



DARKSIDE Racing

Western Canada's Top Fuel Representative
Ph: 403-547-6691 Email: kelly@darkside.ca

February 2018



The 2018 season is upon us and Dark Side Racing's coming at you bigger, bolder and badder than ever! It's time to amp up the volume and get ready for some 10,000 horse power adrenaline-fuelled motorsports entertainment.



Welcome to the Dark Side!

2018 Campaign



Welcome back Castrol Canada! Castrol Canada not only renewed their sponsorship for 2018, they expanded their support and corporate alignment with Team Dark Side. Working together we look forward to developing exciting and memorable motorsports experiences that connect Castrol Canada with clients and community. Watch for event announcements and don't miss a moment of the action!



We're proud to welcome back team sponsors Blackjacks Road House and FRAM Autolite. And we're thrilled to welcome to our new sponsors Powered by Zomongo, Leah Magnum Productions and Zoom Painting.

Community Partners

Prostate Cancer Canada/Plaid for Dad

Prostate Cancer Canada is the leading national foundation dedicated to the elimination of the disease through research, advocacy, education, support and awareness.

PROSTADID Calgary

PROSTADID Calgary is your first destination for prostate cancer support in Calgary, Alberta, Canada and across the world with information and support through our online videos, support meetings, prostate cancer news, and awareness initiatives.

Team Dark Side is honoured to share these life-saving prostate cancer awareness programs and initiatives with the communities and people that we connect with in 2018.



Follow us on social media:





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Calgary World of Wheels, February 23-25 BMO Centre

Team Dark Side is proud to partner with Powered By: Zomongo for the 52nd Annual Calgary World of Wheels. Join us for a weekend of special offers and special guests, sponsor swag and give-aways, PLUS an opportunity to get up close and personal with Western Canada's only Top Fuel Dragster and the DSR crew. Kelly and Nikolas and Shane and Tom will be on location all weekend long and happy to answer your questions and pose for pictures.



About Zomongo:

<https://poweredbyzomongo.com/>



Zomongo is the fastest growing digital network in North America through TV menu boards with digital couponing, and beacon technology to connecting your smart device to our vast network of locations — stores, hotels, special events and festivals, and more. Geek speak: Zomongo is a digital out-of-home Network (DOOH) which uses digital display technology to communicate with a target audience throughout the United States and Canada.



Download the free Zomongo app and you'll be able to participate in the great weekend promotions.

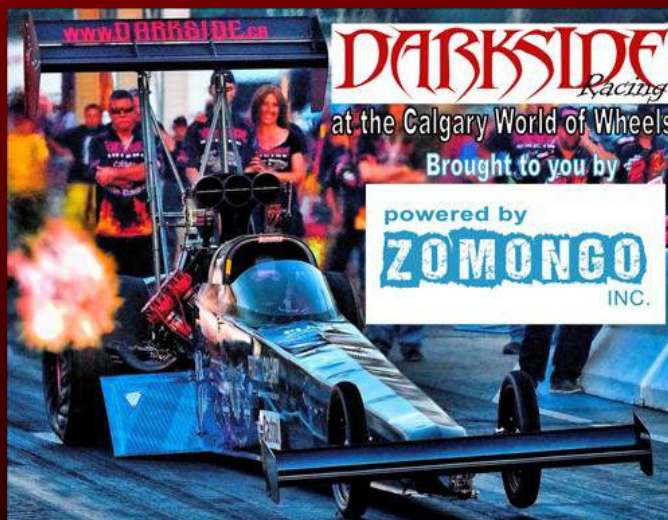
Click on the link below to download app from the Apple Store:

<https://itunes.apple.com/us/app/zomongo/id1182520369?mt=8>



Click on the link below to download app from Google Play:

<https://play.google.com/store/apps/details?id=com.terraform.zomongo.two&hl=en>



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Edmonton World of Wheels, March 2-4 Edmonton Expo Centre

Team Dark Side is proud to partner with Powered By: Zomongo and Blackjacks Road House for the 19th Annual Edmonton World of Wheels. Join us for a weekend of special offers and special guests, sponsor swag and give-aways, PLUS an opportunity to get up close and personal with Western Canada's only Top Fuel Dragster and the DSR crew. Kelly, Nikolas and Drew Z will be on location all weekend long and happy to answer your questions and pose for pictures.

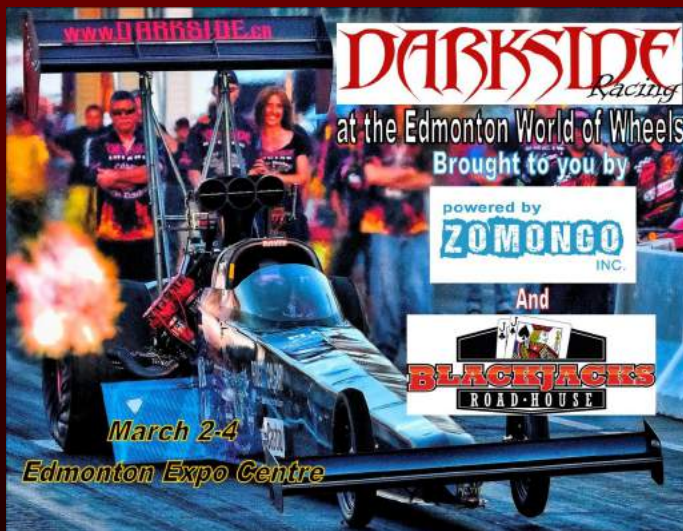


Welcome to Blackjacks Roadhouse!

It seems like yesterday but 40 years ago Jack Shields and his 3 sons (Clarence, Jim & John) started their first restaurant an A&W, in a small northern town called Fort McMurray. At that time there were less then 5,000 people living in that community. From there they expanded to include the Fort's first Smitty's Pancake House & Dairy Queen franchises, the Garden Cafe, Willies and Oriellys & the Stags Head Inn. As Fort McMurray continued to grow so did the Shields family business. In 1986 after the introduction of the National Energy Program the family lost all their business and were forced to start all over again. Some 25 years ago Jack and Clarence started all over again by operating a restaurant located the Nisku Truck Stop. From there they continued to grow acquiring the Airways Country Inn and numerous other business interests. Brother Jim and his wife Jody ventured off to start a successful greenhouse operation, while John continued on with an award winning career in radio.



Blackjacks Roadhouse and Games Room is a brand new building been created to host Clarence's latest vision, this outstanding and beautiful building features amazing truss work and a 2nd floor stage over- looking our room. Great Canadian & Chinese cuisine menu. Our games room is furnished with 30 V.L.T.s, 5 Minute Keno, Sports Select. Watch and play all the sports from our comfortable lounge. Please come by anytime and enjoy our menu and great service. Were open 24 hours a day featuring specials daily. Spend some time wandering around looking at one of the largest collection of oilfield, trucking and car racing memorabilia dating back some 100 + years.



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powered by



Calgary World of Wheels February 23-25, BMO Centre

Dark Side Racing is proud to align with Powered By Zomongo for the 2018 Calgary World of Wheels!



Zomongo: Download. Install. Explore. Live the big life, powered by ZOMONGO. It's that simple.



HOW IT WORKS

It's easy. Head to the App Store or Google play. Search for ZOMONGO and download the free app. Make sure we know your locations so we can find the best deals near you. Your favorite brands, deals, and contests are now in the palm of your hands.



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[Click here to learn more about ZOMONGO >](#)

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Team Dark Side is more than a family owned and operated Top Fuel racing team. We're motorsports marketing professionals who specialize in creating exciting and memorable motorsports experiences as a way to connect our clients and their brands with the community. We understand that people are the lifeblood of your business and building relationships with people fosters brand loyalty. Our experiential grassroots marketing campaigns create intense and deeply-rooted connections with our fans and lifelong customers for our sponsors and community partners. Join us and be part of the excitement!



Contact Kelly for more information 403-547-6691 or kelly@darkside.ca



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