



Ford Performance Association

Presents

2022 Ford vs Chevy 33rd Annual Shootout

MARCH 12th and 13th 2022

Sponsorship Information

Contact: Jimbo Williams for Sponsorship: INTEREST or QUESTIONS

JWILLIAMS@DEEPSOUTHCRANE.COM (504) 252-6044

Welcome

The Ford Performance Association (FPA) will hold the 33rd Annual Ford vs Chevy Shootout at Gulfport Dragway on March 12th and 13th 2022. This event allows Ford and Chevy powered cars to race against each other in (3) different brackets. The 2-day event also features, jet cars, exhibition cars, and appearances by racers from Street Outlaws. We will also have 16 of the fastest small tire shootout cars in the South racing heads up for the Title of Fastest Small Tire Car of 2022. Attendance has topped over 5000 paid spectators in previous years. With the racers and the paid attendance advertising reaches just under 6000 people over 2 days.

As the race gets closer, we distribute posters, flyers, and other promotional items to our sponsors to help get the information about the event to their customers.

The FPA is asking for sponsorship for the event at various levels.

EVENT SPONSOR: _____

At the \$5,000 level your company will have exclusive sponsor of the event. All printed material and verbal advertisements will feature your company logo and use your company's name.

- 1) Exclusive Event Sponsor
- 2) Sponsor logo on event Shirts, Posters and Flyers
- 3) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 4) 20-foot x 50-foot area for marketing on vendor midway
- 5) 25 free entry tickets
- 6) 25 free event shirts
- 7) 10 VIP parking passes

TOWER LANE SPONSOR:

At the \$1,250 level your company will represent the Tower Lane. During time trials and eliminations your company will be mentioned as the Tower Lane sponsor of the event. All printed material and verbal advertisements will feature your company logo and use your company's name in conjunction with the other co-sponsor.

- 1) Exclusive Tower Lane Sponsor
- 2) Sponsor logo on event Posters and Flyers
- 3) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 4) 20-foot x 20-foot area for marketing on vendor midway
- 5) 15 free entry tickets
- 6) 15 free event shirts
- 7) 5 VIP parking passes

SPECTATOR LANE SPONSOR:

At the \$1,250 level your company will represent the Spectator Lane. During time trials and eliminations your company will be mentioned as the Spectator Lane sponsor of the event. All printed material and verbal advertisements will feature your company logo and use your company's name in conjunction with the other co-sponsor.

- 1) Exclusive Spectator Lane Sponsor
- 2) Sponsor logo on event Posters and Flyers
- 3) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 4) 20-foot x 20-foot area for marketing on vendor midway
- 5) 15 free entry tickets
- 6) 15 free event shirts
- 7) 5 VIP parking passes

ELECTRONICS BRACKET SPONSOR:

Dealer Services Automotive Repair and Collision Repair

At the \$1,000 level your company will represent the Electronics Bracket. Company name will be printed on the awards. During time trials and eliminations your company will be mentioned as the Electronics Bracket sponsor of the event. All printed material and verbal advertisements will feature your company logo and use your company's name in conjunction with the other co-sponsor.

- 1) Exclusive Electronics Bracket Sponsor
- 2) Sponsor logo on event Posters and Flyers
- 3) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 4) 20-foot x 20-foot area for marketing on vendor midway
- 5) 10 free entry tickets
- 6) 10 free event shirts
- 7) 5 VIP parking passes

NON-ELECTRONICS / FOOT BRAKE BRACKET SPONSOR: _____

At the \$800 level your company will represent the Electronics Bracket. Company name will be printed on the awards. During time trials and eliminations your company will be mentioned as the Electronics Bracket sponsor of the event. All printed material and verbal advertisements will feature your company logo and use your company's name in conjunction with the other co-sponsor.

- 1) Exclusive Non-Electronics / FOOT BRAKE Bracket Sponsor
- 2) Sponsor logo on event Posters and Flyers
- 3) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 4) 20-foot x 20-foot area for marketing on vendor midway
- 5) 5 free entry tickets
- 6) 5 free event shirts
- 7) 3 VIP parking passes

CO-SPONSOR'S: _____

At the \$500 level your company name will be mentioned throughout the event. All printed material and verbal advertisements will feature your company logo and use your company's name in conjunction with the other co-sponsor.

- 1) Sponsor logo all event Posters and Flyers
- 2) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 3) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 4) 10-foot x 10-foot area for marketing on vendor midway
- 5) 3 free entry tickets
- 6) 3 free event shirts
- 7) 2 VIP parking passes

CO-SPONSOR'S: _____

At the \$250 level your company name will be mentioned throughout the event. All printed material and verbal advertisements will feature your company logo.

- 1) Sponsor logo on event Posters and Flyers
- 2) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 3) 1 free entry tickets
- 4) 1 free event shirts
- 5) 1 VIP parking pass

CO-SPONSOR'S: _____

At the \$100 level your company name will be mentioned throughout the event.

- 1) Sponsor logo displayed at Gulfport Dragway throughout the event.
- 2) 1 VIP parking pass

EXAMPLE ONLY

O'Reilly AUTO PARTS PRESENTS

2017 Advertising

Special Thanks to our Title Sponsors:



504-264-2277

Come to the VICARIA AUCTION at Crush the Coast and make your Dream Car come true. MCARI AUCTION is hosting its 22nd Annual Classic & Muscle Car Auction on October 5, 6, & 7, 2017 during the Cruising the Coast Event. There will be Fords and Chevys of all kinds up for auction. Come to the Mississippi Coast Coliseum and Convention Center to buy your Dream Car!



504-339-6762
LIEMJEY.COM

When it comes to Waterjet cutting, we help customers bring their visions to reality. There are no small jobs. We cater to anyone that has a need for our service. Our customers can work by our side as we create the perfect project. Our experience to think out the box gives us a unique advantage.

OFFICIAL FORD vs CHEVY HOTEL WFO:



Campanile Hotel
Gulfport (the Old Magnolia Inn)
9378 Canal Rd. • Gulfport, MS
288-822-9000

Rooms are \$79 per night plus tax.
(tax you are with Ford vs Chevy Race)
You have to book before October 1st!

Thank You Associate Sponsors:



JEFFERSON, LA
(504) 942-8877



504-837-5807



504-837-8977



504-845-7107 • 504-824-2887



504-942-8877



504-837-8977



504-837-5807



504-837-5807



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504-837-8977



PERFORMANCE ASSOCIATION

FORD vs CHEVY



October 14-15, 2017

Come out and hear the best track announcer in the business & "the voice" of Gulfport Dragway, Mr. Monte Caldarelli call the races & events at this year's 29th Annual Shootout !!

OVER \$13,000 IN PAYOUTS!

Big Time Exhibition Races Including
2 "show stopping" Jet Cars &
4 "local" Street Outlaws
New Orleans, Racers

GULFPORT DRAGWAY

170MS RACE TRACK RD. • GULFPORT, MS 39508

for the latest info & updates



FPA Car Club & Ford vs Chevy
Shootout Drag Race