



# Joint Sponsorship Opportunities!

The Biscuit and Cracker Manufacturers' Association  
and  
Snack Food Association



present

## *A Night at the Racetrack*

Monday, September 21, 2009  
Lowe's Motor Speedway  
Charlotte-Concord, North Carolina



The Biscuit and Cracker Manufacturers' Association and the Snack Food Association invite you to join us at Lowe's Motor Speedway for an evening of action at the racetrack with dinner, cocktails, games and *Pace Car* rides! Don't miss the opportunity to show your name at this exciting and memorable event. This event is held in conjunction with the B&CMA 84<sup>th</sup> Annual Technical Conference and the SFA Management Workshop.

Sponsors for all speedway events will be recognized through signage and the sponsorship banner at the speedway, a company link on our websites, and the Conference programs available to participants on-site.

- General Racetrack Sponsor - \$500**
  - **General sponsorship applies your valuable contribution to the overall cost of this event.**
  
- Dinner Buffet Sponsorship - \$10,000**
  - **Sponsor the dinner buffet of great food with Southern flare.**
  
- Bar Sponsorship – \$5,000**
  - **Your name appears where festive libations are poured.**
  
- Dessert Sponsorship - \$2,500**
  - **Use your name to sweeten the ending of this event.**
  
- Pace Car Ride Sponsorship - \$4,000 – SOLD!***
  - **Sponsor the highlight of this memorable evening, sure to give an adrenaline rush!**
  
- Games Sponsorship - \$2,500**
  - **Sponsor a multiplayer racetrack, simulators and more!**

## Joint Sponsorship Information

Please use the Easy 1-2-3 Registration Form to sign up for a *NASCAR* event sponsorship.

*B&CMA members send to:*

**The Biscuit and Cracker Manufacturers' Association**

**6325 Woodside Court, Suite 125**

**Columbia, MD 21046 USA**

**Phone: 443.545.1645**

**Fax: 410.290.8585**

**Contact: Kerry Kurowski**

**kkurowski@thebcma.org**

**Website: [www.thebcma.org](http://www.thebcma.org)**

*SFA members send to:*

**Snack Food Association**

**1600 Wilson Blvd., Suite 650**

**Arlington, VA 22209 USA**

**Phone: 703.836.4500**

**Fax: 703.836.8262**

**Contact: Liz Wells**

**lwells@sfa.org**

**Website: [www.sfa.org](http://www.sfa.org)**

**Companies that are joint members of both B&CMA and SFA can sponsor and send payment through either organization.**

### **DEADLINES:**

\* The deadline to be listed in the spring Initial Announcement is **Monday, May 18, 2009.**

\* To ensure your company's name will appear in the Final Program and receive appropriate signage and banner recognition, please submit your sponsorship application by **Friday, July 17, 2009.**

\* Please fax or email your application and send check payments (US dollars) to the appropriate addresses above.