

# DARKSIDE

*Racing*



## 2017 Fire Up Display Fees

**Dark Side Racing**

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## Building on a Winning Strategy!

Dark Side Racing is Western Canada's only Top Fuel representative. Utilizing our unique brand of Top Fuel motorsport marketing, we work with sponsors and clients to develop and incorporate highly effective VIP and "bucket list" experiences including festivals, customer appreciation events, displays & bbq's, trade shows, press events, and team building exercises (just to name a few). We transform routine corporate events into memorable experiences for your customers, clients and employees.

**Let's get to know each other!** We are accessible, convenient and interactive and we recognize that the most important connection is the connection between your brand and your target markets. We are the conduit through which you connect with your target market. That connection is what we call "The Dark Side Experience".

Sincerely

David, Kelly and Nikolas Fedorowich



## Fire Up Displays

Dark Side Racing Single Day Fire Up Display Fee: \$1,500  
(plus travel for out of town events)

“Fire Up” displays are outdoor events that are highly interactive and immerse fans and spectators in a fun and memorable experience. Displays are typically hosted in conjunction with festivals, customer appreciation events, displays & bbq’s, trade shows, press events, and team building exercises (just to name a few). A VIP/Guest of Honor is invited to hop into the cock pit of the dragster and we provide the entertainment by firing up the 10,000 horse power Top Fuel motor.

Fire Up displays are typically hosted from 10am to 4pm.



**W. Brett Wilson**

A well-rounded display experience can leave a positive impression for months. Displays are incredible face-to-face marketing events because each attendee is a potential customer waiting to be captured. Displays provide cost-effective networking and advertising opportunities.



**Jon Cornish**



**Charleston Hughes**



**Glenn Love**

In order to maximize impact of our campaign the following strategies will be implemented for each Dark Side Racing event and display:

- Create Event Page on social media
- Invite special guest(s) to attend
- Pre-Event Promotion via targeted e-blasts
- Pre-event promotion via Facebook, Twitter and LinkedIn
- Pre-Event Blog Posts
- Encourage cross-promoting on social media with community allies and national partners
- PR Marketing - Share event with media outlets
- Invite the press to attend event
- Live tweeting during event
- Give away swag, coupons, and/or promotional items
- Display vertical banners
- Share pictures on social media during event
- Post Event recap via social media
- List special guests, sponsors and attendees
- Create gallery of event photos



**Gord Norrie**



**Jeff Woods**

## Fastest Woman in Canada – Her Story is History in the Making!

Join us as Kelly becomes the first woman in Canadian history to earn her Top Fuel competition license, demonstrating that gender doesn't have to be an obstacle when you want to succeed in motorsport! This is an unprecedented marketing opportunity that will help empower the next generation of women in motorsport, and attract and retain a new fan base for our sponsors.



## Community Outreach

### [PROSTAID Calgary](#)

### Dark Side Racing is in year 5 of our community focused, life-saving awareness campaign with PROSTAID Calgary.

PROSTAID Calgary provides information, support and advocacy for men and their families on the journey with prostate cancer. PROSTAID Calgary has been active in Calgary for 20+ years and has a membership of over 1,300 men and women united by a desire to help others on their journey with prostate cancer.

### [Prostate Cancer Canada's Wear Plaid for Dad](#)

Dark Side Racing is proud to announce that we've teamed with Prostate Cancer Canada in 2017. The new dragster sports the logo, color and spirit of Prostate Cancer Canada's "Wear Plaid for Dad" Campaign. June 16 is Plaid for Dad day in Canada! People across Canada are raising funds and wearing plaid to help protect men from prostate cancer. Get your workplace involved in this fun and easy campaign and be part of a new Father's Day tradition!

## City of Calgary Fire Department

The City of Calgary Fire Department is partnering with Dark Side and will use our Fastest Woman in Canada campaign as a recruitment platform during the 2017 season. The mission is to attract more women to the Calgary Fire Department.

"For many women, the idea that they can compete in or make a contribution in traditionally male-dominated fields like race car driving or fire-fighting is a completely foreign one. By sharing my story I hope to inspire more women and girls to pursue their dreams to be involved in fire-fighting, motorsport, or any other male-dominated industry." ~Kelly Fedorowich



### Vertical Banner Branding Opportunities

Vertical banners are a great tool for outdoor branding and can create cost effective “Brought to you by” sponsorship opportunities that help offset the cost of a Dark Side Racing display.



### Extreme Sport with Mass Family Appeal

Top Fuel drag racing is considered by many to be the ultimate and original extreme sport, and interest in extreme sports is booming! Drag racing’s universal appeal stems from the fact that it is a true family sport. Add to that the affordable ticket price and you have an activity with mass family appeal.



Sister’s proudly display their autographed Dark Side Racing hero cards at the September 17, 2016 Calgary Stampede’s tail gate event. Pictures were featured on the Stamp’s website

# Follow us on social media:

**Facebook: [www.facebook.com/darkside.ca](http://www.facebook.com/darkside.ca)**

**Instagram: [instagram.com/kellyfedorowich](http://instagram.com/kellyfedorowich)**

**Twitter: [twitter.com/WeRunOnNITRO](http://twitter.com/WeRunOnNITRO)**

**Linkedin: [www.linkedin.com/in/kellyfedorowich](http://www.linkedin.com/in/kellyfedorowich)**



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## 2017 Sponsors and Community Partners

