BETTY JANE FRANCE MEMORIAL

# HIGH SPEED HOLD 'EM

## POKER TOURNAMENT

On Tuesday, February 16, 2027, the Betty Jane France Memorial High Speed Hold 'Em Poker Tournament at Daytona International Speedway ignites the NASCAR season with electrifying energy and profound impact. This marquee fundraising event brings together NASCAR industry titans, community leaders, and business executives to support children's healthcare and wellness. Indulge in exquisite gourmet cuisine, engage in exhilarating live and silent auctions, immerse yourself in exclusive on-track thrills, and soak in breathtaking views at the legendary home of The Great American Race. Don't miss this unparalleled evening of high-stakes networking and philanthropy—reserve your place or explore sponsorship opportunities now!








## PRESENTING SPONSOR | $25,000

***Recognition:***

- Prominent Sponsor logo on event signage and final table felt
- Speaking opportunity during opening remarks
- Video presentation opportunity during opening remarks
- Exclusive business opportunity on signage at poker table, event invitations, event program cover, and pre- and post-event communications
- Prominent Sponsor logo on website
- Pre-event Presenting Sponsor Spotlight communication to guests
- Logo on pre-event communications to guests
- Logo on event program cover
- Full page ad in event program
- Social media recognition

***Tournament Participation:***

- Twenty (20) player seats (two tables)
- Twenty (20) spectator tickets
- Ten (10) Rebuy passes
- Reserved table for opening remarks

***Event Enhancements:***

- VIP parking designation for five (5) cars

## FEBRUARY 16, 2027

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## ROYAL FLUSH SPONSOR | $15,000

***Recognition:***
- Logo on event signage and select table felts
- Sponsor recognition from the podium during the program
- Elite Business branding on signage at poker table
- Prominent sponsor logo on website
- Full page ad in event program
- Social media recognition

***Tournament Participation:***
- Ten (10) player seats (one table)
- Fifteen (15) spectator tickets
- Five (8) Rebuy passes

***Event Enhancements:***
- VIP parking designation for four (4) cars

## FOUR OF A KIND SPONSOR | $10,000

***Recognition:***
- Logo on event signage and select table felts
- Sponsor recognition from the podium during the program
- Business branding signage at poker table
- Sponsor logo on website
- Half-page ad in event program
- Social media recognition

***Tournament Participation:***
- Ten (10) player seats
- Two (10) spectator tickets
- Six (6) Rebuy passes

***Event Enhancements:***
- VIP parking designation for two (2) cars

## FEBRUARY 16, 2027

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## FULL HOUSE SPONSOR | $5,000

***Recognition:***
- Sponsor listing on event signage and in event program
- Business listing on signage at poker table
- Sponsor listing on website
- Social media recognition

***Tournament Participation:***
- Five (5) player seats
- Two (2) spectator tickets

***Event Enhancements:***
- VIP parking designation for one (1) car

## HIGH CARD SPONSOR | $2,500

***Recognition:***
- Sponsor listing on event signage and in event program
- Sponsor listing on website
- Social media recognition

***Tournament Participation:***
- Two (2) player seats
- Two (2) spectator tickets






# FEBRUARY 16, 2027

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## POKER TOURNAMENT

**NAME** _____

**COMPANY** _____

**ADDRESS** _____

**CITY** _____ **STATE** _____ **ZIP** _____

**PHONE NUMBER** _____

**EMAIL ADDRESS** _____

☐ **Check Enclosed** ☐ **Send Invoice**

_____ ***Yes, I/we will support the 2026 HIGH SPEED HOLD 'EM Tournament at the following level.:***

_____ $25,000 - PRESENTING SPONSOR

_____ $15,000 - ROYAL FLUSH SPONSOR

_____ $5,000 - FULL HOUSE SPONSOR

_____ $500 - PLAYER/SPECTATOR PAIR

_____ $10,000 - FOUR OF A KIND SPONSOR

_____ $2,500 - HIGH CARD SPONSOR

_____ $300 - PLAYER TICKET

_____ $200 - SPECTATOR TICKET

**I AM UNABLE TO ATTEND, BUT WOULD LIKE TO SUPPORT WITH A** _____ **DONATION**

Checks should be made payable to: (Federal tax-exempt number is 30-0337745)
The NASCAR Foundation
HIGH SPEED HOLD 'EM
One Daytona Blvd.
Daytona Beach, FL 32114

For more information, contact Jennifer Secor, Development Director, by phone: 386-310-5740
or email: jsecor@nascarfoundation.org