

Pacific Roadster Racing

2013 SPONSORSHIP PACKET

www.PacificRoadsterRacing.com



THE CONCEPT

Pacific Roadster Racing provides one of the most cherished and desirable cars of all times as a mobile advertisement for your company, brand, or product.

This iconic form is recognized everywhere as a symbol of power and success. The car is a real head turner everywhere. Now it can be used to turn heads and get people to notice your business, special event or production.

Pacific Roadster Customizing, Inc. has handcrafted this SCCA certified race car for competition out on the racetrack in 2009. Since, the car has made prominent appearance every year since.



THE BENEFIT

A race team is more than a rolling billboard advertising your business, you also get a driver who can help you network your business. At the races, you will be primarily attracting the attention of the race car drivers, their family and crew, and race officials. One national demographic study of SCCA members, finds that the primary attendees are between the ages of 25-49, they are in professional or managerial positions, they have attended college and have an above average household income.

Race car drivers and fans also tend to be very brand loyal and will support companies that support racing. By sponsoring a race team, you create a linkage between your business and the racers , fans and the racing experience.



THE CAR

Created the same way as the popular NASCAR chassis, the rigid frame provides both safety and structure to support the body with its muscular stance.



Built using the Ford Mustang drive train, this car provides both the reliability and affordability every race team strives for.



RACE SEASON SCHEDULE

For 2013 we are planning on expanding the range our races and exploring the tracks in the Pacific Region. ICSCC and SCCA Races are held at the following race tracks:

<u>Track Name</u>	<u>City</u>
Bremerton Raceway	Bremerton, WA
Mission Raceway Park	BC, Canada
Oregon Raceway Park	Grass Valley, OR
Portland Int'l Raceway	Portland, OR
Pacific Raceways	Kent, WA
Spokane County Raceway	Spokane, WA
Thunderhill Raceway	Willows, CA
Infineon Raceway	Sonoma , CA
Reno-Fernley Raceway	Fernley, NV
Laguna Seca	Monterey , CA
Miller Motorsports Park	Tooele , UT

Other Events:

Participation in other events such as Parades, Show and Shine Car shows, etc. will also be considered and subject the availability of the car and staff.

Actual race team schedule will be determined and approved by Pacific Roadster Racing and sponsors.

MARKETING OPTIONS

There are a number of advertising options available.

1. Sponsored vehicle branding on the race circuit and events.
2. Graphic vehicle wrapping of the truck and/or trailer which transports the race car.
3. Staff to pass out promotional materials to consumers at each of the events

The cost of each of these options is determined by the length of time, number of events and number of staffing involved.

VALUE

Average number of attendees per event: **8,000**

Average number of impressions per travel day: **10,000**

Estimated impression value based upon the average number of visitors at each event and estimated number of consumers who view the vehicle.

SPONSORED VEHICLE

On The Car:

Logos or graphics can be placed throughout the body of the race car. While we have used vinyl graphics in the past, we are open to car wrap options.



SPONSORSHIP PACKAGES

RACE CAR SPONSORSHIP PACKAGE

This package may include the following marketing options:

- Company or Brand logo on the hood, side, door or rear of the vehicle
- Vehicle Sponsorship or co-sponsorship title in all race related events
- The Cobra appearing at a selected number of non-race events.
- Sponsorship title and banner links on PacificRoadsterRacing.com
- Length of sponsorship: 1 - 3 months

*** Cost: \$2,000 to 15,000.00**

* Sponsorship package pricing will be dependent on the number and type of events sponsored.

SPONSOR INFORMATION

Company name _____

Contact person _____ Telephone number _____

Address _____

City _____ State _____ Zip _____

Company web site _____

Contact Email _____

Additional sponsorship information (promotions, requests, non-monetary items, etc.)

For individual event sponsorships, please mark the appropriate event below.

<u>Date</u>	<u>Description/Club</u>	<u>Track</u>	<u>Location</u>
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2013 Schedule

TBD

Sponsorship amount
(including value of non-monetary items)

= \$ _____

Please make your check payable to:

**Pacific Roadster Racing
Bridge City Holdings, Inc.
11270 SW Fairhaven CT
Tigard, OR 97223
503-539-6749**

Pacific Roadster Racing and Bridge City Holdings, Inc. are not charitable organizations. This sponsorship is in solely in exchange for advertising services.

Bridge City Holdings, Inc. TIN# 93-1277238

TERMS AND CONDITIONS

In the case of bad weather and/or any other circumstances resulting in the cancellation or inability to attend the event a new date or event will be set chosen with the involvement of the sponsor.

In return for sponsor's contribution, sponsor's logo will appear on the car and any merchandise produced for the event as well as on the homepage of www.pacificroadsterracing.com during the term of the sponsorship with a link to the sponsor's own website.

Sponsor must supply event a high resolution electronic copy of their company logo, preferably in EPS and/or JPEG format to sponsorships@pacificroadsterracing.com.

CONTACT

FOR MORE INFORMATION CONTACT

John Grant

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Tigard, OR 97223

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503-539-6749

