

**2024 SPONSORSHIP OPPORTUNITIES**



**GLEN HELEN RACEWAY**

**THE ROUGHEST TOUGHEST FASTEST BADDEST TRACK IN ALL THE LAND!**







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# SPONSORSHIP OVERVIEW



**\$300 - SINGLE EVENT VENDOR ROW PARTICIPANT**  
(GLEN HELEN EVENTS ONLY)

**\$1,500 - GLEN HELEN TRACK SIGNAGE (1 YEAR)**

**\$2,000 - WRISTBAND SPONSOR (1 YEAR)**

**\$4,500 / \$5,000 - TROPHY SPONSOR (1 YEAR)**

**\$2,500 - EVENT SPONSOR (STARTING PRICE)**  
(PER EVENT)

**\$5,000 - HOLESHOT TITLE / PRESENTING SPONSOR**

**\$10,000 - OFFICIAL TRACK SPONSOR**

## WHY BE A SPONSOR ?



Welcome to another action packed season at the iconic Glen Helen Raceway, host of some of the most exciting racing in Southern California and home to the greatest race fans in the world! Without the support of our sponsors, we would not be the world class raceway we are today.

For 2024, we remain committed to providing world class facilities, top-notch racing and a friendly atmosphere for our racers and fans. For those new sponsors at Glen Helen, we hope your experience is one of your best. For you returning sponsors - you know what to do...Feel The Speed!

Glen Helen Raceway is set against the hills on 256 acres in the Devore neighborhood, just North of San Bernardino, CA. We are located on county leased property and are neighbors with Glen Helen Regional Parks, Glen Helen Amphitheater, and the San Bernardino Sheriff Training Center.

Glen Helen Raceway started its fame back in 1985, with several Sand Drag events, Off-Road events and Motocross events. In 1991 Glen Helen Raceway hosted its first major event, the United States World Championship Motocross and again in 1992. With these two events added to the Glen Helen Raceway venue it was the beginning of a growing and nationally known track.

In 1995 and 1996 two more major events came to Glen Helen Raceway, the Off-Road Winter Series and the AMA 125/250 MX Nationals. With these events added to Glen Helen Raceway it had made a climb to that of one of the most seen and raced tracks in the world.

Today Glen Helen Raceway has added more race tracks and has put thousands of dollars into its facility. Glen Helen Raceway has the National MX Track, Arroyo Vet Track, PeeWee Track, Off-Road Short Course Truck & SxS Track and the addition of the Glen Helen Museum of Motorcross History and Walk of Fame.

Glen Helen Raceway strives to give fans and participants this awesome facility to race and practice on, or just a day to enjoy the races.

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## DEMOGRAPHICS / INSIGHTS



**Followers 59k**  
**Reach 7.7M**  
**Profile Visits 63k**

### TOP COUNTRIES

USA  
Philippines  
Brazil  
Australia  
UK  
France

### TOP CITIES

Los Angeles  
Riverside  
San Diego  
Hesperia  
San Bernardino  
Apple Valley



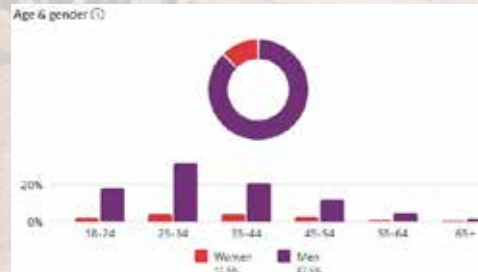
**Followers 77k**  
**Reach 556k**  
**Profile Visits 130k**

### TOP COUNTRIES

USA  
Brazil  
Australia  
UK  
Canada

### TOP CITIES

Los Angeles  
San Diego  
Murrieta  
Riverside  
Hesperia



**Website Visitors 173k**  
**Total Page Views 403k**

### TOP COUNTRIES

USA  
Canada  
UK  
Australia  
Thailand

### TOP CITIES

Los Angeles  
San Diego  
Ontario  
Rancho Cucamonga  
Riverside

**Annual Track Visitors:**  
**Over 100,000**

**Annual Event Count:**  
**100+ Events**



# MAJOR GLEN HELEN EVENTS



**WORLD VET  
MX CHAMPIONSHIPS**



**6, 10, & 24 HOUR  
ENDURANCE RACE**



**UTV/QUAD/TROPHY  
KART SERIES**



**SATURDAY MX @  
THE GLEN SERIES**



**2-STROKE MX  
CHAMPIONSHIPS**



## OTHER PROMOTED EVENTS



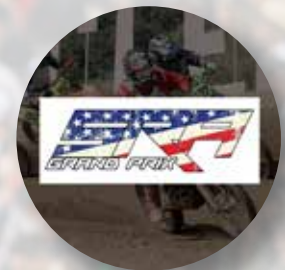
**PRAIRIE DOGS  
NGPC SERIES**



**TOUGH MUDDER**



**AME MINICROSS**



**SRA GRAND PRIX**



**DAY IN THE DIRT**



**NITRO  
RALLYCROSS**



**SO CAL OLD TIMERS  
VET MX**



**SWAP MOTO  
MX SERIES**

**PLUS MORE**

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# WORLD VET MX CHAMPIONSHIPS



This year will mark the 39th Annual World Vet MX event!!!  
The event was founded by Tom White and White Bros back in the 80's.

Over the last three decades, this event has grown to the largest Vet event in the world.

Over 21 countries and 30 States are represented at this Glen Helen signature event.

In 2019, the event saw the addition of the World Vet MX Cup of Nations. This has only added more excitement to this already prestigious event!





## 2-STROKE MX CHAMPIONSHIPS



This will mark 13th year of the 2 Stroke MX Championships. The event was started back when 4 strokes took over the majority of MX racing. Glen Helen wanted to keep the grassroots of MX alive and ran this 2 stroke event for several years with small turn outs.

Over the last few years, riders and fans have come to enjoy this event. This event has also drawn pro riders to get on the smokers and have fun racing for a large purse!





## 6, 10, & 24 HOUR ENDURANCE RACE SERIES



This 20+ year Endurance Series is one of the top events in the western states, enjoying support from endurance racers across the country. Glen Helen is the king of endurance race venues with three events throughout the year: a 6-Hour race, a 12-Hour race, and the ultimate endurance race of all – a 24-Hour event in October. The emphasis on each event is fun for the riders, spectators and family! Endurance racing with dirt bikes has become more popular over the last few years, and many people want to push their machines and bodies to the max.



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## SATURDAY MX @ THE GLEN



The "Saturday MX at the Glen" motocross race is now the real deal. The races are held on Saturdays, with the goal to bring all bike sizes and skill levels out to race, on a well-groomed track. Glen Helen started promoting the series in the Spring of 2022 when we took over the REM races. The race schedule is posted on the Thursday before the event, and this is so each rider will know when they are racing.

Each of the races are 15 minute motos (2 moto format) Exp/Int class is 30 minutes. Additionally, Pee-Wee, 65cc and 85cc classes were added to the program for the first time in several years—and 30 mini racers show up on most Saturdays. Saturday MX @ The Glen is a great event to come out to race and be home by 3pm.





## UTV/QUAD/TROPHY KART SHORT COURSE SERIES



UTV / Quad / Trophy Kart Short Course Series is the grass roots of 4-wheel racing!

Glen Helen began this series 4 years ago, with just 3 rounds. Now there are 8 rounds of this event and allow for all skill sets and classes to race!

The series races on the exclusively designed short course Truck Track. This race is a great opportunity for new racers to learn how to race on a safe and fun track.





## **SPONSORSHIP PACKAGES**



### **OFFICIAL TRACK SPONSORSHIP**

**\$10,000**

- Active Ad Space on Main Page of GlenHelen.com
- Logo Included as "Track Sponsor"
- 20' x 40' Event Exhibit / Display Area\*
- Ad on Livestream Events (2-Stroke & World Vet)
- Notable Mention in Public Address at Major Events\*
- 4'x8' Billboard on Sponsor Row
- Full-Page Ad in World Vet MX Championship Program
- Logo on All Press Releases
- Unlimited Signage / Banners (Provided by Sponsor)

### **HOLESHOT TITLE / PRESENTING SPONSOR**

**\$5,000 (PER EVENT)**

- Logo on Event Print and Digital Material
- Mentions on Social Media Platforms
- Unlimited Banners on and Around Race Track During Event
- Ad on Livestream Events (2-Stroke & World Vet)
- 4' x 8' Track Billboard
- 20' x 40' Event Exhibit / Display Area
- Company Mentioned on PA as "Presenting Sponsor"

### **WRISTBAND SPONSOR**

**\$2,000**

- Worn by All Racers / Specators Attending Track (Events & Practice)
- 1-5k People On Site / Per Weekend
- Company Name & Logo Printed on Wristband
- Certain Events Excluded

### **TROPHY SPONSOR**

**\$4,500 - LEVEL 1**

- Glen Helen Pro Race Trophies
- 3 Major Events (Approx)
- 150 Pros

### **TROPHY SPONSOR**

**\$5,000 - LEVEL 2**

- Saturday MX @ The Glen
- 15 Races (Approx)
- 3,000 Riders

\*Glen Helen Events Only



## SPONSORSHIP PACKAGES



### **EVENT SPONSORSHIPS - \$2,500 (STARTING PRICE)**

- Logo on event print and digital material
- Company mentioned on PA as "Event Sponsor" during event
- 5 banners on race track during event (Provided by sponsor)
- Mentions on social media platforms
- 20' x 30' event exhibit/display area
- Glen Helen Event's Only

### **GLEN HELEN SIGNAGE - \$1,500**

- 4'x8' billboard sign on Sponsor Row (January-December)

### **VENDOR ROW - \$300**

- 20' x 30' event exhibit / display area
- Company mentioned on PA as "Event Sponsor" during event
- Glen Helen Events Only



### **SPONSORSHIP INQUIRIES CONTACT**

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## 2023 OFFICIAL TRACK SPONSORS



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