

Amalie Oil Company Revs Up 2014 NHRA Gatornationals VIP Racing Sweepstakes

Amalie Oil Company offers race fans everywhere an opportunity to win the ultimate VIP racing experience in an exclusive Facebook sweepstakes running now through February 5.

Tampa, Florida ([PRWEB](#)) January 08, 2014 -- Amalie Oil Company has launched a distinctive Facebook sweepstakes to send a lucky winner and their guest to experience the ultimate racing thrill – VIP treatment at the 2014 NHRA Amalie Oil Gatornationals in Gainesville, Florida, March 14-16. The contest runs now through February 5, 2014.

Denny Madden, Amalie's Senior Vice President, Global Sales & Marketing stated, "Amalie Oil Company is extremely happy about continuing as title sponsor of one of drag racing's premier events again this year. Amalie is especially excited to be able to bring racing fans an opportunity to be a part of the fun, and experience the race first hand through Amalie's Facebook contest. Amalie is thrilled to have the Grand Prize winner get in on the action as Amalie's VIP guest!"

Marshall Advertising developed the exclusive contest in conjunction with Amalie to promote the client's title sponsorship of the marquee NHRA event. Amalie has proudly sponsored the racing event since 2013 and wanted to enhance its sponsorship by offering fans an opportunity to enjoy the races from an extraordinary perspective.

The grand prize winner and guest will enjoy a first-class experience that includes premium tickets, round trip airfare (where applicable), lodging, transportation, as well as exclusive access to the Amalie Hospitality area and Instigator Top Fuel Pit personal autograph session with Amalie driver Terry McMillan. Official Amalie Motor Oil Special Edition racing hats will be awarded daily, along with cases of Amalie Motor Oil to 10 runner-up winners. Thursday, February 7 is the date of the grand prize winner announcement.

"We felt from inception that this contest presented a good opportunity to drive traffic to Amalie Oil's social media sites. By taking advantage of the assets tied to their title sponsorship of the Gatornationals, our team knew it would resonate well with the racing community," said Kevin Marshall, President of [Marshall Advertising](#).

To enter the sweepstakes, consumers are invited to "LIKE" or have previously "LIKED" the Amalie Oil Facebook page. Every fan that enters is also eligible for 3 bonus entries if they share the sweepstakes link as directed in the sweepstakes.

The contest launched Sunday January 5, generating immediately interest among race fans. Those interested in participating can visit the Amalie Facebook page. <https://www.facebook.com/amalieoil>

About Amalie Oil Company

Headquartered in Tampa, Florida, [Amalie Oil Company](#) is North America's largest privately held independent blender of motor oils and industrial lubricants. Amalie blends and packages over 3,000 different products in sizes ranging from 8-ounce plastic bottles through bulk rail transports. They ship to all 50 states and internationally to over 100 countries, plus offering its products online. Additionally, Amalie produces private brand products for various oil companies, automotive retailers, programmed distribution groups, food and drug



retailers, mass merchandisers and other private label customers.

About Marshall Advertising

Established in 1994, Marshall Advertising goes beyond the norm in delivering results worth talking about for their clients. The agency specializes in media buying and handles traditional and non-traditional advertising, while offering a variety of media marketing services. Other Marshall clients include WFLA-TV, State Farm, Kane's Furniture, Suncoast Schools Federal Credit Union, Amalie Oil Company and the Tampa Tribune. Marshall Advertising is headquartered in Tampa, FL with offices in Los Angeles, CA, Washington, DC and Columbus, OH. For more information visit MarshallAdvertising.com.



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