



# Sponsorship Packages



2026

Check out all the sponsorship opportunities you have at Sauble Speedway! Ontario's finest 1/4 mile paved oval race track. Known as "The Beach" providing family entertainment since 1969! A key in Sauble Beach's tourism industry and a perfect place to your marketing puzzle.



[www.saublespeedway.ca](http://www.saublespeedway.ca)



# About Us

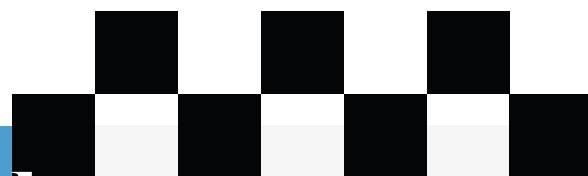
Located in the heart of Sauble Beach, Ontario, Sauble Speedway has been a cornerstone of Canadian short-track racing since it first opened in 1969. Known for its fast-paced action and family-friendly atmosphere, the speedway has built a strong reputation as one of Ontario's premier oval tracks, hosting competitive racing events that attract top talent from across the province. Over the decades, it has remained a vital part of the local motorsports community, providing a thrilling experience for drivers and fans alike.

Sauble Speedway is proudly owned and operated by Paul and Lia Gresel and Tina Cassidy, who are dedicated to maintaining the track's rich heritage while continuously improving the racing experience. Their passion for motorsports and commitment to grassroots racing have helped the speedway thrive, ensuring a welcoming and exciting environment for competitors and spectators. Under their leadership, the track continues to evolve, with enhancements to facilities, expanded event offerings, and a strong focus on driver development.

Today, Sauble Speedway stands as a top-tier racing destination, bringing high-energy competition to Ontario's beautiful Bruce Peninsula. Whether you're a lifelong racing fan or a first-time visitor, Sauble Speedway promises unforgettable moments and the thrill of short-track racing at its best.

## Meet General Manager: Brad

I became General Manager of Sauble Speedway in October 2023, and it has been an incredible journey. Racing has always been a part of my life—it's pure competition with no judges, just the race to the finish line. I took this job because working in racing is an honor, but what keeps me here is the Sauble family and the lifelong friendships I've made. Most of all, I'm proud to be a husband to my wife, Kate, and a father to Lincoln and Riggs.





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# Why Sponsorship?

Sauble Speedway is a high-impact, cost-effective way to boost your brand's visibility while engaging with a passionate and loyal audience. With thousands of fans attending races each season. Your company will gain continuous exposure through trackside signage, car sponsorships, and event promotions. Unlike traditional advertising, motorsports sponsorship offers repeated and memorable brand interactions in an exciting, high-energy environment.

Motorsports fans value businesses that support their favorite sport, making sponsorship a powerful tool for building customer loyalty and enhancing community connections. It also provides unique marketing opportunities, including direct fan engagement, product activations, and social media promotions.

Additionally, sponsorship fosters valuable back to back networking with other local and regional businesses, expanding your professional reach. Align your company with the adrenaline and excitement of racing at Sauble Speedway and put your brand in the fast lane!

## Track Improvements

At Sauble Speedway, continuous improvement is in our DNA—just like fine-tuning a racecar, we're always making adjustments to enhance the experience for drivers and fans alike.

- **Fan & Driver Experience:** GM Brad Holmes is focused on expanding social media engagement, delivering bigger payouts, and introducing innovative race formats to elevate the sport.
- **Stronger Driver Support:** Our 2026 drivers meeting saw record participation.
- The addition of the Sauble Steel Body division.
- **Enhanced Start Times:** Working with the township and neighbours to secure consistent 6 PM starts for the full season.
- **Speedway History & Memorials:** Behind the grandstands, we're showcasing track history alongside the Sauble Speedway Hall of Fame, plus unveiling a life-size track greeter, Paul C., built from racecar parts in memory of Paul Cassidy, who passed away in 2023.
- **Facility Upgrades:** Fiber internet installed with the help of GBTEL, increased cleaning and painting, and grandstand wood replacement with aluminum for a sleeker look and reduced noise.



Sauble Speedway is committed to making racing better than ever, and 2026 is just the beginning!



# Event Outlook

Sauble Speedway's 2026 season is packed with high-energy racing, special events, and fan experiences from May through September. Here's a look at the key events:

## 2026 RACING SCHEDULE



DATE	EVENT	START	CLASSES & DETAILS
May 23	Practice & Tech Day	1PM	Open To All
May 30	Chapter One	6PM	*FIRST 200 FANS RECEIVE 'BUY ONE, GET ONE' ADMISSION TICKETS FOR ANY EVENT IN JUNE* Steel Body Hot Rods, Junior Late Models, Bone Stocks, Ontario Legend Car Series & Bandoleros
June 6	Spring Stampede	6PM	Sauble Late Models, Steel Body Hot Rods, Bone Stocks & Ontario Pro Challenge Series
June 13	Beachfront Blitz	6PM	OSCAAR Super Late Model Series, OSCAAR Modified Series, OSCAAR Hot Rod Series & SOMA Pro-4 Modifieds
June 20	In Speed We Trust	6PM	Sauble Late Models, Imagewraps Legend Cars, Bone Stocks & Junior Late Models + FAN APPRECIATION NIGHT DRIVER AUTOGRAPH SESSION
June 27	The Showdown in Grey Bruce: Night One	6PM	Can-Am TQ Midgets, Ontario Sportsman Series, Outlaw Midgets & Bone Stocks + KIDS CANDY SCRAMBLE
June 28	The Showdown in Grey Bruce: Night Two	6PM	Can-Am TQ Midgets, Steel Body Hot Rods, Outlaw Midgets, Imagewraps Legend Cars & Bone Stocks
July 4	Summer Vacation Night	6PM	Sauble Late Models, Steel Body Hot Rods, Junior Late Models, Bone Stocks & Street Stocks + POWER WHEELS DRAGS
July 11	Next Level Auto Summer Get Down	6PM	TBA
July 18	Dog Days	6PM	*S4 HOT DOGS ALL NIGHT* Sauble Late Models, Ontario Pro Challenge Series, Junior Late Models, Imagewraps Legend Cars & Street Stocks
July 25	Battle Lines	6PM	Sauble Late Models, Junior Late Models, Imagewraps Legend Cars & Bone Stocks + KIDS BIKE RACES
Aug 1	Heatwave Weekend: Night One	6PM	APC United Late Model Series, Ontario Legend Car Series, Can-Am TQ Midgets & Outlaw Midgets
Aug 2	Heatwave Weekend: Night Two	6PM	Steel Body Hot Rods, Great Lakes Legends, Can-Am TQ Midgets & Outlaw Midgets, Bandoleros + MINI STOCK INVITATIONAL
Aug 8	Harvest Heroes Night	6PM	*ONTARIO FEDERATION OF AGRICULTURE MEMBERS FREE WITH ID* Sauble Late Models, Junior Late Models, Bone Stocks and SOMA Pro-4 Modifieds + KIDS POWER WHEELS DRAGS
Aug 15	Now & Forever	6PM	*FIRST RESPONDERS NIGHT! - ALL FIRST RESPONDERS ADMITTED FREE WITH ID* Steel Body Hot Rods, Imagewraps Legend Cars, Junior Late Models & Bone Stocks + KIDS BIKE RACES
Aug 22	Beachside Brawl	6PM	APC United Late Model Series, Dayco Super Stock Series & Street Stocks
Aug 29	Final Battle	6PM	*FIRST 300 FANS RECEIVE 'BUY ONE, GET ONE' ADMISSION TICKETS FOR RIPTIDE WEEKEND: NIGHT 1* Sauble Late Models, Steel Body Hot Rods, Imagewraps Legends Shootout, Junior Late Models, Bone Stocks & Street Stocks
Sept 4-6	SAUBLE BEACH PARTY	TBA	TBA
Sept 18	Riptide Weekend: Night One	TBA	Bone Stocks: First Timers Night, Bone Stocks: 'The Ringer', Junior Late Models: Big Dog Invitational, Street Stocks, Legend Cars: Imagewraps High Roller Shootout
Sept 19	Riptide Weekend: Night Two	TBA	OSCAAR Super Late Model Series, OSCAAR Hot Rod Series, OSCAAR Modified Series, Ontario Sportsman Series, Outlaw Midgets, Sauble Late Models: Jeff Cassidy Memorial Qualifying
Sept 20	Riptide Weekend: Night Three	TBA	Sauble Late Models: Jeff Cassidy Memorial, Super Stock Invitational presented by Stewart's Equipment, Bone Stocks, Ontario Legend Car Series, Bandoleros



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# Event Highlights

## Opening Night Chapter One - May 30th

Kick off the season with high-stakes racing, featuring JR Late Models, Bonestocks, and Sauble Late Models.



## APC at Sauble Speedway (August 1st & August 22nd)

One of the biggest races of the season, featuring the touring **APC United Late Models**.

Expect elite drivers, intense battles, and championship implications as the APC series visits Sauble Speedway twice this year. The stands will be packed and the racing will be fast!

## Sauble Beach Party (September 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup>)

Wrap up the summer with a weekend of music and fun! The track is sure to be rocking all weekend with many visitors and music lovers as they camp and sing all weekend long! Visit [www.saublebeachparty.com](http://www.saublebeachparty.com) for more information.



## Riptide Weekend September 18th-20<sup>th</sup> 2026

A weekend of exciting racing covering many divisions including, Junior Late Models, Bone Stocks, Legend Cars, OSCAAR Super Lates, Hot Rods, & Modifieds, Outlaw Midgets, Super Stocks & the ever popular Ontario Sportsman Series.

## Jeff Cassidy Memorial 75

Will close out Riptide weekend. Many late model drivers from all over Ontario come to pay tribute to Jeff Cassidy, Alstar Series and Late Model driver as well as owner of Sauble Speedway who passed away in 2024.



With a wide variety of events on top of our regular racing schedule, we can provide you with a variety of customers to view your marketing materials or provide your employees and customers with spectacular appreciation nights in our VIP Sweets!



# Sponsorship Packages



+HST  
**\$850+**

## Billboards

This package includes custom sign production, a mention on our PA system each night, and a qualifying race during the season branded with your company name. You'll also receive multiple social media mentions, tags, and features in broadcast videos. Your company must provide the artwork for customization.

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+HST  
**\$710**

## Seasons Tickets

Enjoy two exclusive red reserved seats in the main grandstands, offering approximately 25% savings. Each seat is personalized with a nameplate, and you'll receive customized tickets featuring your company logo and/or names. This package includes access to all race events, ensuring an unforgettable experience with premium seating.

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+HST  
**\$2500+**

## VIP Packages

This exclusive package includes 30 VIP tickets, granting access to an air-conditioned VIP suite, private washroom, and a rooftop terrace. Enjoy complimentary snacks and non-alcoholic refreshments, with additional tickets, catering, and bar service available at extra cost. Your company will be mentioned on our PA system each night and will hold the title of a feature race during the event. You'll receive multiple social media mentions, tags, and broadcast video features, along with a link and logo on our website. Your company will also be promoted through speedway radio ads and displayed on a 4x8 billboard. Artwork will be provided by your company.



# Billboards

We offer a range of billboard options to showcase your company at our events.



## 4x8 Grandstand Billboard

This package **includes** sign production, a mention on our PA each night, a qualifying race during the season in your company name, multiple social media mentions, tags, and broadcast videos, with artwork provided by your company.

**Price: \$850.00 plus HST**

**ADD 2 SEASON TICKETS FOR \$610 +HST  
(\$100 SAVINGS)**

## Back Straight Billboard

This **includes** sign production, a mention on our PA each night, a qualifying race during the season in your company name, multiple social media mentions, tags, and broadcast videos, a link and logo on our website, and artwork provided by your company.



## 10x20 Billboard

- One Year: \$3500.00 plus HST
- Two Year: \$5500.00 plus HST

## 8x20 Billboard

- One Year: \$3250.00 plus HST
- Two Year: \$5250.00 plus HST

Larger signs are available on the Lap Counter and the old pit spotter stand.





# VIP NIGHTS

Take your brand to the next level by becoming a VIP Night sponsor at one of our exciting race events. This exclusive package provides a premium experience for your guests and puts your company in the spotlight throughout the event. **Enjoy access to an air-conditioned VIP suite, private washroom, and rooftop terrace while offering your guests an unforgettable experience with a billboard for the season!**

As a VIP Night sponsor, your company will be featured prominently with the following benefits:

- **30 VIP Tickets** granting access to the air-conditioned VIP suite, private washroom, and rooftop terrace with views of the whole track!
- **Complimentary snacks and non-alcoholic refreshments for you and your guests.**
- Additional tickets, catering, and bar service are available at an extra cost for even more luxury.
- Mention on our PA system each night to ensure **maximum exposure.**
- **Title of a feature race** during the race night, branded with your company name, creating a direct association with the excitement of the event.
- **Multiple social media mentions, tags, and inclusion in broadcast videos, giving your brand wide digital exposure.**
- Link and logo on our **website**, ensuring online visibility before, during, and after the event.
- Your company mentioned in speedway radio ads promoting the event, reaching a broad audience.
- **4x8 Billboard placement** at the event for added visibility.



**Pricing starts at \$2500.00 plus HST to build a custom VIP NIGHT!**

This is an exclusive opportunity to connect with a **passionate audience**, create **lasting brand recognition**, and enjoy a premium experience while **showcasing your company** at a premier motorsport event.

By offering VIP access and extensive brand exposure across multiple channels, this package **ensures your company stands out in a memorable way.**

# Ready to Race with Sauble Speedway?

**Thank you for considering Sauble Speedway sponsorship program for your brand. We are thrilled about the opportunity to collaborate with you and help elevate your business at one of the most exciting events of the season.**

**With every lap, turn, and thrilling moment, your company will be front and center, crossing the finish line with maximum exposure and unforgettable experiences. We look forward to crossing the starting line with you and driving your brand to victory!**



Contact us at : [Brad@saublespeedway.ca](mailto:Brad@saublespeedway.ca) to get matched to your perfect package!

[www.saublespeedway.ca](http://www.saublespeedway.ca)