



KANSAS INTERNATIONAL DRAGWAY

2025 Sponsorship Proposal



Heritage & Family Legacy

The only Woman Founded Racetrack in the Country Remains Woman Owned, Operated and Managed

Kansas International Dragway ("KID") was founded in 1963 by 3rd generation Kansas farmers, Marcellus ("Sally") and Helen Simon, on low producing farmland where it has operated as a NHRA sanctioned track since.

Farming and Drag Racing are two legacies of the Simon and Kelley families. Sally and Helen's son, Steve and daughter-in-law, Sherryl; and granddaughter Gwen (Simon) Kelley, along with husband Keenan, took over operations of the track in 2023 while continuing to farm and run their own farming related businesses.

KID is a full 1/4 mile facility, one of only two dragstrips active in Kansas and the only NHRA sanctioned track in Kansas.

Carrying the co-founding legacy of her grandmother, Gwen Kelley is passionate about the homegrown traditions drag racing provides families as current owner and operator of the track. Sharing that passion, Business Manager, Cindy Bell, works tirelessly with Gwen toward a vision of reviving the track and sport in Kansas to not only carry on the family legacy, but for the expansive Midwest Region racing community, the Wichita/Sedgwick County community and to ignite interest in today's youth through STEM and tech programs. Clayton Boyer rounds out the track leadership with over ten years of track prep and racing operations expertise, seven of which formerly with KID. All three share a humble goal of focus on what's right.

Kansas International Dragway is a result of multiple legacies with a tradition of woman-led grit and determination making its way in leadership with humility.



A Home of Champions

Not just a Hometown Sandlot Racetrack

As part of NHRA Division 5 Conference, our bracket, Junior Drag Racing League (JDRL) and Heads Up races chase the victories at Regional and National levels. Patrick “Shawn” Roetto took his NHRA National Motorcycle Championship in his third attempt at Nationals in 2023. Jr. Dragster racer, Caleb McDonald, has years of championship experience for his young age including winning the 2024 JDRL Western Conference.



P. Shawn Roetto
2023 NHRA
National CHAMPION



Caleb McDonald,
2024 NHRA JDRL
Western Conference Winner

KID is home to multiple drivers representing the track and community at national events. Joining Roetto at National events have been motorcycle racers, John Haney and John Fitzpatrick.



John Haney,
multi-year Division Champion



Mike Secret,
multi-year Division Champion



John Fitzpatrick,
multi-year Division Champion



2025 Major Events & Community Partners



Points Race Series

NHRA points races cover ten race divisions from Junior (Children) Dragsters, High School, Motorcycle, Sportsman, Pro and SuperPro award racers opportunity advance to NHRA divisional and National finals



Import Face Off

2 scheduled events, the Import Face Off events bring huge crowds from around the region to the multi-contest import car meet and show including drag racing. Import is a National touring event that is highly praised and attended by participants and spectators



Truett & Osborne Bike Drags

Truett & Osborne has called Kansas International Dragway home for 52 of its 53 event years bringing in motorcycle racers and fans from around the country! The T&O event features nitro fueled bikes with action packed "craziness" on two wheels.



Beat the Heat

A community event, KID's Beat the Heat brings together community services and offers anyone the option to race their choice of LEO agencies. Interactive and static displays by agencies such as Kansas Army National Guard, local safety and rescue agencies round out the event.

Kansas Army National Guard



40 & 8 Veterans Group



NHRA "YES" (Youth Education Services)





2025 Promotion & Market Plan

- Regional and National promotion with NHRA
- Community Promotion
 - KS Tourism Promotion & Events
 - Visit Wichita Promotion & Events
 - Attraction Info Placement at Venues and Hotels
 - Passes to Big Brother & Big Sisters
- Digital Billboards around Metro Area throughout season
- Upgraded website and SEO
- Targeted partnerships events such as:
 - Wichita River Festival
 - Area Fall Festivals
 - Other area attractions
- Increased press/media involvement
- Increased community interest events
- Increased sponsor co-branding efforts

Audience Data

- Geographical
 - 62% reside in the Wichita Metro area of Sedgwick, Butler, Sumner counties.
 - 32% come from other parts of the state.
 - 6% from out of state.
- Interests
 - 92% lead active lifestyles aside from drag racing including;
 - participation sports
 - hunting/fishing
 - spectator sports
 - outdoor grilling/entertaining
 - sport shooting
 - family activities/engagement
 - 46% are business owners
 - Over 80% are homeowners





2025 Season Schedule

Jan						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- 09 Advisory Comm Mtg
- 24 Div 5 Conference
-
- 25

- 11 Test N Tune
- 12 Bracket Race #4
- 18 Jr Dragster
Bike Nite
- 19 Index Series #2
- 25 Beat the Heat
- 26 Bracket Race #5

Jul						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Feb						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

- 06 Advisory Comm Mtg

- 02 Bracket Rain Date
- 08 Test N Tune
- 09 Index Series #3
- 16 Bracket Rain Date
- 22 Test N Tune
- 23 Bracket Race #6
Wally Race
- 24 Bracket Race #7

Aug						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Mar						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 06 Advisory Comm Mtg
- 30 Import Face Off

- 06 Truett & Osborne
-
- 07
- 11 ET Finals (Earville, IA)
-
- 14

Sep						
S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Apr						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- 05 Opening Day
- 17 YES Program
- 25 Test N Tune
- 26 Test N Tune

- 02 Sunflower Showdown
-
- 05
- 17 Test N Tune
- 18 Index Series #4
- 25 Hell On Wheels Car Show
Monster Mash KS State
Championship
- 26 Import Face Off

Oct						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

May						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 02 Test N Tune
- 03 Bracket Race #1
- 30 Test N Tune
- 31 Wheatland Brawl

- 01 Heads Off Turkey Race
- 03 Christmas Light Setup
-
- 24
- 27 Christmas Display
-
- 30

Nov						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Jun						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 13 JDRL W Finals (Ennis)
-
- 15
- 13 Test N Tune
- 14 Index Series #1
- 20 Test N Tune
- 21 Bracket Race #2
- 27 Test N Tune
- 28 Bracket Race #3

- 01 Christmas Display
-
- 31

Dec						
S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



7800 W 61st N, Maize KS 67101 | www.ksinternationaldragway.com



Sponsorship Tiers

Standard - 2' center line sign or 4' x 8' sign. Business Name listed on website sponsor page and shirtbacks. **\$500.00**

Top - 4' x 8' or larger sign. Small logo listed on website sponsor page and shirtbacks. Monthly Facebook "Sponsor Spotlight" **\$1,000.00**

Class - 4' x 8' or larger sign. Small logo listed on website sponsor page and shirtbacks. Monthly Facebook "Sponsor Spotlight". Daily Shoutout during events. Logo on Class Sponsorboard. **Portion of sponsorship allocated to end of season payout and banquet.* **\$2,500.00**

Banquet Sponsor - 8' x 16' sign with premier placement. Logo listed on website, social media header page, schedules, and top of shirtbacks. Monthly Facebook "Sponsor Spotlight". Daily Shoutout during events. **\$3,500.00 or equal value in kind**

Race Event Partner - Dedicated Gambler's Race Sponsorship. 8' x 16' or larger sign with premier placement. Logo listed on website, social media header page, schedules, all printed flyers, event billboards, and event shirt. Shoutouts in all verbal media and press releases. Hourly Shoutout during event. **contact us**

Lane Sponsor - 8' x 16' sign on lane time board. Logo listed on website, social media header page, schedules, all printed flyers, and top of shirt backs. Hourly Shoutout during events **contact us**

Premier Partner - 8' x 16' sign or larger sign with premier multiple placement. Logo listed on website, social media header page, schedules, all printed flyers, billboards, additional signage and top of shirtbacks. Shoutouts in all verbal media and press releases. Weekly Facebook "Sponsor Spotlight". Hourly Shoutout during events. **contact us**

Logo Placement

32' x 12' Logo Placement on west side of concession utility building on premise visible for up to 1/2 mi west of dragway



Partner Logo Placement on Schedule (distributed at all sponsors), website and social media; and T-shirt backs

Partner Logo Placement Social Media Covers and posts

Window clings for Sponsor location



Signage



LOCATION: W Facing Ctr Grandstand [CG]
SIZE: 6' X 4'
QTY: 16
TIER: Standard



LOCATION: Track Board [TB]
SIZE: 4' X 8'
QTY: 16
TIER: Standard



LOCATION: S Facing Staging Lanes [SS]
SIZE: 4' X 8'
QTY: 6
TIER: Standard



LOCATION: N Facing Staging Lanes [NS]
SIZE: 4' X 8'
QTY: 40
TIER: Standard



LOCATION: Concession Railing [CR]
SIZE: 4' X 8'
QTY: 10 (both sides)
TIER: Top



LOCATION: N Facing Concession [NC]
SIZE: 4' X 8'
QTY: 4
TIER: Top



LOCATION: W Facing Admission Gate [AG]
SIZE: 5' X 8'
QTY: 10
TIER: Top - Premium



LOCATION: Backside of Track Board
SIZE: 32 x 8
QTY: 1
TIER: PREMIER



LOCATION: W Facing N Grandstand [NG]
SIZE: 16' X 8'
QTY: 3
TIER: Premier



LOCATION: W Facing Ctr Grandstand [CC]
SIZE: 8' X 16"
QTY: 4
TIER: Premier

Contact for more information

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