open pit environment allows every person attending an event to get up close and personal with the sport's biggest stars -VIP credentials are not required

Unique Fan Base

- Avid and loyal fan base with extremely attractive demographics
- 18.5 million avid fans in the United States, total fan base of 77.9 million
 - Strong male fan base, but also appeals to women
- One of the best sports marketing platforms to reach key male demos (age 18+ & 18-49)
 - On average, one of the youngest sports fan bases among all major sports properties
 - More ethnically diverse than both NASCAR and IndyCar fans
- Live active lifestyles and strongly over-index versus the US population for having participated in outdoor activities

Dark Side Racing

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