

ELDORA SPEEDWAY

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(937) 338-3815

www.eldoraspeedway.com mail@eldoraspeedway.com



Your Opportunity to Join the Most Cost Effective Way to Reach Eldora Speedway's Information Hungry Race Fans

Hello:

Your business listing on the "While You're Here" page of www.eldoraspeedway.com is a valuable resource used by the thousands of race fans that flock to Eldora Speedway throughout the year. It tells them many things -

- * places to spend the night
- * places to eat
- * places to shop and visit
- * offers them other things to do in the area

Needless to say it has become a popular and welcomed page by the travelers. To back that up, this years web statistics verify that over 1.1 million readers visited the site in 2009, with over 10 million page views. The "While You're Here Page" is very popular—for instance, during the week prior to our World 100 event, 7,489 people viewed that page. And here is another very interesting statistic to consider - the 2010 major event tickets went on sale December 1; during that week 493 unique visitors had already looked at the "While You're Here" page. Now is the time to join!

We invite you to personally visit our website and review the listings within the "**While You're Here**" section. There's welcome news, despite everything that is going up, the calendar year listing fee for 2010 will remain at \$30.00. As an added feature this year, we will be linking directions to your address. We ask that you keep the verbiage to a minimum; due to space restrictions we may have to edit your listing and refer the fans to your website for additional information.

Website marketing has statistically proven itself to be a successful advertising campaign. As such, don't miss out on this inexpensive opportunity to continue reaching out to information hungry race fans.

And, to further enhance your marketing presence at Eldora Speedway, we welcome the opportunity to discuss various sponsorship packages that can be easily customized to meet your available budget. Items of interest might include Billboard Advertising, Company Night at the Races, News Program Advertising or even an Event Sponsorship. Just give us a call.

Thank you,

Larry Boos—Director of Operations

***** CLIP AND RETURN ***** CLIP AND RETURN *****

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____yes, join us on www.eldoraspeedway.com

I have enclosed \$30 to be listed on your site as: ____motel ____restaurant ____other(_____)

BUSINESS NAME: _____

ADDRESS: _____

CITY-STATE-ZIP: _____

TELEPHONE #: (____) _____

WEBSITE ADDRESS: _____

notes / info: