

03/13/19 2:59 PM

MEDIA CONTACTS:

Jim Laughlin, General Manager
Las Vegas Mini Gran Prix
jim@lvmgp.com, www.lvmgp.com
(702) 500-1794, (702) 716-3068

File Photo Courtesy of Las Vegas Mini Gran Prix

LAS VEGAS MINI GRAN PRIX PARTNERS WITH THE LAS VEGAS ACES

LAS VEGAS (MARCH 2019) – Las Vegas Mini Gran Prix, the 7-acre, multi-million dollar amusement and family fun center, located minutes from the Las Vegas Strip, is excited to announce our season-long partnership with the WNBA’s professional women’s basketball team, Las Vegas ACES, owned by MGM Resorts International.

Fall of 2018, Las Vegas Mini Gran Prix launched a sponsorship campaign providing local, regional, and national organizations to become a part of this amazing campus offering on-site branding opportunities to include track-naming rights. This is an excellent avenue for businesses to become instantly immersed into the ever-growing community that is Las Vegas and to take advantage of Las Vegas Mini Gran Prix’s extensive data base, loyal customer base, and long-term business partnerships that span the globe. Today, the Las Vegas ACES became another partner to take advantage of our 26-year history, and become a part of our community for the 2019 season.

The multi-faceted partnership includes mutual use of logos, a full digital marketing package, activations during games such as fan giveaways during (2) home games, Lucky Row activation during (2) home games, inclusion on the MGM Employee web site, (2) Fan Experiences, (1) personal Aces appearance (date to be determined), and activations on site at Las Vegas Mini Gran Prix. Those activations include track-naming rights, presence on our digital billboard facing U.S. 95, (5) dedicated email blasts during the season, and use of our amazing facility to host a season ticket holder appreciation event.

Long known as the “Birthday Party Capital of the World”, Las Vegas Mini Gran Prix has also become a favorite locale for team building, corporate, and client events. In an effort to attract this market segment, Las Vegas Mini Gran Prix imported ten new Euro high-speed machines from France. These Sodi karts are top of the line, and race on Nevada’s largest go-kart track. One must only be 14 years of age or older. Helmets are provided, and electronic telemetry captures your fastest time. Additionally, Las Vegas Mini Gran Prix has a whole new look featuring a bolder decor, large screen televisions, and radical new artwork donning the interior walls. Additionally, guests will soon be able to enjoy an ice cold beer and popular wines after their driving experience. Our limited liquor license has been approved, and service is slated to begin April 1, 2019.

For more information on partnership opportunities or about Las Vegas Mini Gran Prix, go to www.lvmgp.com or email info@lvmgp.com or call (702) 500-1794.

ABOUT LAS VEGAS MINI GRAN PRIX

Family and Veteran-owned Las Vegas Mini Gran Prix has been operating for the past 26 years. The amusement center features four amusement rides and four go kart tracks, featuring Las Vegas’ only kiddie karts and the valley’s only two-seat go karts. The 7,000 square foot multi purpose room can seat up to 700 indoors. There is a large arcade and full-service kitchen with complete catering capabilities. Las Vegas Mini Gran Prix is located just 15 minutes from the world-famous Las Vegas Strip at 1401 N Rainbow Blvd., just off US 95 (Rainbow Exit 81B). Learn more at lvmgp.com, [Twitter](#), and [Facebook](#).

#