

# DARKSIDE

*Racing*

## 2023 Corporate Programs

**Dark Side Racing**

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## **Drag racing is the fastest show on earth and the most interactive of all motorsports.**

### **What to Expect**

Unlike a typical three-hour football game or two-hour concert, Drag Racing is an all-day affair. The best advice for fans might well be the same advice given to the teams you're coming to watch:

Come early, stay late, and be prepared.

What to bring: a hat, sunglasses, earplugs, and a blanket (to sit on or bundle up with during the awesome spectacle of night racing).

The weekend is typically organized this way

Friday & Saturday – qualifying rounds

Sunday – elimination rounds

At most events, Friday and Saturday afford two qualifying shots per day, and most feature a Friday night session that transforms fuel-car racing into an ethereal sight. The cars that are quickest in the qualifying rounds make it to the elimination rounds on Sunday.

### **Visit the Pits**

Every ticket is a Pit Pass.

Drag racing is unique among motorsports because fans have direct access to the teams, watching from as close as five or 10 feet as the highly skilled mechanics "twirl the iron." Stick around a bit and you can get an autograph or a photo with your favorite driver.

Hot tip: Some of the most frantic action takes place in the first 30 minutes after a car returns to the pits. If you want a front-row seat to watch the teams at their best, head for the pits a little early. If there's a major engine meltdown on the track and you don't mind missing the rest of the action, you probably won't have to fight for elbow room. The lack of crowds also provides a good chance to snag some autographs at other pit areas.



# DARKSIDE *Racing*

## **Programs—Overview**

Dark Side Racing delivers an exceptional platform for sponsors to benefit from targeted business-to-business relationship opportunities. Hosting the right people at the right time can lead to big business and creating and fostering B2B relationships among our portfolio of partners is our strength. We handle all the details so you can stay focused on the most ROI-generating aspect of this investment—connecting with you guests.

## **Fire Up Displays**

Adrenaline-fueled single day outdoor marketing events that are highly interactive and immerse clients, customers and employees in an exhilarating and memorable motorsports experience.

## **Track Day Experiences**

The ultimate corporate motorsport experience! Track days are specifically designed for the corporate market and are ideal as a team building event, incentive or customer corporate entertainment. A corporate track day will leave your guests with memories never to be forgotten!

## **Nitro 101**

Nitro 101 is designed to be engaging and educational and includes discussion topics such as staging lights (aka the Christmas tree); fuel volume; ignition; engine and clutch parts; clutch application; and more. It's an interactive opportunity to get up close and personal with one of the fastest accelerating vehicles on the planet.

## **Trade Shows**

Partnering with Dark Side Racing provides a powerful platform for meeting new customers, reaching out to your existing client base, and elevating your brand.

## **Corporate Crew Challenge**

An opportunity to build and develop teamwork, demonstrate skills, enthusiasm, and ingenuity, build confidence and commitment to excellence. Creates opportunities to promote the auto industry to the general public in a new and exciting way, and to grow a future base of performance enthusiasts for our industry.

## **Driver and Crew Training Programs**

Comprehensive training programs developed for drivers and pit crew members. Crew training program focuses on instilling the fundamentals, discipline and confidence required to serve as a crew member. Driver training program is customizable to your comfort level. Whether your goal is to simply take on the challenge of a Top Fuel burnout, or you aspire to earn your NHRA Top fuel competition license, the program will be developed just for you. Driver and Crew programs include hands-on training and coaching.



## Branding Opportunities

### Primary Representation starting at \$25,000

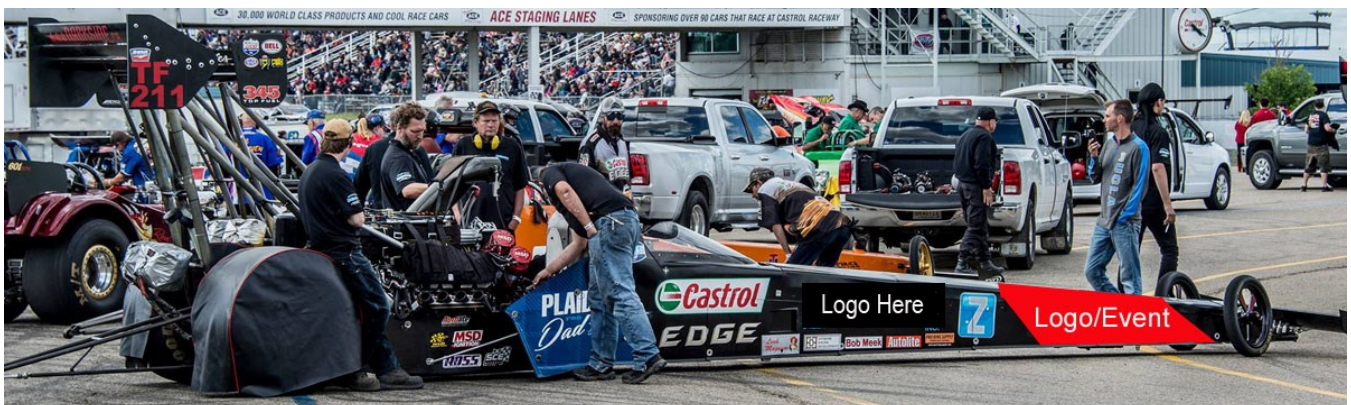
- Primary logo representation on sides of dragster
- Primary logo representation on transport trailer
- Exclusive rights to paint scheme/graphics
- Primary logo representation on crew uniforms.
- Choice of team colors
- Primary logo recognition and link placement on Dark Side Racing website
- Display corporate signage
- Primary sponsor representation in Dark Side Racing Newsletter
- Primary brand mention on race day live audio broadcasts
- Primary brand mention during media interviews and display introductions
- Primary brand mention at Podium talks
- Primary brand mention on Social Media
- Enthusiastic, active and knowledgeable brand ambassadors

### Associate Representation starting at \$7,500

- Dominant logo representation on sides of dragster
- Logo representation on transport trailer
- Brand mention on race day live audio broadcasts
- Brand mention during media interviews and display introductions
- Brand mention at Podium talks
- Logo recognition and link placement on Dark Side Racing website
- Brand mention on Social Media
- Display corporate signage and distribute marketing materials at events
- Brand mention in Dark Side Racing Newsletter
- Enthusiastic, active and knowledgeable brand ambassadors

### Donate a Drum \$3,500

- Logo representation on sides of dragster: approx. size 4"x12"



## Fire Up Displays \$1,500

\*Plus travel/hotel for out of town events

### Experience the thrill of a 10,000 horse power Nitromethane Fire Up!

Dark Side Racing's Fire Up displays are adrenaline-fueled single day motorsport experiences. They are highly interactive and immerse clients, customers and employees into the exclusive, exhilarating world of nitro fueled Top Fuel drag racing. Hosted in conjunction with customer appreciation events & bbq's, car & trade shows, festivals, press events, parades, and corporate team building exercises (to name a few) Fire Up displays are an exciting enhancement to any outdoor event!

- Display includes DSR Top Fuel Dragster, 44' custom trailer, and team tow vehicle
- Guests have direct access to race car, driver, crew and are able to watch from as close as 5'
- Team interacts and engages with guests, sign autographs and take photos
- Display table available to distribute your swag, coupons, and promo items
- Branding opportunity: Team Dark Side will display your signage/vertical banners
- Collaborate with your social media team and cross-promote event via social media



## **Track Day Experience starting at \$4,000**

\*Plus travel/hotel

Dark Side's single day track experience creates an intimate behind the scenes experience right inside our pit and deliver an exceptional platform for sponsors to benefit from targeted business-to-business relationship opportunities. Hosting the right people at the right time can lead to big business and creating and fostering B2B relationships among our portfolio of partners is our strength. We handle all the details so you can stay focused on the most ROI-generating aspect of this investment—connecting with you guests.

Whether you're looking for a great package for clients, employees, friends, or family...Dark Side can offer a range of VIP options that can be customized to fit your budget.

### **Package Details:**

- "Members only" access to DSR pit
- 1 Nitro Fire Up in Pits
- 1 run of the Top Fuel Dragster
- 5 -Single day passes .  
Exclusive one-on-one interaction with Team Dark Side driver and crew
- Display table to distribute sponsor swag, coupons, and promo items
- Branding opportunity: Team Dark Side will display your signage/vertical banners

### **Enhancements**

- Hospitality—Targeted B2B opportunities
- Honorary Crew Member for a Day
- Ultimate Fan Starting Line Experience

### **Why should you invest in Dark Side motorsport experiences?**

- Spend an average of 6-8 exciting hours with your guests
- Build customer loyalty and client retention
- B2B Opportunities: Grow existing relationships and foster new ones
- Opportunity to host top clients & customers at a national drag racing event
- Reward employees
- Host celebrities and community leaders

## Nitro 101 \$250

Nitro 101 is designed to be engaging and educational and includes discussion topics such as staging lights (aka *the Christmas tree*); fuel volume; ignition; engine and clutch parts; clutch application; and more. It's an interactive opportunity to get up close and personal with one of the fastest accelerating vehicles on the planet. From an engine teardowns; to the sensations of Nitromethane powered Top Fuel dragsters; to the physical impact of going from zero to 320 mph in under 4 seconds. If you're interested in learning the "nuts and bolts" of drag racing or curious about the driver's perspective, then Nitro 101 is for you.

Can be hosted at Fire Ups, VIP Tracks days, and just about any type of indoor or outdoor event or festival.

1 Hour in length





## Trade Shows

### Three Day Packages starting at \$3,000

\*Plus travel/hotel

Partnering with Dark Side Racing provides a powerful platform for meeting new customers, reaching out to your existing client base, and elevating your brand.

#### Package Details:

- Display includes Dark Side Racing Top Fuel Dragster
- Dedicated display table to distribute your swag, coupons, and promo items
- Manned booth. Team interacts and engages with guests, sign autographs and take photos
- Forge business relationships. We are enthusiastic, active and knowledgeable Brand Ambassadors
- Raise brand awareness with eye-catching corporate signage
- Work with your team to create experiences that educate, entertain and drive attendees and media to our booth
- Collaborate with your social media team and cross-promote event via social media
- Distribute press release to media outlets



Action Sports Photography by Moe  
WofW 2017 Calgary

## **Corporate Crew Challenge \$10,000 per team**

A goal based employee retention program that engages and energizes your workforce. Employees must first qualify to be part of the competition which imparts a strengthened sense of teamwork in the workplace. Employee competitions can also help open the lines of communication between your team and its leaders, all resulting in a more collaborative, fluid company culture.

The event itself resembles the tear down between rounds at a professional drag racing event. Top Fuel engines are completely torn down and rebuilt between every run. During a rebuild, all major components are removed and either inspected or replaced to be rebuilt later. To the uninitiated, an engine rebuild in a Top Fuel pit appears to be pure mayhem, but there really is a science behind it. And the fans absolutely love the show!

Two identically prepared Top Fuel dragsters with all the goodies, and two pit crew teams of four. The engines are fired up simultaneously, cackled for the crowd, and given the signal to stop. Teams now compete head to head to disassemble the motor and exchange a complete piston rod rack assembly. Once the tear down is complete, it's time to assemble the engine while using correct procedures and torque specs, and all the while being viewed by co-workers and spectators. The first team to successfully Fire Up WINS. Program will be customized to your needs. Includes training, practice sessions & competition.

### **Team Structure**

Based on 4 members per team: lead, left bank, right bank, diver.  
One team competes against the clock; 2 teams compete head to head; 4 or more teams compete in elimination style ladder.

### **Stage 1—Safety, Theory, Training**

5 Days Total  
Day 1: 4 hours Theory & Safety  
Day 2: 8 Hours Walkthrough & Refresher; First position training  
Day 3: 8 Hours Hands on; Rotation of positions  
Day 4: 8 Hours Hands On; Rotation of positions  
Day 5: 8 Hours Hands On; Final position rotation

### **Stage 2— Practice**

4 practice sessions hosted in conjunction with Dark Side Racing Fire Ups, Show & Shines, car shows, etc

### **Stage 3— Competition**

Can be hosted at any major drag racing event or corporate events like Track Days

## Crew Member Training Program starting at \$2,000

An experiential program designed to teach the specific skills associated with a career as crew member on a Top Fuel racing team. While there are no prerequisites for enrollment other than age (participants must be at least 18 years old), the program is both physically and mentally challenging. Persons who successfully complete the program have both the knowledge and the skills to actually perform and put to action the concepts. Crew member training includes position responsibilities and skill development, and race day preparation.

## Driver Training Program— call us to discuss

Whether your objective is to perform a single burn out in a Top Fuel dragster or obtain your professional NHRA competition license, the Driver Training Program is intense and serious and will accommodate the speed and skill level of each individual student. Program Includes study material and comprehensive pit side cockpit instruction before advancing to the starting line. Visualization techniques are discussed and encouraged.

Step 1 is a BurnOut and slow idle to end of track. Driver brings car to full stop and safety crew tows car off the track. Next is backing up, staging and launch. The first license pass is a 100' shot and tests your ability to react well when the race starts and all the raw power of a 10,000 horsepower engine punches you at launch. Getting off the line straight and at full power, cut the engine and coast down the track. Next is a 660' hit. This involves a full-power launch and a half-track, full-power run, which will test your ability to handle an acceleration up to and over 200 miles per hour. Cut the engine after half track and coast down the track. The final step needed for a successful licensing procedure for the NHRA is a full 1000' run and navigating the car off the track.

## Dark Side Racing corporate clients, sponsors and community partners Past and Present







## Follow Us On Social Media

Facebook: [www.facebook.com/darkside.ca](https://www.facebook.com/darkside.ca)

Dark Side Racing website: [www.DarkSideRacing.ca](http://www.DarkSideRacing.ca)

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