

Promote Your
Business,
Products
And
Services
at over
200 Miles Per Hour* !

*(Actual Speed may vary)

NITRO DOGS RACING

SPONSORSHIP MARKETING PROPOSAL

Imagine your Business, Products or Services being seen by 100's even 1000's of people at racing events on a **200+ mile per hour Dragster**.... Every week!

It happens every day with companies that sponsor race cars and now you have the same opportunity as the Fortune 500 companies at a fraction of the cost.

Nitro Dogs Racing is proud to announce the launch of their new **Super Comp Dragster**, and you can be a part of our winning team.

Your Company has the opportunity to be a Title or Associate sponsor of our teams dragster.

Becoming a member of our team will

- Drive Sales
- Heighten Visibility
- Create Positive Publicity
- Shaping Customer Attitudes
- Differentiate you from Competitors
- Enhance Customer, Business and Employee relationships



These are just a few benefits of being a sponsor of a sports racing team.

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Speed may



(Actual vary)

Drag Racing Overview:

Nitro Dogs Racing will be participating in both **NHRA** and **IHRA** sanctioned events as well as other local and regional events that will create a great marketing opportunity for our marketing partners.

Drag Racing :

- Presently drag racing is the fastest growing motor sport in the United States.
- The average drag racing fan has a higher base income level than NASCAR fans.
- Drag racing spectators "Brand Loyalty" to racing sponsors exceeds major league baseball, basketball and football.
- Male attendance averages 66% with a continuing growth of female attendance annually.
- Occupations of the drag race fan are a balanced mixture of both white and blue collar occupations.

Drag Racing Fans:

- 98 % of drag racing attendees feel positive about companies that support drag racing.
- 91 % of drag racing fans try to support companies that support race teams.
- 89 % of drag racing fans are likely to purchase the product of a race team sponsor over that of a non-sponsor.
- 33.6 million Americans are fans of drag racing– that's' 15.5 % of the Population.
- Nearly 66% of drag racing fans stated they have switched brands due to fact that the new brand was a drag racing sponsor.
- 60 % of the drag racing fans are between 18 and 44 years of age.
- Drag racing fans reflect a broader diversity versus other motor sports.
- Race Fans will travel up to 200 miles to attend an event, unlike other sports.

NHRA:

- NHRA is the worlds largest motor sports organization with over 88,000 members, over 300,000 participants, 145+ NHRA member race tracks consisting of over 5000 events annually and continues to grow.
- NHRA national events attract over 2 million fans annually.
- Member tracks have events on an almost weekly basis.
- NHRA started in 1953 and has continued to grow annually.
- "National Dragster" is the NHRA weekly magazine that features all level of NHRA racers. With articles on drivers, sponsors as well as action photos of the race car that showcases the sponsors.

IHRA:

- IHRA is a media partner of Clear Channel Communications.
- IHRA membership is at an 30 year all time high with 15,000+ members.
- Spectator attendance is continually growing and has increased over 33 % in the past 3 years.
- IHRA events attract over 1.3 million spectators annually
- IHRA has 88 member race tracks in the U.S.

Local & Regional Events:

- There are local and regional events held almost every weekend within a 200 mile radius of *Nitro Dogs Racing's* home base of Houston, Texas.
- Our team will concentrate on events and races within the 200 mile radius to better serve our sponsors and their market needs.
- These events allow for the sponsor to attain maximum exposure in their primary market areas.

Your Companies information will appear on both sides of the Nitro Dogs Dragster



***Your logo or company identifier will extend from the front of the motor to the point where the “H” in the Hyperactive logo is currently
The image area is approximately 2.5’ x 5’
Just imagine the excitement that will be created !!!!***

Sponsorship Benefits:

- Drag racing is one of the most popular spectator sports in the country
 - Unlike other sporting events Drag Racing is interactive. The fans can enter the pit area and interact with their favorite racer and see all the action close up.
- Drag Racing Sponsorship reaches a valuable widespread loyal consumer market.
- Drag Racing Sponsorship is an economical and cost-effective method of advertising.
 - *" The rule of thumb is that putting \$1,000 behind a racing event generates the same exposure as \$10,000 of advertising" -The Wall Street Journal*
 - *"This is a good way to advertise. It's the lowest cost per thousand (people) that I know of, including networks. It gathers a group of people that you don't reach in other ways, and yet it reaches the people you need and want to reach" -Russell Chambers, President Intermedics*
- Spectators and competitors see and hear your company's name / logo during each event.
- Marquee exposure of your company on the Dragster.
- Driver and Crew members wear your company identifier on all uniforms.
- Traveling billboard exposure of your company identifier on our transport and support vehicles.
- Use of Dragster and race team to enhance company promotions.
- Increased brand- company loyalty.
 - Drag race fans use sponsors products- services.
- Increased brand- company awareness.
 - Race fans will see and hear your company name on an average of 50 times per event.
- Increased brand- company coverage.
 - Your company identifier will be seen and multiple race venues in and around their immediate trade area.
 - Your company identifier will be seen on race team trailer.
 - Your company identifier will be seen in all photos of car and will be mentioned in all press releases and media coverage.
 - Links and sponsor information will be prominently displayed on the race teams web site ***www.nitrodogs.com (web site is currently under-going reconstruction to facilitate new sponsors)***

Sponsorship Exposure:

The exposure for your company as a sponsor of "*Nitro Dogs Racing* " will be accomplished by utilizing the following avenues:

- Exposure at Race Events
- On and Off track promotions
- Cable TV
- Radio Programs
- Local and National Press
- Car Appearances
- Off Track Marketing and Promotions
- Integrated Event Marketing
- Race Car and Show Car Displays
- Print and Web Site Promotions
- Banner Display and Literature Distribution
- Promotional Items– all items will promote the Race Team and Sponsor
 - T– Shirts– Sponsors will be given sufficient quantity of shirts and hats to give away..
 - Hats
 - Photo Hand Outs– Autographed
 - Key Chains
 - Pens
 - Can and Bottle Coolers
 - Magazine "The Drag Mag"
 - Temporary Tattoos
 - Bottled Water
 - Ticket Lanyards
- Hospitality Area
 - Each event will have a hospitality area that can be accessed by sponsor and their guests.
 - There will be access for fans at non-critical times to meet with the Team and Driver to discuss racing and promote the sponsors products or service.
 - There will be a display area to display products or promotional information about the sponsor and their business.
 - There will be refreshments for the sponsor and their guest.

The above is just the beginning of what can and will be done to promote the sponsor and their respective business.

Just Imagine all the possibilities.....

Sponsorship Packages:

- **Title Sponsor:**

- Custom Logo on Dragster- Large
- Custom Logo on Trailer- Large
- Logos on support vehicles- Large
- Embroidered logo on Team apparel, Uniforms and Drivers Suit- Large
- Logos on photo hand outs
- Media exposure
- Track Mention
- Car and Driver appearances
- Web site promotion
- Blog promotion
- On and Off track promotions
- Display your companies product and Information at each event
- Hospitality at events
- Logos on t-shirts, caps, can coolers, lanyards, and other promotional give-a-ways
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- Custom articles and ads in team newspaper "The Drag Mag" given away at each event to attendees

Additional promotional events can be implemented as needed by sponsor

The Title Sponsorship is fully tax deductible as an advertising expense, and fee can be paid in increments.

- **Primary Sponsor:**

- Custom Logo on Dragster- Medium
- Custom Logo on Trailer- Medium
- Embroidered logo on Team apparel Uniforms and Drivers Suit- – Medium
- Display your companies product and information at each event
- Logos on photo hand outs
- Media exposure
- Track Mention
- Car and Driver appearances
- Web site promotion
- Logos on t-shirts, caps, can coolers, lanyards, and other promotional give-a-ways
- Custom articles and ads in team newspaper "The Drag Mag" given away at each event to attendees

The Primary Sponsorship is fully tax deductible as an advertising expense, and fee can be paid in increments.

Sponsorship Packages:

- **Associate Sponsor:**

- Custom Logo on Dragster– Small
- Custom Logo on Trailer– Small
- Embroidered logo on Team apparel, Uniforms and Drivers Suit
- Logos on photo hand outs
- Media exposure
- Track Mention
- Web site promotion
- Logos on t-shirts, caps, can coolers, lanyards, and other promotional give-a-ways

The Title Sponsorship is fully tax deductible as an advertising expense, and fee can be paid in increments

All sponsorship packages can be specifically for the needs of each sponsor. Some sponsors may not need certain characteristics of a particular sponsorship package.



This is the view your competition and our competitors will see as your business takes off by becoming a sponsor of the Nitro Dogs Dragster

Team And Car:

Vern Wallace

- **Team Owner– Driver**

Accomplished Driver and Business Owner, has been involved in drag racing for over 35 years. Has many friends involved in drag racing from Nitro Funny Cars to Jr. Dragsters. Very competitive and an asset as team owner and Driver. Will assist in promoting all aspects of your company and products in a professional and exciting manner.

Juanette Wallace

- **Team Manager– Event Coordinator**

Juanette brings experience as a manager and coordinator for marketing events and races. Her organizational skills are unprecedented and she is an indispensable asset to the team. Juanette will host all hospitality events and arrange for customers and employees to have an exciting and memorable experience at each event.

Amber Wallace

- **Team Photographer**

Amber is the official team photographer. She is a natural behind the camera and will capture many memorable pictures for the sponsors, guest and team promotional materials.

Roy Hollingsworth

- **Crew Chief**

Roy is an accomplished mechanic and will keep the dragster competitive and command top performance at all events. His experience is unparalleled. The *Nitro Dogs Dragster* will be a top performer under the wrenches of Roy. Roy's ability combined with Rick's will make an unstoppable team.

Rick Cucina

- **Technical Chief**

Rick knows this car inside out. He has preformed miracles with it's performance and made it one of the most consistent cars at the track. Rick is familiar with all the tracks in our race program and will be available to tune the dragster as needed.

Dragster:

- Rear Engine Dragster
- Neal and Parks Chromoly Chassis
- Powered by a 461 big Block Chevy
- 800+ Horse Power
- 2 Speed Race Transmission
- 235 Inches long
- Runs on Alcohol or Racing Fuel
- Goodyear Race Slicks
- Good Year Front Runners
- Chrome wire front wheels

The Dragster is being painted a custom Black and Purple and will be lettered with sponsors logo.

Sponsors logo will appear on both sides of dragster from just in front of the motor to where the "H" is in hyperactive.



Drag Racing fans are not just spectators, they are participants. People who go to Drag Races don't just sit in one spot, they can tour the teams pits. They get up close with the race teams and your company...

Most fans collect the free stuff given away by race teams, so they will see your advertising message again and again...

Now is the time to become a part of our **WINNING TEAM.**

To become a part of our **WINNING TEAM,**

Contact:

Vern Wallace

832-689-8751 or by email vern@nitrodogs.com

Nitro Dogs Racing -15806 N. Bend Ct. -Houston, Texas -77073

Contact us and let us know what level of sponsorship your company would be interested in. We can customize a sponsorship program to meet any budget.

****Remember all sponsorship funds are TAX DEDUCTIBLE.****

We are also interested in working with sponsors that have products or services we use and will consider sponsorship trades.