

PREFERRED HOTEL PACKAGE

Stafford Motor Speedway's Preferred Hotel Advertising Package offers a unique avenue to expose your hotel property to thousands of race fans. The many elements included in the package link fans directly to your hotel through our brochures, website and weekly Pitstopper program.

PREFERRED HOTEL PACKAGE INCLUDES THE FOLLOWING ELEMENTS



HOTEL LOGO IN OUR BROCHURES

Stafford Motor Speedway distributes over 30,000 full color brochures each year in which your hotel logo would be prominently displayed under the Preferred Hotel listing. Brochures are distributed at a variety of trade shows throughout the year and mailed directly to our customers.



RECOMMENDED BY STAFFORD MOTOR SPEEDWAY BOX OFFICE

Race fans visiting Stafford Motor Speedway often inquire about near-by places to stay. As a Preferred Hotel Advertiser your hotel name and number is recommended along with your website.

WEBSITE BANNER ADVERTISING

The Stafford Motor Speedway website averages over 50,000 visits monthly. As a Preferred Hotel Advertiser your Hotel Banner would be prominently displayed on our Website Accommodations page along with a listing on our Links page. Both advertising elements would link directly to your website allowing the customer to preview your property, check rates and make reservations.



PITSTOPPER PROGRAM ADVERTISEMENT

Another element of the Preferred Hotel Package is the inclusion of a 1/2-page advertisement in our weekly Pitstopper Program. The Pitstopper Program is produced weekly and throughout the race season and viewed by thousands of loyal NASCAR race fans.

ONLINE FAST TIMES NEWSLETTER

Our online Fast Times newsletter is directly e-mailed to our customers, bi-weekly. As a Preferred Hotel Advertiser your logo and link would be displayed on the newsletter to further your advertising market.

ADVERTISING PACKAGE COST: \$965.00

ELEMENTS OF THE PREFERRED HOTEL PACKAGE PRICED SEPARATELY WOULD EXCEED \$2,000