

South Dakota Mud Racers Inc (SDMRI) is a non-profit organization dedicated to supporting communities and other non-profit organizations such as local fire departments. The raised funds assist them with operating and equipment costs. Mud racing events provide family entertainment at an affordable price. Sponsorship of the mud races provides excellent exposure for your business. Our promotional booklet contains the race schedule, sponsor’s ads, driver profiles with pictures of the race trucks, rules, and regulations for each race class along with other promotional items. South Dakota Mud Racers provide these booklets to the spectators at every race.

SDMRI sponsorships can be achieved in a variety of ways to fit all advertising budgets. All advertisers will receive 2 free passes with each pass valid for 1 race. You will also receive 2 booklets, which will be delivered to your business with the free passes once the booklets have been printed.

### Sponsorship Options

		Color Book				
Promotional Booklet	Ad Option		Billboard Sponsorship		Class Sponsorship	
\$150	Quarter Page	+\$50	\$50	Per Event	\$150	Per Event
\$225	Half Page	+\$75	\$300	Entire Season*	\$700	Entire Season
\$300	One Full Page	+\$100	\$200	Construction Cost **		

### Packages

**\$600** (Color Book Ad \$700)  
**Super Stock Package**  
 Season-Long Billboard\*\*  
 Full Page Ad in Book  
 Live Coverage

**\$900** (Color Book Ad \$1000)  
**Pro Stock Package**  
 Season-Long Class Sponsorship  
 Full Page Ad in Book  
 Live Coverage

**\$1200** (Color Book Ad \$1300)  
**Top Fuel Package**  
 Season-Long Class Sponsorship  
 Season Long Billboard\*\*\*  
 Full Page Ad in Book  
 Live Coverage

**Option of Choice:**

Please make check payable to SDMRI.  
 Mailing address: 307 N. West Ave, Madison, SD, 57042  
 Questions and artwork can be directed to [sdmribrad@gmail.com](mailto:sdmribrad@gmail.com).

**AD FORMS FOR THE 2025 SEASON ARE DUE MARCH 1, 2025**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please be aware that signing this form is an agreement to pay for the desired option in the box above.

\*Actual price will be set when full schedule is released; current price is based on seven races.  
 \*\*One time investment (\$200) is a 2’x 8’ sign or a sign of your own would need to be supplied. Sign is yours to keep at the end of the season.  
 \*\*\*We pay construction costs on a 2’x 8’ sign or a sign of your own would need to be supplied if you have had a billboard previously. Sign is yours to keep at the end of the season.