

## **NY6A 600 Sprint Tour**

**US6A Inc.**

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Dear Potential Sponsor,

NY6A Tour would like the opportunity to form a mutual beneficial partnership with you as a sponsor for the 2023 race season. We understand you may have different options in many markets when it comes to advertising your business. We are aware that it is important for you to get the most out of your advertising dollar to get the best return on your marketing investment. NY6A Tour strongly feels that our organization has marketing options that suite both your budget & marketing demographics, while drawing attention to your business. We are flexible and open to any variation of requests or inquiries for different ways we can add value to your company while sponsoring our organization.

NY6A (New York's 600 Association) Tour series is New York's premier 600 micro sprint travel series. Our group of drivers travel to various racetracks throughout New York state and a few in Pennsylvania from May to September. We are a non for profit organization that's mission is to promote, education and grow 600 micro sprint racing to benefit all involved. The vision for the NY6A Tour is to educate racers on the extreme value that the class offers for a real race car. Make no mistakes, we are the fastest cars on the track at most venues, and even faster than full size sprints or modifies on a dry slick day! We hope the numbers grow as the racing community realizes that good racing is affordable.

As a NY6A Tour sponsor you will have the opportunity to have your company name and/or logo on all our driver's race cars, our website, and social media pages. We will provide our drivers with a logo to be placed on their cars for everyone to see. Your company will be mentioned at every race event and added to all NY6A tour advertisement. Your company will have the opportunity to be a title or award sponsor for a race. We will be your billboard, as you will gain exposure at all race events.

NY6A Tour does not profit any funds; it all goes to our drivers to make it affordable to offset their travel and race expenses throughout the season. There is a set payout scale for the drivers to receive each race event. These funds are paid directly from the race tracks we run at. Most of the time their payouts don't even cover their expenses (travel, pit pass and driver registration) per event.

NY6A Tour's need for sponsors is extremely important being a non for profit organization. In order, for us to offer bigger payout races we need funding for these events. Your sponsorship would be the title sponsor for that scheduled race event. In addition, we need funding for our weekly and end of the season awards for our drivers.

Thank you for your consideration & support. We would be more than happy discuss the best sponsorship option to build a beneficial relationship with you and your company.

We look forward to working with you!

Sincerely,

Jerry Gurney, Director

Lisa Battalino, Administrator & Marketing

315.729.6319 (Lisa)

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[NY6Atour.com](http://NY6Atour.com)

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