



**KELLER**  
AUTO CENTER

**PLAZA  
PARK**

VISALIA CA

*Raceway*



MARKETING PROPOSAL





## TAKING PRIDE IN OUR PRESENTATION

*Our talent isn't limited to the racers on track! If you have witnessed any of the MHM events in the past, than you know who this young lady is and how she made you feel about our great country! We plan to continue off of the model that was created with our experience in promoting special events like the MHM. Our goal is to continue growing our audience throughtout the course of our race season and beyond!*



## ENTERTAINMENT VALUE AT PLAZA PARK RACEWAY

*Not just about the racing, OneFour Promotions plans to focus on engagement and entertainment value beyond the racing on track. It is a complete fan experience, sure to involve every member of the family!*





## ABOUT PLAZA PARK RACEWAY

Plaza Park Raceway can be credited as a legendary racing facility. Not just in the Central Valley but across the United States! Visalia's Plaza Park Raceway is known for its action packed racing and its picturesque setting. Set dead in the heart of the City of Visalia's "Plaza Park", the Raceway is unmatched in its ability to draw emotion from its patrons. At the junction of Highway 99 & 198, it offers ease of access from travelers up and down the California corridor. With multiple hotels within walking distance of the front gates, the ease of attendance is undeniable.

The Raceway was built in the late 80's and for nearly 40 years it has produced some of the rawest talent in race car drivers our sport has seen. The racing surface, along with the showcase that it's arena presents can not be reproduced. For its long standing patrons, it is no question that Plaza Park stands alone in its own right as a race track and venue.

So, in 2023 when it became apparent that the City of Visalia was putting the property up for public bid, Jason Meyers and Jake Hagopian were committed to continuing the Plaza Park Raceway legacy and restoring the facility to its prior supermacey. Fortunately, as we stand today; Jason and Jake have acquired a contract to operate the Plaza Park Raceway facility for a guaranteed 10 years, and potentially 10 more thereafter. A total of 20 years to guarantee the sport of dirt track, micro sprint racing is here to stay at the famed Plaza Park Raceway. A plan for growth has been put in place. Jason and Jake have formed a partnership and labeled it as OneFour Promotions. Their intent is to take their successful business practices, paired with their love for competition and make Plaza Park Raceway a premier facility for everyone to be proud of.

We are currently at the ground room floor of this journey. The work has already started! And the possibilities are nearly endless in Jason and Jake's minds. The excitement of what is to come has them motivated to take the facility beyond what its patrons have ever thought possible. All the while showcasing the excitement, passion, and per entertainment that micro sprint racing and Plaza Park Raceway have to offer will remain top priority!

We hope you can join us on this journey, we plan to be here for a while!









# PLAZA PARK RACEWAY: TRADITION. FAN INTERACTION

Every detail to create an exciting and memorable experience for our fans and racers is important in our promotional plans. Here you can see our longstanding tradition of micro sprint racing's finest drivers for the 2022 MHM Class Photo. Every year we stage this photo in the main grandstands with our drivers within arms reach of fans young and old alike! Just minutes before the drop of the green flag! Just like that of NASCAR!



<b>2024 SEASON OUTLOOK</b> 17 RACE EVENINGS 10 Regular Season Events 3 Special Event Weekends	<b>CHAMPIONSHIP SERIES</b> 5 Classes of Racing \$11,500 Point Fund Estimated 75 Competitors	<b>KKM CHALLENGE NATIONAL</b> 4-Day Event \$40,000 Purse Estimated 120 Competitors	<b>CA SPEEDWEEK EVENT</b> July 3rd Firework Show Estimated 120 Competitors	<b>7TH ANNUAL MHM EVENT</b> 3-Day Event \$60,000 Purse Estimated 140 Competitors
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## PLAZA FACTS

### What is Micro Sprint Racing?

- scaled, Sprint Cars
- 600cc, 4 cylinder engines

#### Divisions of Racing

#### Outlaw 600 (Winged Micro Sprint)

- Premier Division
- Age of Competitors: 12-50 y/o

#### Non-Wing 600

- Age of Competitors: 12-50 y/o

#### Restricted 600

- Age of Competitors: 10-16 y/o

#### Junior Sprints

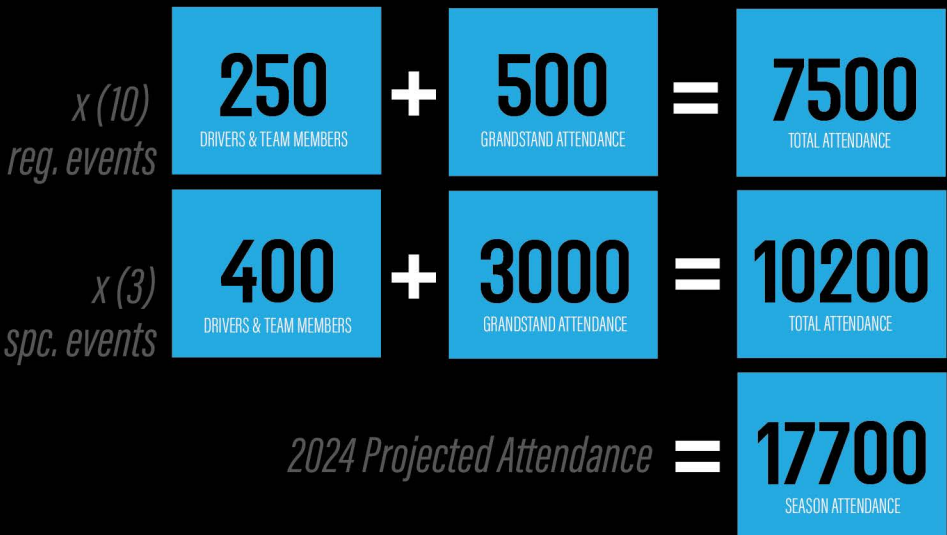
- Age of Competitors: 5-12 y/o

### Who goes to the Races?

Families, groups of friends, EVERYONE!

Plaza Park Raceway is enjoyed by many, not just racers. But our scope is not limited to our in-person attendees, we are very active on social media and are frequently the subject of high viewership, live stream PayPerView events!

### How many people attend?






# PLAZA PARK Raceway

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## 2024 SCHEDULE

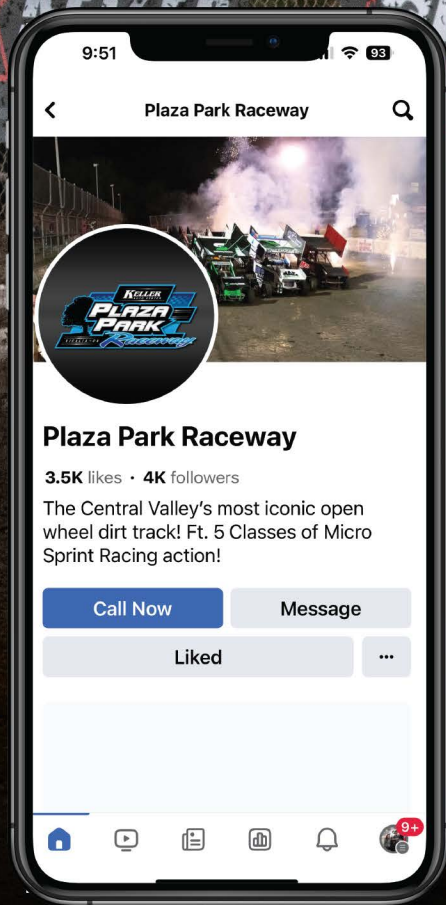
Friday	3/1	Play Day	Practice (Evening)
Friday	3/8	Race #1	Spring Season Championship
Wednesday	3/20		KKM Challenge (Practice)
Thursday	3/21		KKM Challenge (Prelim)
Friday	3/22		KKM Challenge (Prelim)
Saturday	3/23		KKM Challenge (Finale)
Friday	4/5	Race #2	Spring Season Championship
Friday	5/3	Race #3	Spring Season Championship
Friday	5/17	Race #4	Spring Season Championship
Friday	6/7	Race #5	Spring Season Championship
Friday	6/21	Race #6	Spring Season Championship
Wednesday	7/3		Special Event
Friday	8/2	Race #7	Road to the MHM (Fall Season)
Friday	8/16	Race #8	Road to the MHM (Fall Season)
Friday	8/23	Race #9	Road to the MHM (Fall Season)
Friday	9/6	Race #10	Road to the MHM (Fall Season)
Thursday	9/26		MHM (Prelim)
Friday	9/27		MHM (Prelim)
Saturday	9/28		MHM (Finale)

**FOLLOW US!**



**WWW.PLAZAPARKRACEWAY.COM**





TOTAL SOCIAL MEDIA FOLLOWERS  
FACEBOOK & INSTAGRAM  
**5000**



# MARKETING OPPORTUNITIES

## GRANDSTAND SIGNAGE

*Grandstand signage puts your company front and center with our fans! On average 500 people pass through our ticket gates on regular season events. Our special events will bring attendance into the 1,000's!*

*As a valued marketing partner, your company will benefit from our public announcements over our state of the art Sound System and our highly entertaining media staff!*

*You will also receive the benefit of (2) featured social media posts during the race season. Our social channels reach thousands of people each week!*

## TRACK SIGNAGE SIGNAGE

*Plaza Park Raceway is known for its "arena" type setting. Our back straightaway track signage is a showcase of our large scale partners. These signs find their way into repetitive racing action photos. They also boast a high visibility from our fan base.*

*As a valued marketing partner, your company will benefit from our public announcements over our state of the art Sound System and our highly entertaining media staff!*

*You will also receive the benefit of (3) featured social media posts during the race season. Our social channels reach thousands of people each week!*

### OPTION 1 - \$1000 (1/Yr)

- 2' x 8' - SIGNAGE
- (1) Location
- 100 Free Tickets

### OPTION 2 - \$2500 (3/Yr)

- 2' x 8' - SIGNAGE
- (2) Locations
- 100 Free Tickets (/Yr)

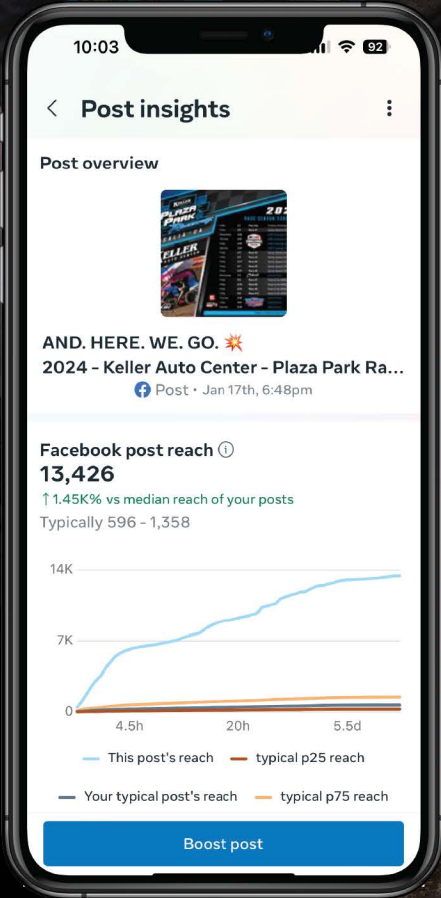
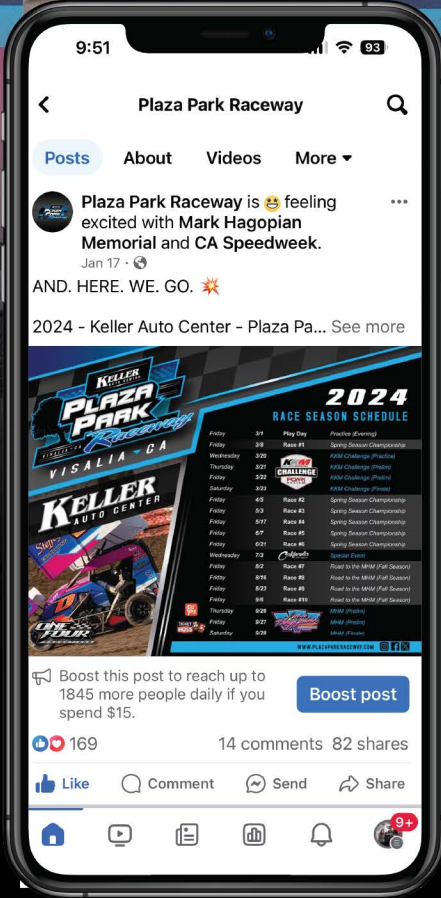
### OPTION 1 - \$2000 (1/Yr)

- 4' x 12' -SIGNAGE
- (1) Location
- 200 Free Tickets

### OPTION 2 - \$5000 (3/Yr)

- 4' x 12' - SIGNAGE
- (2) Locations
- 200 Free Tickets (/Yr)





TOTAL IMPRESSIONS WHEN WE ANNOUNCED OUR 2024 SCHEDULE

# 13400





# MARKETING OPPORTUNITIES

## COMPANY NIGHTS

*Boost team morale with hosting a company night at the races!*

*Studies show that engaging in group activities outside of the workplace can provide team bonding and ultimately create positive morale within the workplace.*

*Are you a company that wants to say thank you to its customer base? A company night can be fun way of giving thanks while sharing the excitement of micro sprint racing!*

*No better place than Plaza Park Raceway to enjoy live racing entertainment, great food, and a relaxing environment!*

*Let us help you have fun & be creative with saying THANK YOU!*

## COMPANY PACKAGE- **\$2500** (NIGHTLY)

- 2' x 8' - GRANSTAND SIGNAGE
- 2' x 6' - Welcome Banner at the Gate
- 250 Free Tickets
- Social Media Announcement
- Abundt PA announcements welcoming your company members, customers, or patrons.

## SPECIAL EVENT TITLE SPONSOR

*Plaza Park Raceway is known for marquee events thanks to Jason & Jake's background in the promotion of the ever popular Mark Hagopian Memorial Race. It's 6 successful events in as many years has been a recipe for growth in excitement and participation levels alike!*

*Major events scheduled at the beginning of 2024 like the KKM Challenge Series; spanning 4-Day in March, boasting a \$10,000 to win pay day will be sure to bring lots of excitement and fan faire.*

*California Speedweek, stopping on July 3rd at Plaza Park Raceway. Will bring racers and fans from all over, but most exciting we will host a 4th of July Fireworks show to really bring the energy!*

*And least but not least, Mark Hagopian Memorial will be our marquee event on the season. The MHM sets the standard for promotion and racing entertainment. Racers will compete for over \$60,000 in prize money and fans will enjoy a level of entertainment and interaction unmatched by any other racing venue in the Valley!*

**WE LOVE TO BE CREATIVE!!!**



# A TASTE OF THE MHM

*A huge step forward for the exposure of micro sprint racing was the addition of NOS Energy Drink as the Title Partner of the MHM22! Just another feather in the cap for the sport and the entertainment value it holds; not to mention it's marketing power! NOS Energy returned as the title sponsor of the event yet again in 2023! Playing an even larger role because of the high ROI from its involvement with events at Plaza Park Raceway!*



## JUMBO SCREEN AT PLAZA PARK RACEWAY

*Not only is the MHM at Live Streamed event, we have a Jumbo Screen in the infield!!!! Talk about professional sport! Thanks to Fast4Media, we are able to take everything to a whole new level with special broadcast features that are for our live audience and abroad! Our direction for the entire facility will encompass a level of media professionalism that will go unmatched at our Special Events!*





HOOSIER



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Interested in Joining OneFour Promotions and Plaza Park Raceway?

Contact: Jake Hagopian - 559.974.8285 - [jake@onefourpromotions.com](mailto:jake@onefourpromotions.com)

