

# Washington Motorcycle Road Racing Association 2025 Sponsorship Prospectus



Thank you for considering supporting the Pacific Northwest’s Motorcycle Road Racing Community. Washington Motorcycle Road Racing Association has a long history of providing excellent motorcycle road racing, operating since 1974 and is a registered 501(c)4 nonprofit organization.

Thanks to the generous support of our sponsors we have been able to continue our mission for over 50 years!. Sponsorship allows our organization to promote motorcycles, race craft, and positive competition through motorcycle racing in the Pacific Northwest; both providing a community and creating opportunities for riders to demonstrate abilities and advance to other levels of competition. Several active racers also participate in MotoAmerica National Racing Series as well as World Superbike WCR series in Europe. All of which are televised and continue to inspire local PNW racers.

For 2025, WMRRA has scheduled 8 racing weekends at three racing venues in Oregon and Washington, providing 24 days of practice and racing. Our race classes range from unrestricted motorcycles (Formula Ultra), to traditional Superbike, Supersport and Vintage motorcycles, with varying degrees of displacements. Our race weekends are spectacular and the energy, excitement is unparalleled.

2025 RACE SCHEDULES	
	
	APRIL 18-20 @ RIDGE <small>(EASTER WEEKEND)</small>
MAY 2-4 @ PIR	MAY 2-4 @ PIR
JUNE 6-8 @ PIR	JUNE 6-8 @ PIR
JUNE 20-22 @ RIDGE	JUNE 20-22 @ RIDGE
JULY 18-20 @ RIDGE	JULY 18-20 @ RIDGE
AUGUST 1-3 @ PIR	AUGUST 1-3 @ PIR
	AUGUST 15-17 @ PACIFIC
SEPTEMBER 19-21 @ PACIFIC	SEPTEMBER 19-21 @ PACIFIC
<small>THE FRIDAY BEFORE EACH RACE WEEKEND IS A TRACK DAY. CHECK OMRRA.COM AND WMRRA.COM FOR DETAILS.</small>	

WMRRA has 350 active members and 750 alumni and volunteers. On a typical race weekend, 95-160 motorcycle racers register with an additional 100-150 providing support as their pit crews and support. Thus, race weekends can see a range 195-350 in racer and staff attendance. Additionally, spectators are always welcome and can vary, but typically for a race weekend we can expect 100-200 in attendance.

WMRRA provides social media posts, blogs and forums for riders and enthusiasts. Our Facebook page is followed by more than 3500 Facebook users, our mailing list reaches around 900 individuals.

## Sponsorship Opportunities

Below you will find our pre-season sponsorship opportunities. ***Pre-season rates and benefits will end on January 31, 2025.*** If you are interested in sponsoring and would like to discuss further, email Tico Sandoval, 2nd VP, at [2ndvp@wmrra.com](mailto:2ndvp@wmrra.com)

### Title Sponsor - Season \$10,000/Season

- Exclusive naming rights to the Overall WMRRA Championship.
- Title sponsor can provide a decal to be placed on all participating motorcycles at a WMRRA event.
- Sponsor name on Overall Championship trophies.
- Prominent logo placement and links to your business on:
  - WMRRA printed media (ex. programs, posters)
  - Digital race day schedule (And printed when applicable)
  - <https://wmrra.com> homepage.
  - <https://wmrra.com/sponsor>, along with a short description.
- WMRRA will display sponsor-supplied banners each race weekend.
- Regular announcements over the PA during race weekends when available.
- Promotional mention throughout WMRRA social media.
- 1 Email marketing/campaign to WMRRA Members for promotional purposes
- Four WMRRA paddock gate passes
- WMRRA branded swag for office/staff
- Free-standing pillow banner for office/showroom
- Year End-Trophy Award
- Includes benefits of Vendor Permit Sponsorship (see below).

### Purse Race Sponsorship Formula Ultra - \$10,000/Season

- Exclusive naming rights to the class championship (Formula Ultra sponsored by ABC).
- Provides payouts to 1st, 2nd, 3rd place finishers of Formula Ultra.
- Premier awards ceremony commencing directly after each race.
- Giant check presented with sponsor's name at each awards ceremony.

- Road Racing Magazine article submission each round highlighting results and sponsorship.
- Sponsor name on season end class trophies.
- Prominent logo placement and links to your business on the [wmrra.com](http://wmrra.com) homepage.
- Logo on motorcycle technical inspection stickers.
- WMRRRA will display sponsor-supplied banners each race weekend.
- Special announcements over the PA throughout race weekends.
- Promotional mention through WMRRRA social media highlighting special promotions as requested.
- Four WMRRRA paddock gate passes.
- WMRRRA branded swag for office/staff
- Free-standing pillow banner for office/showroom
- Year End-Trophy Award
- Includes benefits of Race Class Sponsorship (see below).
- Includes benefits of Vendor Permit Sponsorship (see below).

## Purse Race Sponsor Formula 600 - \$5000/Season

- Exclusive naming rights to the class championship (Formula 600 sponsored by ABC).
- Provides payouts to 1st, 2nd, 3rd place finishers of Formula 600.
- Premier awards ceremony commencing directly after each race.
- Giant check presented with sponsor's name at each awards ceremony.
- Road Racing magazine article each round highlighting results and sponsorship.
- Prominent logo placement and links to your business on the [wmrra.com](http://wmrra.com) homepage.
- WMRRRA will display sponsor-supplied banners each race weekend.
- Special announcements over the PA throughout race weekends.
- Promotional mention through WMRRRA social media highlighting special promotions.
- Four WMRRRA paddock gate passes.
- WMRRRA branded swag for office/staff
- Free-standing pillow banner for office/showroom
- Year End-Trophy Award
- Includes benefits of Race Class Sponsorship (see below).
- Includes benefits of Vendor Permit Sponsorship (see below).

## Race Class Sponsor - \$500, \$750, \$1000/Season (varies by race class)

- Exclusive naming rights to the race class. (Ex. Open Super Sport sponsored by ABC)
- Sponsor name on daily and year-end class championship trophies.
- PA announcements during the sponsored race event.
- WMRRRA branded swag for office/staff
- Free-standing pillow banner for office/showroom

- Year End-Trophy Award
- Includes benefits of General Club Sponsorship (see below).

## General Club Sponsorship - \$500/Season

- Permission to operate as a vendor at WMRRA sanctioned events.
- Sponsor logo on website sponsor's page; <https://wmrra.com/sponsor>
- Paddock booth area for use each race weekend in designated vendor area.
- Two WMRRA paddock gate passes.
- PA announcements during the race weekend.
- Promotional mention through WMRRA social media.
- WMRRA branded swag for office/staff
- Free-standing pillow banner for office/showroom
- Year End-Trophy Award

## Vendor Permit - \$100/weekend & \$350/Season

- Permission to operate as a vendor at WMRRA sanctioned events.
- Paddock booth area for use each race weekend in designated vendor area.
- Vendor recognition award

## Taste of Racing Season Sponsor - \$750/Season

- Permission to operate as a vendor at WMRRA sanctioned events.
- Permission to promote/advertise to TOR Participants
- Sponsor logo on website sponsor's page; <https://wmrra.com/sponsor>
- Paddock booth area for use each race weekend in designated vendor area.
- Two WMRRA paddock gate passes.
- PA announcements during the race weekend.
- Promotional mention through WMRRA social media.
- WMRRA branded swag for office/staff
- Free-standing pillow banner for office/showroom
- Year End-Trophy Award

## Taste of Racing Rental- \$500/Weekend

**Ever wanted to have a private track day but the expense was just too high? We may have the next best thing: private rental of Taste of Racing (TOR)**

- Available Saturday Or Sunday each race weekend during lunch break.
- Twenty minutes of exclusive track access for clubs or private parties.
- Four expert level WMRRA riders provided for escort on track.
- Detailed explanation of flags, rider etiquette and safety.