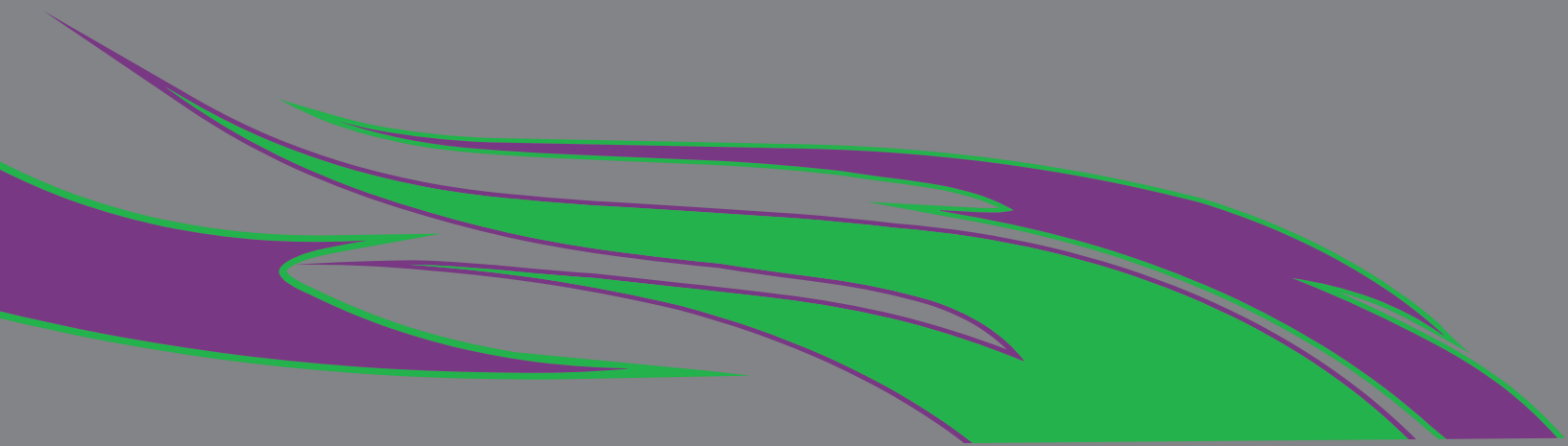


**MARKETING OPPORTUNITIES**



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## **Werbach Motorsports**

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# INTRODUCTION & Program Overview

WERBACH MOTORSPORTS campaigns a 360 Sprint Car through Northern California.

In 2011 the team plans to compete at Ocean Speedway Track Championships in Watsonville, CA. Werbach Motorsports also plans to attend several of the non-point's races all over Northern California. With each event there are many opportunities to expose your name and products as well as promote business.



Today, more than ever, motorsports offers one of the most unique and effective opportunities to promote and sell products and services. Compared to other programs, motorsports marketing offers diverse demographics, economical promotional programs and a significant return on investment.

The excitement generated at a racing event is seldom matched by any other type of event. We transform that excitement into successful marketing and advertising programs designed to promote your services in a positive and welcome fashion.

Race fans understand that sponsorship is necessary for the continuation of their sport. Therefore, it is perceived as an integral part of racing rather than an unwanted interruption. This creates a positive buying environment that is rarely duplicated in any other type of promotional activity.

You will see, that within the information you are about to read motorsports marketing goes way beyond the simple benefit of having your company's name and logo on the side of a race car. In fact, you will be surprised at just how many opportunities you can take advantage of as a sponsor of Werbach Motorsports.

In this proposal we will demonstrate how your organization can achieve its objectives with a motorsports program. Through exposure, visibility and special promotional programs featuring the race team, you can take advantage of some of the most cost effective advertising available anywhere!



**Werbach**  
MOTORSPORTS

Come for the Race, Stay for the Party!

# ACCOMPLISHMENTS

## 2006-2009

### 2006

#### Driver: Adam McCarthy

July 22<sup>nd</sup>: Adam McCarthy's second consecutive victory not only signaled he's on another hot streak, it also gave him the lead in the All-Pro championship point standings.

July 29<sup>th</sup>: The Saturday night even was issued a checkered flag after Ken Fredenburg flipped in Turn 2 on the 18<sup>th</sup> circuit, handing Art McCarthy his 37<sup>th</sup> career win. Adam McCarthy finished 2<sup>nd</sup> for the third time this year.

August 9<sup>th</sup>: All season long, Adam and his father Art McCarthy Jr. were locked in an All-Pro points race that was rapidly building to a final night face-off with the championship on the line. But just 4 laps into the feature, the elder McCarthy got caught up in a multi-car crash handing the victory to his son.

### 2007

#### Driver: Mike Henry

March 31<sup>st</sup>: Mike Henry started in the 10<sup>th</sup> in the 24 car field, closely shadowing fast qualifier Adam Main, until successfully trapping Main behind lapped traffic and overtaking him on lap 18, and continuing to dominate the 25 lap event.

May 2<sup>nd</sup>: Showing an uncanny awareness for patience and dexterous driving, Mike Henry battled for position against Adam McCarthy, and within 12 laps had carved his way through lapped traffic, leaving McCarthy to claim the runner up position.

June 6<sup>th</sup>: Even though Mike Henry enjoyed a sensational and enviable early season at Petaluma Speedway, he wants to be competitive at a higher level, and is striving to improve with every race. Even in the wake of a disastrous mishap in weeks prior, Henry dominated a 22 car field with a superb drive that began in 8<sup>th</sup> place and ended in Henry capturing his fourth All-Pro victory in five outings.

### 2007

#### Driver: Kyle Hirst

Sept 29<sup>th</sup>: At the waving of the green flag, Kyle Hirst jumped into the lead ahead of the second place runner, Carl Droivold, with unstoppable deviancy. Hirst raced several car lengths out in front for the lead, and when the checkered flag waved, it was Hirst in first, representing Werbach Motorsports' #20 followed by Forsberg and Wiesz.

### 2008

#### Driver: Bud Kaeding

Driving the Werbach Motorsports sprinter in 2008 former three-time USAC National Silver Crown Series champion Bud Kaeding put together a fantastic season. Competing on a part time basis at the Ocean Speedway, Kaeding captured a pair of main event wins en routed to a fourth place finish in the final standings. The veteran driver also scored a fourth place finish at the prestigious Johnny Key Classic.

### 2009

#### Driver: Ronny Day

Taking over the helm of the No. 20 machine in 2009, former King of California Ronnie Day picked up momentum as the season went on and finished off the campaign with a fifth place finish in the point standings at Ocean Speedway. Despite not getting into victory lane Day picked up a season-best finish of third, which he accomplished on three separate occasions.



# DEMOGRAPHICS

## Race Fans

<u>Zip Codes</u>	<u>Town, State</u>
95003	Aptos, CA
93922	Carmel, CA
95012	Castroville, CA
95014	Cupertino, CA
94539	Fremont, CA
95021	Gilroy, CA
94544	Hayward, CA
95023	Hollister, CA
94550	Livermore, CA
95032	Los Gatos, CA
95037	Morgan Hill, CA
93907	Prunedale, CA
94062	Redwood City, CA
93912	Salinas, CA
95110	San Jose, CA
95111	San Jose, CA
95118	San Jose, CA
95120	San Jose, CA
95123	San Jose, CA
95124	San Jose, CA
95127	San Jose, CA
95128	San Jose, CA
95129	San Jose, CA
95138	San Jose, CA
95046	San Martin, CA
95051	Santa Clara, CA
95060	Santa Cruz, CA
95062	Santa Cruz, CA
95065	Santa Cruz, CA
95065	Santa Cruz, CA
95066	Scotts Valley, CA
93955	Seaside, CA
95073	Soquel, CA
94085	Sunnyvale, CA
95076	Watsonville, CA
95076	Watsonville, CA
95077	Watsonville, CA



### Fan Profile

Male	60%
Female	40%

### Household Income

Under \$75K	18%
\$75K - \$100K	65%
Over \$100K	17%

### Age Distribution

5-17 Yrs	14%
18-20 Yrs	15%
21-34 Yrs	22%
35-46 Yrs	22%
50-64 Yrs	18%
65+ Yrs	9%



# 2011 RACING SCHEDULE

1	APR	OCEAN SPEEDWAY	Ocean Points program
2	APR	OCEAN SPEEDWAY	Ocean Points program
3	MAY	OCEAN SPEEDWAY	Ocean Points program
4	MAY	OCEAN SPEEDWAY	Ocean Points program
5	JUN	OCEAN SPEEDWAY	Ocean Points program
6	JUN	OCEAN SPEEDWAY	Ocean Points program
7	JUL	PLACERVILLE SPEEDWAY	Memorial Race
8	JUL	OCEAN SPEEDWAY	California Civil War Series
9	JUL	OCEAN SPEEDWAY	Ocean Points program
10	AUG	CALISTOGA SPEEDWAY	California Civil War Series
11	AUG	OCEAN SPEEDWAY	Ocean Points program
12	AUG	OCEAN SPEEDWAY	<b>Johnny Key Classic 50 LAPS</b>
13	SEP	OCEAN SPEEDWAY	California Civil War Series
14	OCT	OCEAN SPEEDWAY	Ocean Points program
15	OCT	OCEAN SPEEDWAY	Ocean Points program
17	OCT	TULARE THUNDERBOWL	<b>Trophy cup</b>
18	OCT	TULARE THUNDERBOWL	<b>Trophy cup</b>

*Schedule subject to change*



# DRIVER AND CAR APPEARANCES

**Driver Appearances** – used in conjunction with show car appearance or individually.

These appearances include:

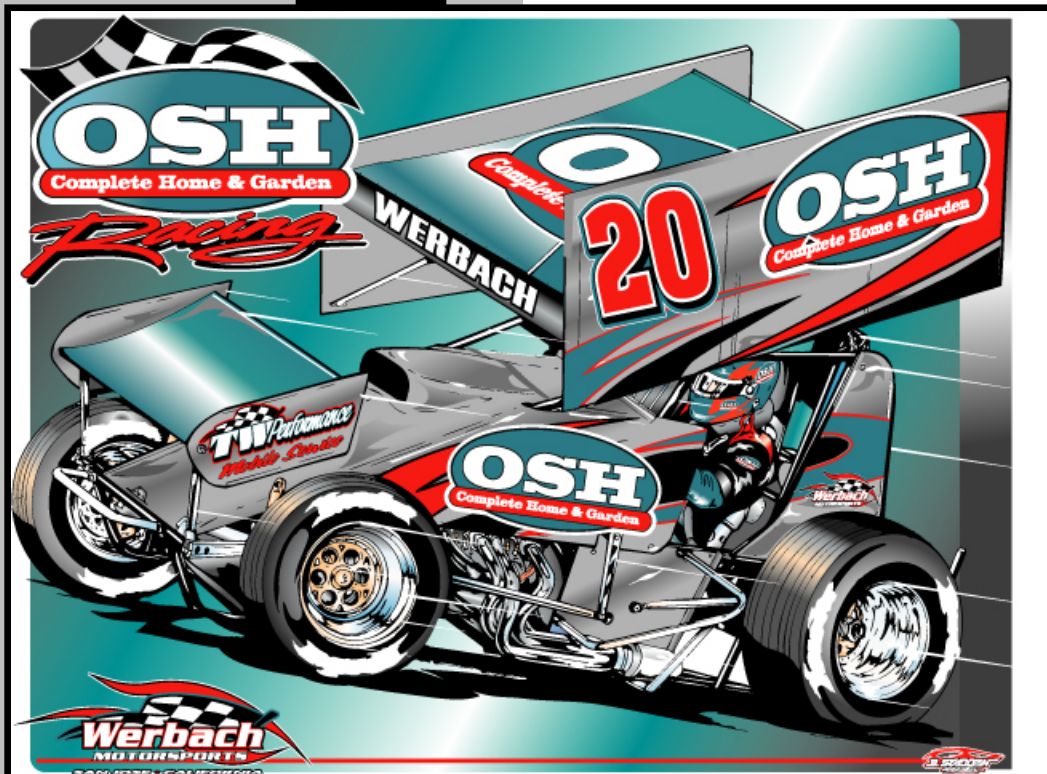
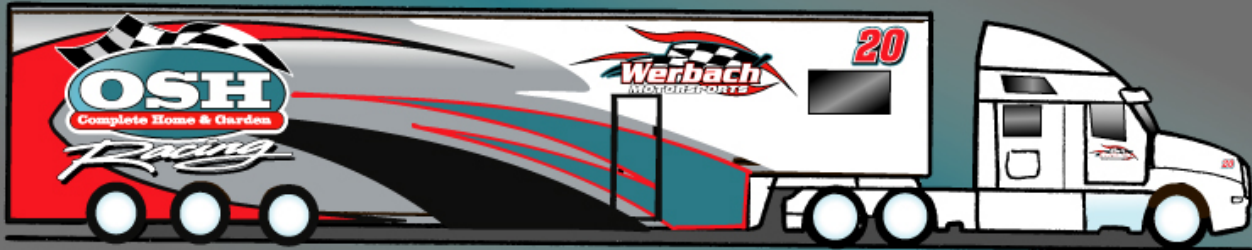
- Autographed photos of race car
- Driver interviews
- Distribution of sponsor related literature and souvenirs (subject to drivers schedule)

**Show Car Appearance** – the most powerful example of promotional opportunities.

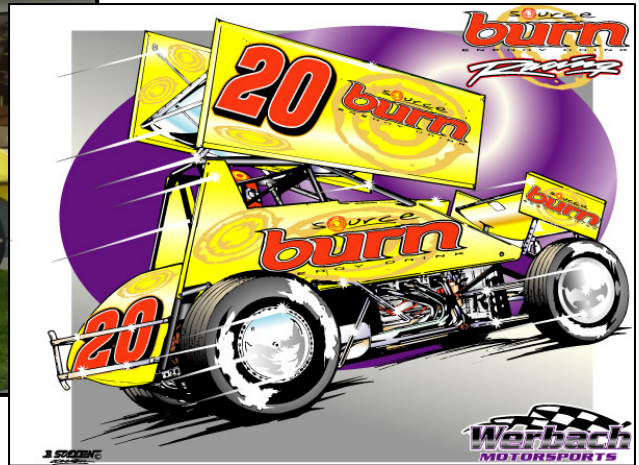
These appearances can be used in a variety of ways:

- Trade show exhibits
- Partnership events
- Store front displays
- Grand opening
- New product promotions









# 2011 Marketing Opportunities

## **Title Sponsorship: (Side of top wing)**

**\$30,000**

- 20 Branded T-shirts for Title Sponsorship
- 4 VIP Pit Passes at 4 selected races
- Video Coverage of all races
- 3 Store front race car appearance with driver autograph session

## **Race Car Trailer: (45ft rolling billboard for 2011 season)**

**\$20,000**

## **Presenting Sponsorship: (Side of car)**

**\$15,000**

- 15 Branded T-shirts for Presenting Sponsorship
- 4 VIP Grand Stand Passes at 4 selected races
- 1 Store front race car appearance with driver autograph session

## **Associate Sponsorship: (Side of front wing)**

**\$5,000**

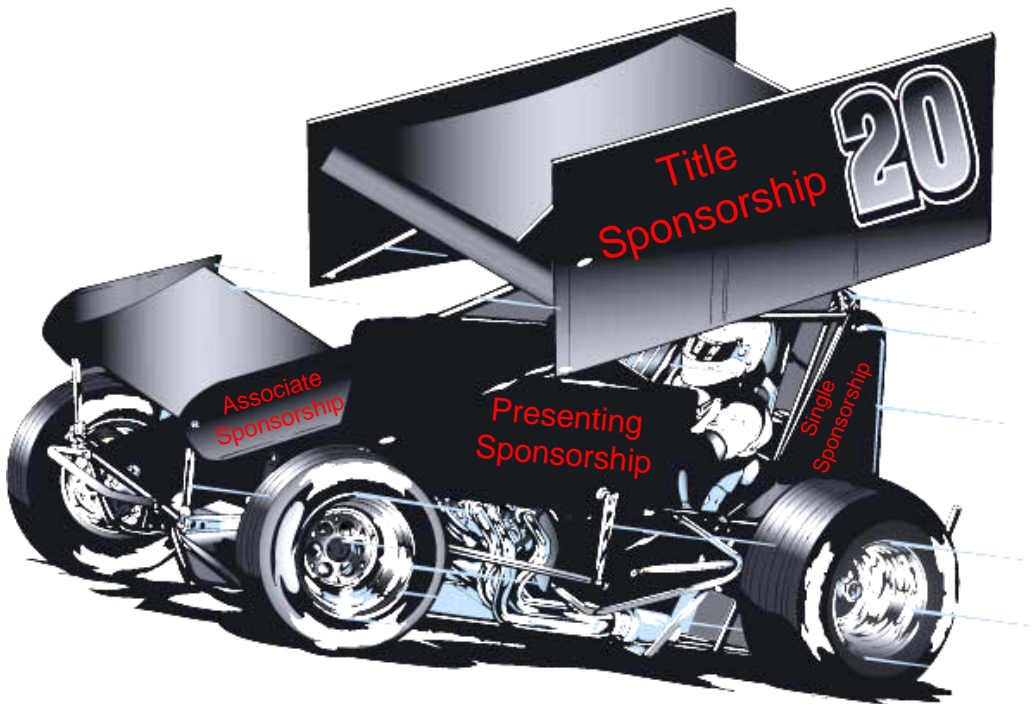
- 2 VIP Grand Stand passes for 2 selected races

## **Single Sponsorship: (Decal on car)**

**\$2,000**

- 2 VIP Grand Stand passes for selected race

*[Inquire about Payment Options]*



**Race Car Trailer**





Thank you taking the time to review our 2011 Werbach Motorsports Marketing Package.

We look forward to having you join our winning team!

