

**EDKRA**

# SUMMER CHALLENGE



***Sponsorship & Benefits***



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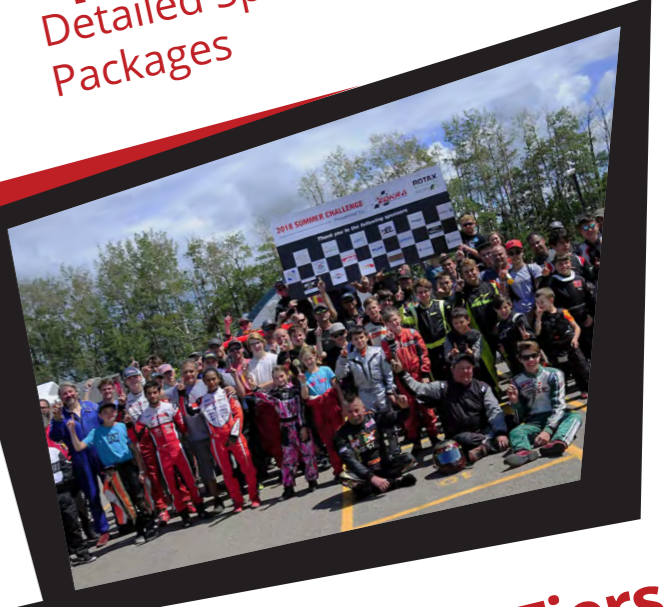


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01



# INTRODUCTION

The Edmonton & District Kart Racing Association (EDKRA) is a not-for-profit, member-run organization that was formed in 1972 to promote the sport of kart racing in Northern Alberta, as an ASN Canada affiliated club.

Building on the success and suggestions of previous events, the EDKRA is thrilled to present our Annual Summer Challenge event and its promises to be an exciting weekend of racing and fun activities for everyone.

The Summer Challenge has already established itself as one of the Western Canada's biggest kart racing events of the past 20 years, with over 150 racers and families in attendance from across North America, racing in front of grandstands packed full of spectators and motorsports enthusiasts of all ages.

The Summer Challenge is focused primarily on promoting safe family fun, with racers ranging from 8 to 70+ years of age. The Summer Challenge features a mix of grassroots and professional racers competing wheel-to-wheel in a variety of classes, with karts reaching speeds over 100 km/hr on the club's 1100 meter permanent asphalt road course track, which was designed and built in 2010 by members of the EDKRA, under the guidance of Kevin Dowler and Randy Kerenyi.

In 2018, the EDKRA announced the support of ROTAX and the renaming of our Warburg track to the Rotax Mojo Raceway. It has been an exciting partnership and our members appreciate the support.





*"WORLD  
CLASS  
RACETRACK"*

The EDKRA facility proudly consists of a 1.1km world-class karting track, pit stalls, RV camping, washrooms, race office and a tech building used for karting events and educational purposes.

EDKRA is a Nationally recognized track not only for its exceptional facility but for its race events.

## OUR MISSION

To promote competitive, affordable, and safe environment go-kart racing where new and experienced racers can compete in a family-friendly environment.

## OUR VISION

Our Vision as a club is to grow awareness about kart racing in our community and allow as many people the opportunity to race as possible.

05



*"I started racing go-karts. And I love karts. It's the most breath taking sport in the world. More than F1, indeed, I used to like it most."*

- Ayrton Senna

**How Kart Classes Are Broken Down:**

Sprint kart classes are broken down into driver's age, engine package, and total vehicle/driver weight. The most popular engine packages that are raced in the EDKRA are the Briggs LO206 four cycle, Rotax FR125 two cycle, Rotax DD2 Shifter two cycle and 6 speed shifter two cycle packages. These engine packages cover all age categories from 7 years old and upward.

**KART CLASSES**



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**RIGGS & STRATTON LO206 (70-80km/hr)** Briggs classes use a sealed OHV engine that restricts the amount of changes that engine builders can make to the engines as well as running on gasoline instead of super octane fuels. The engines are air cooled and the racing is very competitive with many racers in each Briggs class.

**ROTAX MAX 125cc (85-100km/hr)** Rotax Max is the most popular category of karting worldwide. The category is based upon a 125cc 2-stroke engine with an electric starter.

**ROTAX MAX 125cc - 2 SPEEDS (105km/hr)** chainless drive concept is combined with a 2-speed gearbox operated by means of shift paddles directly from the steering wheel. Ideal for drivers with know-how in kart racing, the engine is the closest to Formula car racing.

**SHIFTER VARIOUS 125cc ENGINE - 6 SPEEDS (105km/hr+)** The Shifter Karts are all about brute force with a 6 speed gearbox and a minimum of 35+ hp. Nothing beats the acceleration of a shifter kart or braking since these have front brakes as well as a rear setup even some of the fastest cars in the world can't compete.

# SPEED

# EVENTS

**PRACTICE AND DD2 FINALS FRIDAY**

**RACING THROUGHOUT THE WEEKEND**

**FINALS TAKING PLACE SUNDAY!**





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# MOTORSPORT FANS MOST BRAND-LOYAL

*Sponsoring EDKRA allows your company and brand to distinguish itself and improve its image in creative ways that your competitors miss out on in the forms of advertising. According to research, motorsport fans and its participants are the most brand-loyal, when compared to fans of **any other sport**.*



**ROTAX**®

**MOJO**®

**RACEWAY**

**The 2024 SUMMER CHALLENGE**

**WILL BE HELD**

**JUNE 28-30, 2024**



# 13 Title Sponsorship

## Summer Challenge

Presented by \_\_\_\_\_!

# \$ 10,000

**One Title Sponsorship is being offered for the race event.**

The Title Sponsor gets the privilege to include their company name as part of the event name, Summer Challenge presented by (your company). This is the highest level of sponsorship with the most benefits included in the Title Sponsor sponsorship package. Opportunities exist to feature your name in all media as the sponsor of the event. Extensive marketing including your company will be displayed on social media, website, and event programming before, during and after the event. Your company name will be featured on the podium presentations/banner, all karts featuring an appropriately-sized decal of your company's logo and your company will be included in a substantial signage package featured at the event.



# Class Sponsorship



# \$ 1,500

**Class Sponsorships are offered on a first-come, first-served, basis.**

Opportunities exist to feature your name in all media as the sponsor of your chosen class. Extensive marketing including your company will be displayed on social media, website, and event programming before, during and after the event. Your company name will be featured on the podium presentations/banner, all karts featuring an appropriately-sized decal of your company's logo and your company will be included in track signage.

## Summary of classes

The Summer Challenge will feature several classes of racing. Here is a brief outline of all classes racing during the weekend. With the exception of the two DD2 classes who will be running their final races Friday evening, all final races will be run on Sunday.

Briggs L0206 Junior 1 - Presented by your company  
Ages 8-11

Rotax Junior MAX - Presented by your company  
Ages 12-16

Rotax Senior MAX - Presented by your company  
Ages 15+

Rotax Masters MAX - Presented by your company  
Ages 32+

DD2 - Presented by your company  
Ages 15+

Rotax DD2 Masters - Presented by your company  
Ages 32+

125cc Open Shifter - Presented by your company  
Ages 15+

Briggs L0206 Junior 2 - Presented by your company  
Ages 10-16

Briggs L0206 Senior - Presented by your company  
Ages 15+

Briggs L0206 Masters - Presented by your company  
Ages 32+

Briggs L0206 Ladies - Presented by your company  
Ages 15+

Rotax Micro MAX - Presented by your company  
Ages 8-11

Rotax Mini MAX - Presented by your company  
Ages 10-13

## Sponsorship Options



# \$250-\$750

**The Summer Challenge will feature cash prizes offered at the event for racers.**

Some but not limited to Superpole Qualifying Awards for "Fastest Qualifier", Finals will also feature Cash Prizes for First, Second and Third Place Finishers.

## Prize Contributions

Should you wish to make a general contribution of cash, gift cards or merchandise, please contact us with your suggestions!



# Sponsorship



Event

## Event Success

Should you wish to sponsor the Summer Challenge your donation(s) will go towards making the event a true success! Your financial investment in the Summer Challenge and merchandise contributions will be used to assist with covering costs and go towards prizes for racers and spectators!



Marketing

## Photographer

The Summer Challenge will have a professional photographer present capturing the event! Your company's name will be featured in high quality photography throughout the weekend activities! Extensive marketing online, social media and more!



## Promotional

Should you wish to, sponsoring the event as a Title Sponsor, Class Sponsor or Prize Sponsor will give you access to set up a booth at the event to promote your brand/company! Motorsport Fans are the most Brand-Loyal fans of any sport!

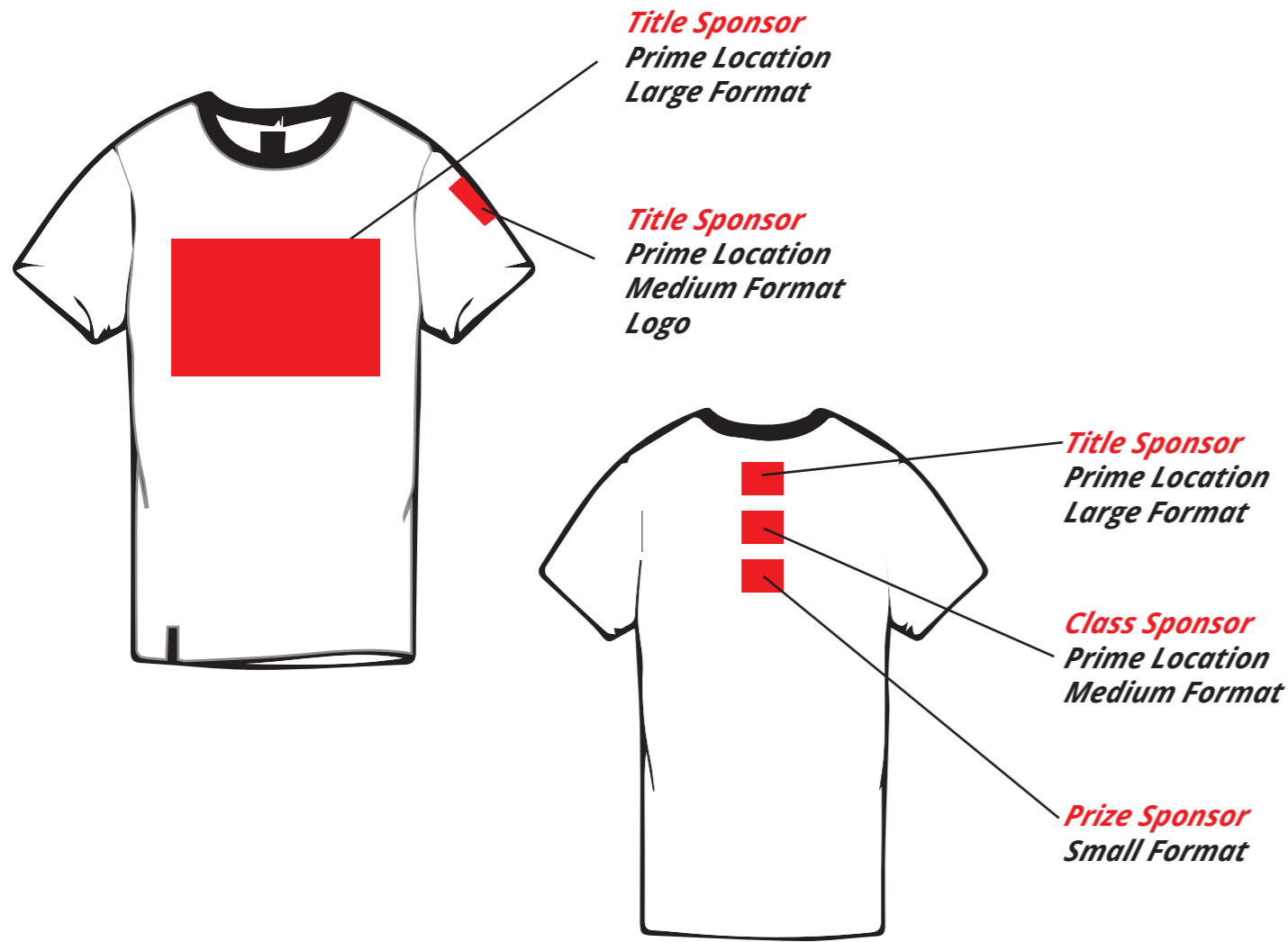
On behalf of the EDKRA,  
Thank You for your support!



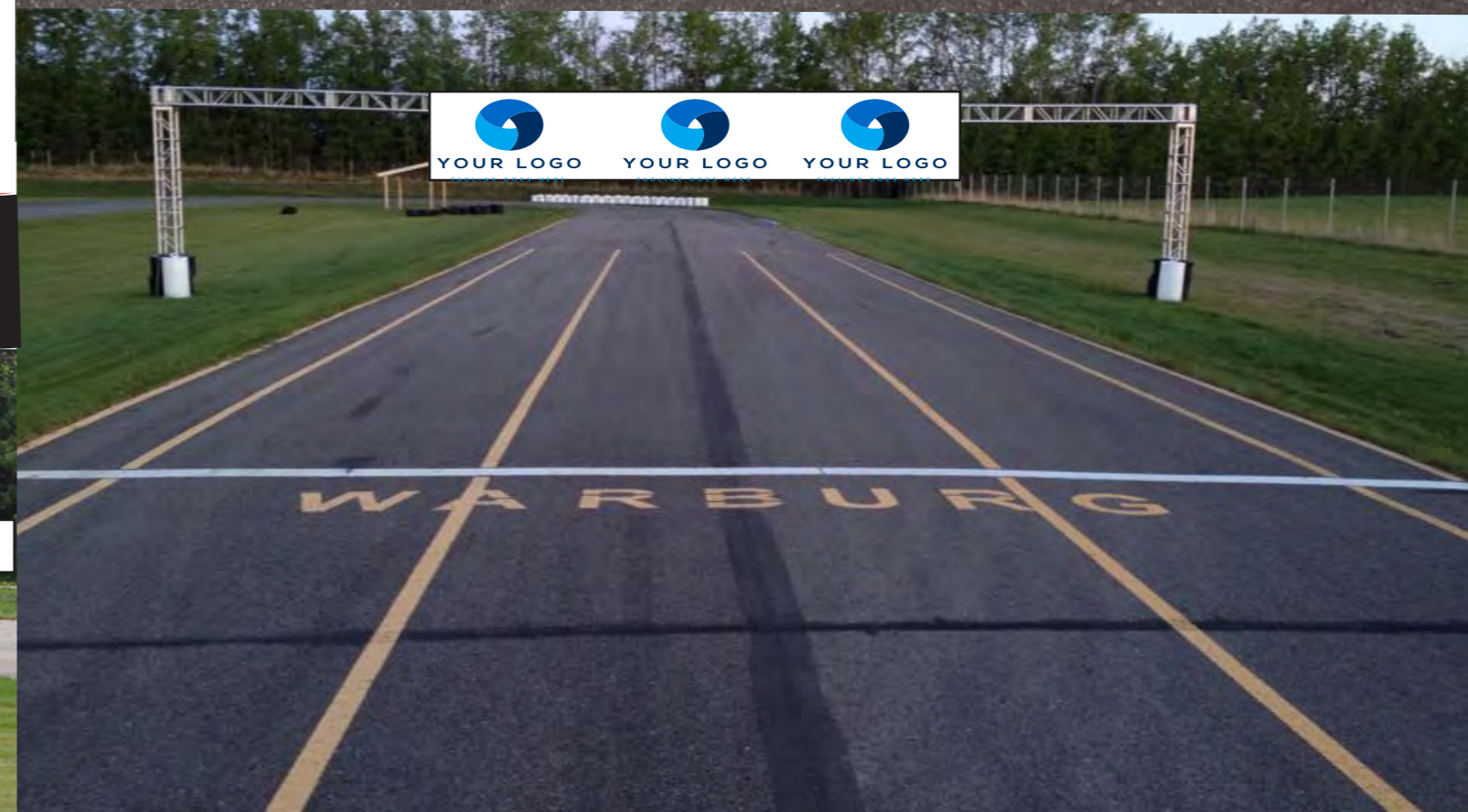
SPONSORSHIP TIER	TITLE	CLASS	PRIZE	GOLD
<b>PACKAGE COST</b>	\$10,000	\$1,500	\$250-\$750	DEPENDENT ON DONATION
<b>BRANDING ON KARTS, CLOTHING AND TRACK SIGNAGE</b>	EVENT PRESENTED BY YOUR COMPANY			
	COLORSCHEME OF CHOICE			
	LOGO PLACEMENT ON KARTS	>		
	LOGO PLACEMENT AT TRACK	>		
	LOGO ON ALL CLOTHING	>		
<b>BRANDING ON PRINT AND ELECTRONIC MEDIA</b>	LOGOS AT START/FINISH LINE			
	LOGOS AT TRACK ENTRANCE	>		
	LOGOS ON PODIUM BANNER	>		
	LOGOS ON PRE-GRID BANNER	>	>	
	LOGOS ON TRACK BANNERS	>	>	>
<b>SOCIAL MEDIA MARKETING</b>	FACEBOOK POSTS 12 WEEKS	>	>	>
	INSTAGRAM POSTS 12 WEEKS	>	>	>
	LOGO ON WEBSITE	>	>	>
	LOGO ON SOCIAL BANNERS	>	>	>
	LOGOS ON EVENT PROGRAM	>	>	>

# Branding

# High Exposure



# Race Track Signage





**Looks forward to hearing from YOU!**

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Thank You to our previous Supporters!

**CLASS SPONSORS:**

*Precise Crossings*

*Last Minute Panic*

*CRG Karts - Colin Livingstone*

*SM Power Generation*

*Iron Wing Tank and Vac*

*Shelemey Financial*

*Mizfitz Motorsports*

*Snubco Group Pressure Control*

*2479 Racing*

*DK Heavy Truck & Trailer Repair*

*MFP Resources*

*Paradise Timepieces*

*Hoogland Farms*

**Prize Sponsors:**

*3D Line Locating*

*Apollo Motorsports*

*Rotax BRP*

*OverDrive Motorsports*

*Fusion Motorsports*

*SKZ Motorsports*

*YEG Decals*

*Potato Growers of Alberta*

*Mr. Stickers*

*Zamp*

*Wetaskiwin Family Chiropractic*

*Radical Canada West*

*Totally Refreshed Spa*



# EDKRA

Summer Challenge 2024  
June 28-30