



August 8th & 9th



VRCBC & BCHMR RATES & DATA 2026

SPONSOR PACKAGES

REACH AN ACTIVE, AUTOMOTIVE, RACING MINDED MARKET WITH A NEED FOR AUTOMOTIVE PRODUCTS AND RELATED LIFESTYLE SERVICES.

The November 2020 VRCBC Membership Market Survey shows a majority male audience (96%) between the age of 35 -65 (37%) and who own their own business.

The market size in terms of autos owned is significant at 352 daily drivers with a total value over \$10 million and 155 racing cars with a collective value of over \$6 million representing a total of \$16 million.

61% of members surveyed stated that they purchase more than \$5k per season on racing related products and services representing a market size of almost \$1 million spent annually.

Complete survey details are available at www.vrcbc.ca

CONTACT:

For rates or to customise a sponsorship package to your preference contact:

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1 CHECKERED FLAG INCLUDES:

Exhibitor space (20x40)	\$850
Product promo in Driver's entrants pack	\$350
Event Guest Passes (4)	\$120
Company signage/banners (4 Pit Row /G/stand)	\$410
Event official Program (1/2 page color)	\$425
Website year-long link & email blast	\$400
Total Value:.....	\$2,555

2 POLE POSITION INCLUDES:

Exhibitor space (20x20)	\$580
Event Guest Passes (2)	\$60
Company Signage (1 banner Pit Row)	\$205
Event official Program Ad (1/4 page color)	\$325
Website 6-month link	\$150
Total Value:.....	\$1,320

3 FASTEST LAP INCLUDES:

Exhibitor space (10x15)	\$290
Event Guest Passes (1)	\$30
Event official Program Ad (business card size).....	\$155
Total Value:.....	\$475

4 EVENT PROGRAM

Ad Rates & Sizes:

Full Page:	\$560
1/2 page:	\$425
1/4 Page:.....	\$325
1/6 page:	\$225
Business card:	\$150