



MARKETING PORTFOLIO

WELCOME

ESTABLISHED IN 1947, LASALLE SPEEDWAY AND EVENT CENTER IS A QUARTER-MILE DIRT TRACK AND ENTERTAINMENT VENUE LOCATED IN LASALLE, ILLINOIS. ATTRACTING SOME OF THE BIGGEST NAMES IN AUTO RACING THROUGHOUT IT'S HISTORY, THE FACILITY HAS ALSO HOSTED MONSTER TRUCK RALLIES, CAR SHOWS, DRIVE-IN MOVIES, CIRCUSES AND FLEA MARKETS, IN ADDITION TO CONCERTS BY ARTISTS SUCH AS TOBY KEITH, TRICK PONY AND SAWYER BROWN.

AFTER CLOSING IN 2021, THE VENUE IS SET TO RE-OPEN IN 2025 – UNDER THE DIRECTION OF LOCAL ENTREPRENEURS, JUSTIN AND JENNA MCCOY, AND LONG-TIME TRACK PROMOTER, TONY IZZO JR. – TO BRING AFFORDABLE, FAMILY ENTERTAINMENT BACK TO RESIDENTS OF LASALLE COUNTY AND SURROUNDING AREAS FOR YEARS TO COME.

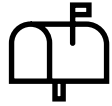


TRACK FACTS



PHYSICAL ADDRESS

578 E. US Route 6
LaSalle, IL. 61301



MAILING ADDRESS

LaSalle Speedway
P.O. Box 1227
LaSalle, IL. 61301



CONFIGURATION

SIZE: ¼-Mile
SURFACE: Dirt
SHAPE: High-Banked Oval



SEATING CAPACITY

4,500



DID YOU KNOW?

Dirt track racing offers one of the most loyal fan bases in all of sports, with weekly attendance numbers soaring over a million fans throughout the country from February to October, which is more than most professional sporting organizations combined.



VIDEO: LaSalle Speedway Racing

2025 SCHEDULE



MAY 6th

FloRacing Night in America

Illinois Speedweek Opener - \$20,000-to-win Dirt Late Models, plus UMP Modifieds



MAY 30th-31st

Illinois Valley Showdown

\$25,000-to-win Dirt Late Models
BIGGEST EVENT IN TRACK HISTORY



JULY 3rd

Freedom 40

\$5,000-to-win Dirt Late Models, plus UMP Modifieds and *H-U-G-E* fireworks display



AUGUST 23rd

Bill Waite Jr. Memorial Classic

12th Annual Event - Return of 410 Sprint Cars, plus Wisconsin WingLESS Sprints



OCTOBER 18th

World of Outlaws Sprint Cars

The Greatest Show on Dirt - 410 Sprint Cars, plus Wisconsin WingLESS Sprints



ADDITIONAL EVENTS TO BE ANNOUNCED

Schedule is subject to change. For latest schedule updates, visit lasallespeedway.com.

MEDIA COVERAGE



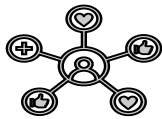
STREAMING

Races broadcast to millions of race fans via streaming platforms DIRTVision and FloSports



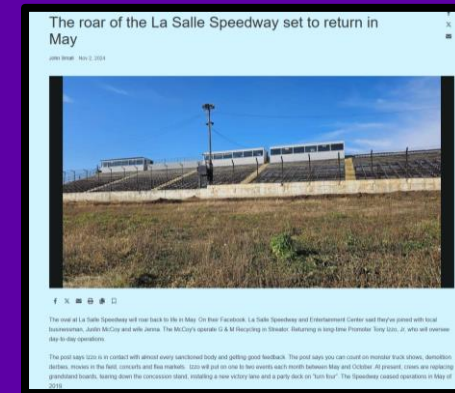
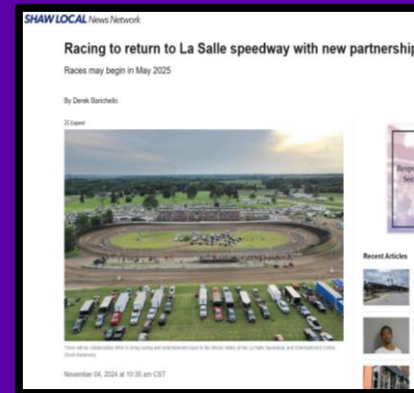
MEDIA

Recently featured on Shaw Local News Network, Starved Rock Media, DirtonDirt.com and more



SOCIAL + DIGITAL

Over 25,000 followers across Facebook, X and TikTok



MARKETING PACKAGES



EXECUTIVE PARTNERSHIP

Get the most for your dollar with this package, which gives your business exclusive naming rights to LaSalle Speedway and Event Center for one season. A new logo headlining your business will be featured throughout the facility and on all marketing materials such as apparel, advertisements, social media content and more.



PRESENTING PARTNERSHIP

With the presenting partnership package, your business will be the presenting sponsor to one event night at LaSalle Speedway and Event Center, which includes VIP passes for you and your guests. Your business will also receive nightly recognition over the P.A. system as well as your logo on a 4ft X 8ft billboard for one year.



CUSTOM PARTNERSHIP

Turn your sponsorship goals into a reality by building a custom marketing package with LaSalle Speedway and Event Center that is tailored to best fit your business and budget.

CONTACT US to learn more and get started!

ADVERTISING OPPURTUNITIES



BILLBOARD SPONSORSHIP

Available in two different size and pricing options, showcase your company logo for one season on a billboard to be seen by upwards of 4,500 fans at LaSalle Speedway and Event Center. Your business will also receive nightly recognition over the P.A. system and your logo hyperlinked on our official website.

4ft X 8ft \$1,200 | 2ft X 4ft \$600



VICTORY LANE SPONSORSHIP

Put your business in the winner's circle by sponsoring victory lane at LaSalle Speedway and Event Center. Your company logo will be placed front and center on the 6ft X 20ft backdrop to be featured in photos and interviews with race winners and receive nightly recognition over the P.A. system.

\$5,000



VENDOR BOOTH

Promote your business and your products or services during one of our racing events with a vendor booth located in the fan zone at LaSalle Speedway and Event Center. Get up close and personal in the dirt track racing environment while engaging face-to-face with the most loyal fan base in all of sports.

\$500 (PER EVENT)

CONTACT INFO



TONY IZZO, JR.

Promoter, LaSalle
Speedway and Event
Center



JUSTIN MCCOY

Co-Promoter, LaSalle
Speedway and Event
Center

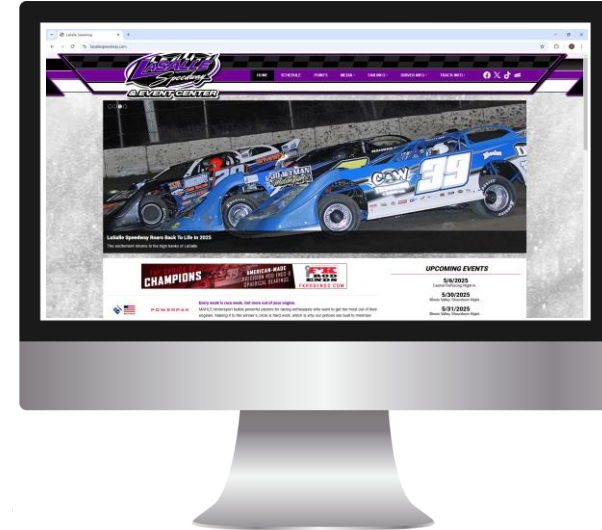


(815) 228-8736



tony@lasallespeedway.com

FOLLOW US ON:



WEBSITE: lasallespeedway.com

THANK YOU!!

