

South Dakota Mud Racers Inc (SDMRI) is a non-profit organization dedicated to supporting communities and other non-profit organizations such as local fire departments. The raised funds assist them with operating and equipment costs. Mud racing events provide family entertainment at an affordable price. Sponsorship of the mud races provides excellent exposure for your business. Our promotional booklet contains the race schedule, sponsor’s ads, driver profiles with pictures of the race trucks, rules, and regulations for each race class along with other promotional items. South Dakota Mud Racers provide these booklets to the spectators at every race.

SDMRI sponsorships can be achieved in a variety of ways to fit all advertising budgets. All advertisers will receive 2 free passes with each pass valid for 1 race. You will also receive 2 booklets, which will be delivered to your business with the free passes once the booklets have been printed.

Sponsorship Options

Promotional Booklet

- \$150 Quarter Page
- \$225 Half Page
- \$300 One Full Page

Billboard Sponsorship

- \$50 Per Event
- \$300 Entire Season*
- \$200 Construction Cost **

Class Sponsorship

- \$150 Per Event
- \$700 Entire Season

Packages

\$600

- Super Stock Package**
- Season-Long Billboard**
- Full Page Ad in Book
- Live Coverage

\$900

- Pro Stock Package**
- Season-Long Class Sponsorship
- Full Page Ad in Book
- Live Coverage

\$1200

- Top Fuel Package**
- Season-Long Class Sponsorship
- Season Long Billboard***
- Full Page Ad in Book
- Live Coverage

Please make check payable to SDMRI.
 Mailing address: 307 N. West Ave, Madison, SD, 57042
 Questions and artwork can be directed to sdmribrad@gmail.com.
AD FORMS FOR THE 2024 SEASON ARE DUE MARCH 15, 2024

Option of Choice:

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Please be aware that signing this form is an agreement to pay for the desired option in the box above.

*Actual price will be set when full schedule is released; current price is based on seven races.
 **One time investment (\$200) is a 2’x 8’ sign or a sign of your own would need to be supplied. Sign is yours to keep at the end of the season.
 ***We pay construction costs on a 2’x 8’ sign or a sign of your own would need to be supplied if you have had a billboard previously. Sign is yours to keep at the end of the season.