



2024 Sponsorship Opportunities

Who We Are

NASA Utah Region is a local chapter of the National Auto Sport Association (NASA), focused on providing high-quality motorsports events to enthusiasts in Utah and surrounding areas. Established in 2011, NASA Utah has created programs that allow owners of both racecars and high-performance street-driven vehicles to enjoy the full performance capabilities of their cars in a safe and controlled environment. NASA Utah offers many different programs that will allow you to enjoy motorsports on several different levels, including our High-Performance Driving Events (HPDE), Time Trial, and Competition Racing programs.



Our Events

Race Weekends

NASA Utah will hold six, three-day weekends in 2024 at the Utah Motorsports Campus (Formerly Miller Motorsports Park), in Grantsville Utah. Each of these events offers a mix of the following programs:

- **HPDE** – (High Performance Driver Education) A non-competitive program to help first time track drivers get up to speed, and intermediate to advanced drivers learn new skills through education and practice.
- **Time Trials** - Offer drivers a chance to compete against the clock for the fastest time in their respective class, in a safe, controlled environment.
- **Wheel-to-Wheel** - Racing door-to-door with other experienced drivers in our Competition Racing Program.
- **Classroom Instruction and Driver's Meetings** – Time off the track to instruct beginner and

intermediate drivers, and to coach more advanced drivers.

- **Trophy BBQ** – Saturday night of each race weekend we present medals to Time Trial and Wheel-to-Wheel racers and provide dinner for participants and guests in a fun, casual environment at the racetrack.

Sunchaser 6 Hour Endurance Race

Our July event also includes a six-hour endurance race, where teams of race drivers and their crew go head-to-head from 6:00pm till midnight. This event pushes drivers, crew, and equipment to their limits, and is becoming the penultimate event of the Western Endurance Racing Championship (WERC) which is a series of eight endurance races, with the other seven being held throughout California.

2024 Race Weekend Dates:

3/22-24, 4/19-21, 5/17-19, 6/21-23, 7/26-28 w/ Sunchaser 6 Hour endurance race 7/27, 10/11-13

Season Champion Awards Banquet

We get everyone together to celebrate our season championship winners, trade stories, and have a nice dinner between mid-November and late-February (date depends on availability)



Our Customer Reach

NASA Utah brings thousands of participants, their family and friends, and spectators to our events each race season. In 2023 we had nearly 2300 Participant entries. Most of these participants travel to our events with at least one additional person, and many travel with sizable crews.

All our participants are automotive enthusiasts, with many of them performing at least some of their own upgrades and repairs on vehicles. Many have multiple cars in their households with a large group that also have a truck or SUV capable of towing their track vehicle.



By the Numbers:

- **NASA Utah Members:** Over 450
- **2023 Participant Entries:** Nearly 2300
- **Email List Members:** Over 2700

Event Weekend Impact

Statistics are for registered participants, and don't include family, friends, and crew that many bring with them.

- Over 97% of our participants are residents from outside of Tooele County, with most of them living along the Wasatch Front.
- 64% of participants are registered for multiple days during each of our event weekends.
- Nearly all participants will be at Utah Motorsports Campus a minimum of 10 hours per day.

Impact of our Sunchaser 6 Hour Endurance Race Weekend

Our biggest event of each summer is a three-day event that also includes a 6-hour endurance race Saturday evening from 6pm to Midnight. This event attracts teams from all over the western United States and serves as the penultimate endurance race in the 6 event Western Endurance Racing Championship (WERC) which also includes races in northern and southern California.

In 2023 our 6-hour Endurance Race Weekend was held in late July and attracted over 500 individual entries to participate in the 6-Hour Race, Sprint Races, Time Trials, and HPDE. Most of these entries brought family, friends, and crew to with them.



2024 Sponsorship Opportunities

Our participants are rabid automotive enthusiasts. They live and breath automotive passion, and they are always on the lookout for like-minded people and companies.

Season Sponsor- \$1250

Get in front of our NASA Utah participants throughout 2024. Season Sponsorship includes the following:

- Your company logo and a short company description on nasautah.com sponsors page.
- Logo on NASAUtah.com pages – Clicks through to Sponsors page.
- Your logo included in emails to NASA Utah list distributed through the summer, highlighting all our 2024 sponsors.
- Your company included in mid-November sponsors email with updated messaging (as desired by you) for Black-Friday/holiday shopping.
- Small logo at bottom of all NASA Utah messaging emails through 12/31/24 (not registration confirmation, membership, or national office related emails).

Title Sponsor- \$2500 – Capped at 4 Sponsors

All items included in Season Sponsorship plus:

- Your company will be highlighted as a Title Sponsor on sponsors page, and all NASA Utah emails.
- Each event weekend we will hang 1 30"x6' banner, provided by you, outside our office where registration, Driver Info, and the Saturday evening Trophy BBQ are held.
- One social media post (Instagram and Facebook) dedicated to your company.
- We'll place 2 company stickers (up to 48in² each), provided by you, on the NASA Utah Pace Car.

Season Championship Trophy Sponsor- \$3500 – Capped at 3 Sponsors

All items included in Title Sponsorship, in addition, you'll also receive:

- Your company will be highlighted as a Season Championship Trophy Sponsor on sponsors page, and all NASA Utah emails.
- Your logo on all Season Championship Trophies
- Your logo on all Season Championship T-shirts
- We'll place 2 additional company stickers (up to 144in² each), provided by you, on the NASA Utah Pace Car.





Event Trophy BBQ Sponsor- \$500 – 1 per event

Show your support of NASA Utah and help us continue to put on these parties at each event.

- We mention your business and include company logo in the informational email sent 3-4 days before the event you sponsor.
- We mention your company at BBQ that you sponsor.

Other Sponsorship Opportunities

If you are interested in sponsoring NASA Utah but want to discuss a package different than those listed above, please reach out.

Interested?

Please reach out to Dave Kizerian – 801-673-7344 – dave@nasautah.com and we can setup a meeting to discuss your sponsorship opportunities.

Thank you for your interest in supporting NASA Utah while getting your business in front of our amazing group of participants, their families, and friends.

NASA Utah

