



Marketing Opportunities – 2026 Race Season

Afton Motorsports Park – 46 East Main Street, Afton, NY 13730

About Afton Motorsports Park

Afton Motorsports Park is located within the village of Afton, New York, just off Interstate 88 Exit 7, roughly 25 miles east of Binghamton. The speedway draws fans and racers from neighboring communities, including both the Southern Tier, Central New York, northern Pennsylvania, and all over NYS.

Constructed in the early 1990s on the Afton Fairgrounds, the speedway has become a staple of stock car racing in the Southern Tier Region. This season – *back under the Ron Ford Promotional Team* – will be hosting weekly racing on Saturday nights from April through September.

Afton Motorsports Park features a three-tenths-mile clay oval with ample seating including a covered grandstand. To accommodate large number of guests, there is ample parking space and camping areas with hook-ups for water and electricity.

Local businessman and former racer Ron Ford will again promote the speedway for his 11th season!



Plans & Schedule

Racing at the Afton Motorsports Park begins in April with open practice sessions with weekly racing starting the last Saturday in April, continuing through the month of September with special shows in October!

The Management team is led by Ron Ford with a dedicated crew to sustain a great racing surface and environment each week. Afton Motorsports Park offers adult, senior, student, and kids tickets each week and brings in fans from all over the area. Ford and his staff create a great family environment each week with a fully stocked concession stand, novelty booth, and various giveaways throughout the season.

Most notably, during the last three seasons, the Afton Motorsports Park has given away over 25+ bicycles and with the back-to-school event handed out over 150+ stocked backpacks for the children in attendance. The staff, sponsors, and racers alike all aid in making the speedway a great place for families. This is also a great opportunity for our sponsors to get involved in the community and gain exposure to even more people!



Marketing Packages

Titanium Package – Only one said package exists per season and it goes for the price of \$6,000.00. It consists of being the highest profiled sponsor of the speedway with your logo being on display in victory lane. All division winners will go to it nightly and will be included in all victory lane photos each night. Your business will be announced multiple times throughout the evening by our announcer. Also, this package includes a night in the climate-controlled VIP tower on a race night which includes food and beverages for up to 20 people along with 10 general admission passes for that night. Your business will be proudly displayed on our track's webpage and used with the nightly press releases and photographs of victory lane.

Platinum Package – This package is available at \$3,000.00 per season. The package associates your business name with one of the nightly divisions. It also comes with a 4' x 8' billboard down in front of the grandstands with nightly announcements during the racing program by our announcer. This package also includes the use of the climate-controlled VIP tower for a night with food and beverages for up to 20 people, plus 10 general admission tickets. Your business will also be on display on the tracks webpage and used in all nightly press releases for the associated division.





Marketing Packages - *Continued*

Gold Package – This package goes for \$1,500.00 and includes a 4' x 8' billboard in front of the grandstands and be mentioned nightly by our announcer and displayed on the webpage. This package also includes one night in the VIP climate-controlled tower.

Billboard Package – This package goes for \$1,000.00 and includes a 4' x 8' billboard in front of the grandstand crowd. Your name will be mentioned nightly and displayed on the track webpage.

Silver Package – A package created and proven to be a hit. This was generated to have more businesses involved and goes for \$600.00. This package includes a 4' x 4' billboard placed out front near the concession area where it is easily visible to entering fans and patrons visiting the concession stand.

Bronze Package – A great option for those on a budget. This affordable package goes for \$400.00 and includes a 2' x 4' billboard and has the same perks as the silver package – just with a smaller board.



Why Afton Motorsports Park?

Marketing your business through Afton Motorsports Park will give your business the edge over the competitors. Target an audience with both local and traveling demographics.

Racers and their fans are loyal to those who support the sport they love! Sign on today to build and expand your customer base. If none of the packages suit your business, *We can build a package that works for you!*

Last year, on average we had over 1000 patrons and crew members weekly attending our Saturday night shows! We are also live each week on The Cushion which shows off your business to viewers who couldn't attend in person! They came to see our exciting divisions, which included an average of 25.9 Modifieds, 30.0 Crates, 15.7 Limiteds, and 12.4 600cc mods, and 15.0 Factory Stocks each week! We are a tried-and-true team and very excited to work with you and your company.

Thank you for your consideration and we look forward to hearing from you. Please contact:

Ron Ford - Promoter
(607) 624-3772
rfpromotions87@gmail.com

Todd Stanton – General Manager
(607) 287-7175
aftonmpgm@gmail.com



Tyler Coughlin – Head of Racing Operations
(607) 244-0943
tylercoughlin393@yahoo.com



MYLAPS speedhive

THE CUSHION



Afton Motorsports Park

6.9K followers • 85 following