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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!



ACCOMPLISHMENTS 2005-2009

2005

Driver: Adam McCarthy

July 16th: Starting 8th Art McCarthy Jr. grabbed second place when Terrell departed and was faced with holding off his son fast-qualifier Adam McCarthy, who was pressing to get by. Former track champ Art McCarthy Outlasted the challenge but surprised everyone when he got loose in Turn 4 and looped his car on the last lap. Adam took the checkered flag for second place, Art was awarded third, and Cheri Hill notched fourth in front of Roberto Kirby.

July 30th: Adam McCarthy visualizes winning races. He sees himself winning every time out and takes the blame if he falls short. "We're the fastest car out there, and if we don't break, I'm confident we can win every time," said McCarthy after posting his first 360 Sprint Car victory of the year at Petaluma Speedway.

August 13th: Riding the hottest streak in the division, McCarthy, with Rollag close on his tail, carved through the remaining laps to gain his third straight triumph. "I was just waiting for him (Johns) to make a mistake, and he did," noted McCarthy after the race.

2006

Driver: Adam McCarthy

July 22nd: 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 29th: The Saturday night event was issued a checkered flag after Ken Fredenburg flipped in Turn 2 on the 18th circuit, handing Art McCarthy his 37th career win. Adam McCarthy finished second for the third time this year.

August 9th: 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 31st: Mike Henry started in 10th 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 2nd: 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 6th: 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 8th place and ended in Henry capturing his fourth All-Pro victory in five outings.

2007

Driver: Kyle Hirst

Sept 29th: 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:

2 Bud Kaeding wins Working on dates

2009

Driver:

Ronny –



DEMOGRAPHICS

Race Fans

GENDER

Female.....	20.96%
Male.....	78.17%

AVERAGE AGE

Under 18.....	14.41%
19-25.....	28.82%
26-35.....	28.38%
36-45.....	19.21%
46 & Over.....	9.17%

EDUCATION

Non High School Grad.....	9.61%
High School Grad.....	21.83%
Some Vocational.....	17.90%
Some College.....	23.14%
College Grad.....	26.20%

OCCUPATION CATERGORY

Blue Collar/ Labor.....	28.82%
Business Owner.....	8.73%
Computer Related.....	10.48%
Management.....	10.04%
Mech./Elect./Vocational.....	13.97%
Professional (Med/Law).....	7.86%
Retail Service.....	1.75%
Sales.....	10.48%

FAN CATEGORY

Moderate Race Fan.....	12.23%
Serious Race Fan.....	38.43%
Hardcore Race Fan.....	49.34%



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AVERAGE INCOME

Less Than \$15,000.....	16.59%
\$15,000-25,000.....	16.16%
\$25,000-35,000.....	19.65%
\$35,000-45,000.....	15.72%
\$45,000 Or Above.....	27.07%

RACE FAN DURATION

Less Than 1 Year.....	1.31%
1-3 Years.....	5.68%
3-5 Years.....	13.97%
More Than 5 Years.....	75.55%

EVENTS ATTENDED PER YEAR

Less Than 5.....	2.18%
5-10 Events.....	7.86%
10-20 Events.....	1.35%
Almost Every Week.....	78.60%



2011 RACING SCHEDULE

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

Schedule subject to change



2011

Marketing Opportunities

Title Sponsorship:

WM1 (Side of top wing)

\$30,000

- Includes patches/logos on driver uniform
- Branded t-shirts for Title Sponsorship
- Hospitality at 4 selected races
- Promotional advertising Giveaways
- Video Coverage of all races
- 3 Store front race car appearance

Presenting Sponsorship:

WM2 (Side of car)

\$15,000

- Branded t-shirts for Title Sponsorship
- Hospitality at 2 selected races
- 1 Store front race car appearance

Associate Sponsorships:

WM3 (Center panel top wing)

\$10,000

- 2 free pit passes for 4 selected races

WM4 (Side of front wing)

\$5,000

- 2 free pit passes for 4 selected races

WM5 (Center panel front wing)

\$5,000

- 2 free pit passes for 4 selected races

WM6 (Misc. decal on car)

\$1,000

- 2 free passes for the grand stand

Car Hauler (rolling billboard):

\$20,000

Hospitality per race:

\$2,000

- Free tickets parking, food & drinks for 10 people

Show Cars:

SC1 (Purchase)

\$20,000

SC2 (Per appearance)

\$2,000

DRIVER 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 PROGRAM

Show Car Program – The most powerful example of promotional opportunities. These programs can be used in a variety of ways:

- ❑ Trade show exhibits
- ❑ Partnership events
- ❑ Store front displays, Special Events
- ❑ Grand opening
- ❑ New product promotions

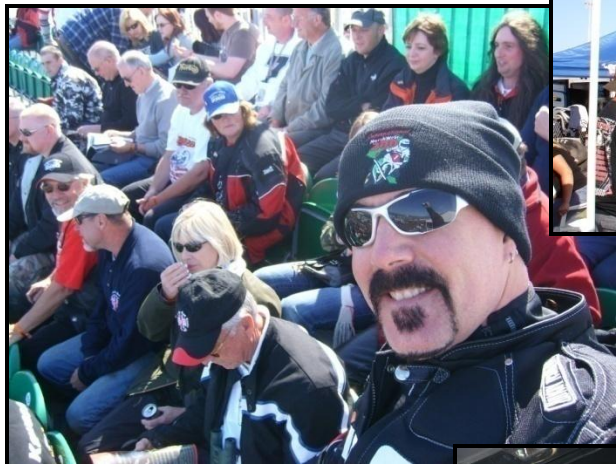


HOSPITALITY PROGRAM



Hospitality Program – key for entertaining existing customers or potential new ones. Let your guests experience the thrill of attending a live race. Some features include:

- ❑ Driver/Team Interviews
- ❑ Tickets to the races
- ❑ Food, Beverage & Souvenirs
- ❑ VIP Parking
- ❑ Behind scene tours



PROMOTIONAL ADVERTISING

Merchandising Programs - We can offer team souvenirs for sale. Profits from these sales can be used to cover cost and purchase extra items that can be used as “give-aways” or incentives.

Print Advertising - Print advertising includes temporary and permanent signage along with Race Programs.

Collateral Materials – Giving the sponsor the rights to use the team and their likeness in advertising.





OSH

Complete Home & Garden

