



Our Gang Ice Racing

2022 Season

Our Gang 4 Wheelers, Inc. is proud to present its 46th Annual Ice Race Season, run on the ice at Georgetown Lake. Beginning in January, families and friends from all over gather for this safe, exciting, and growing motorsport. Even if you haven't participated in this sport before, it is easy to understand, enter and win. Four-wheel drive vehicles are required and races are open to drivers of all skill levels.

Individuals compete in three different classes: Street, Pro Street, and Competition. Street class is for the average four-wheel enthusiast; Pro Street is a more experienced group of racers with street legal rides and the Competition class includes serious engine building, vehicle modifying and thrill seeking, experienced racers.

Our Gang 4 Wheelers ice races have been covered regularly in local and national media. Local television and newspapers have featured our events. National television coverage includes *The CBS Early Show*, *The Travel Channel*, *Xtreme 4x4 on Spike TV*, *Dirt Every Day* and *Superlift's Off-Road Adventures on the Outdoor Channel*. Our Gang has also been featured in Peterson's Off Road, Four Wheeler Magazine, Four Wheel Drive and Sport Utility Magazine, United Four Wheel Drive Association's Magazine, Ip Magazine, EuroBerge Magazine, Crawl Magazine, Xtreme Off Road Magazine, and 5280 Magazine, as well as others.

Our website, www.ourgangiceracing.com, receives tens of thousands of views and Our Gang distributes over 3,000 flyers each season. Each of these lists the names and contact information of all sponsors. Additionally, each weekend we announce our sponsors' names to our participants at both the Driver's Meetings and Trophy Presentations. We have over 2,000 followers on Facebook, 680 followers on Instagram, and 670 email subscribers.

Race classes this season are Street Bare Rubber, Street Studs, Pro Street Bare Rubber, Pro Street Studs, Pro Street Rally, Competition Bare Rubber, Competition Studs, and Competition Cheaters. All classes run both a men's and women's group (except Street Studs and Pro Street Rally), so there are a total of 14 sponsorship opportunities each weekend!

If you choose to help support our participants, you can sponsor the men's or women's group for a single class on any of our race weekends for \$100. We have 5-6 events planned for each class throughout the season, so you can sponsor a single class for the whole season for \$500-600.

If you sponsor a total of \$1000 or more this season, you will be considered a GOLD sponsor and we will announce you as such and display your sponsorship more prominently. Additionally, all GOLD sponsors are eligible to be a category exclusive sponsor, in which case we will not allow any other sponsors in your line of work (i.e. you would be the only car dealership, brewery, construction company, etc). Category exclusive sponsorships are available on a first come, first served basis.

Please contact us at ourgangiceracing@gmail.com for information about how to get your business or organization exposed to all of our participants and spectators. We invite you to get to know our organization. Come up to compete, meet our competitors, hand out awards, watch the races or even catch a ride with us. Your support does not just buy trophies, it enables all of our events and drivers to continue.

Thank you for your consideration, your support is greatly appreciated!