

***HAVE YOU EVER CONSIDERED A MARKETING PARTNERSHIP WITH A RACE TEAM LIKE THOSE IN***



***What we have to offer is a marketing partnership where we market your products and services on our race car.***

For less than you think, you could be prominently displayed on our race car, also on our uniforms, on our web site and on our race hauler. As part of partnership you get mentioned in all paper advertising and in all interviews made by the driver.

**Advertisizing your products or services in this matter can bring you results like those from Canadian Tire, Home Depot, Hooters, Sharpie, Budweiser and many more.**

Let us show you how for pennies per exposure minute of viewing and advertisement value you can get your name out to the loyalist fans in sports today. We race locally at Delaware Speedway a *NASCAR* sanctioned track in Delaware Ontario between here and London.

**BECOME A MARKETING PARTNER WITH OUR RACE TEAM. SIMPLY CALL & WE WILL SHOW YOU HOW.**

**1-888-209-7564**

**1-519-726-4658**



## *Marketing Partnership Package*

### INDEX

1. Who we are!
2. Current Marketing Partners.
3. Why we have a marketing partnership with a race team.
4. What makes a marketing partnership with our team different than other forms of marketing.
5. What you get from us as a marketing partner.
6. Testimonials from our marketing partners / sponsors.
7. About the track we run at and marketing research.
8. Levels of participation
9. Schedule
10. Link Page
11. Photo Gallery

# 1. *Who we are!*

Robbie Brant is the car owner and the driver. This is his rookie year at Delaware Speedway.

Everyone associated with the car and the race operation are dedicated race enthusiasts with family and roots into the local racing. Robbie is a grandson of Ron Brant brother of Barney Brant who raced for years at Checker Flag Raceway, Delaware Speedway and Cayuga Speedway, so racing is in the blood somewhere.

We are all business people who are dedicated to the promotion of our marketing partners who provide us support in many ways that make racing possible.

Robbie is 27 years old. He is a machinist by trade but owns his own company so he understands fully the value of marketing partners.

The car is a GM Metric car, actually that relates to a 1984 Oldsmobile Cutlass Supreme. We have a Chevrolet Racing Crate Engine that is cared for and set up with the wizardry of Gary Leitch of Leitch Performance in Windsor.

The chassis was developed and build by Border City Chassis who does the setups by computer controlled software. With the experience that their years of racing brings exceptional results.

Our goals are simple this year. We intend to run competitively while we have fun gaining experience and promoting our marketing partners. We are after winning rookie of the year and finishing in the top ten in points.

# 2. *Current Marketing Partners*

sesPOWDERCOATING.com

Border City Chassis



Specialty  
Engineered  
Solutions

1-888-209-7564



Specialty Brake and Clutch

Trevellin Motorsports

YOUR ONE  CLUTCH SHOP!

Specialty Brake & Clutch

1-800-265-5159



Leitch Performance Engines

### ***3. Why have a Marketing Partnership with a race team?***

- 1 Race fans are not like any other fans. Racing is not a strictly spectator sport like baseball. Racing is a passion, it is a way of life, it runs in the veins of fans and inspires loyalty to its supporters like nothing else. Purchase decisions are effected daily by brand recognition while shopping and the race fan shops with his or her sponsorship loyalty. In fact race fans are so loyal they wear their drivers colours, logo's, and sponsors on the clothes they wear. No other advertising media fosters that type of loyalty.
- 2 Race fans are of all age groups, all income levels and split almost evenly between men and women.
- 3 Race marketing partnerships can be used to raise awareness in your community.
- 4 Surprisingly being part of a team whether a challenge cup team or a race team promotes cohesiveness and fosters a new found vigor amongst your employees and customers.
- 5 Promotional marketing with us puts you into our promotional mix. We send out flyers, we have a web site where you get listed, we promote you with everything we do or say, and we even cross market between the partners we work with. This is not simply a advertisement that is on a race car at the track. It is a way of promoting your business through our representation of your company. We place your name on our web site, in our advertizing, in our promotional materials, on our hauler, on our uniforms as well as mentioning your message in any conversations with regards to the race car.

### ***4. What makes a Marketing Partnership with our team different than other forms of marketing.***

- 1 Cross marketing between you and our other marketing partners on the web as well in print and through other means is a benefit you do not get with everyone else.
- 2 We offer rotational title sponsorships which allow a rotational involvement on placement on the car. All the options are open to you.
- 3 We do personal appearances, allow the car to be used for your promotional use at shows and so on. We will provide you with a picture of the car for you to display in your office.
- 4 You are simply not spending money on a one time placement of a name but what we feel is a year long commitment to help you develop customers for your business.
- 5 We will have cross promotional networking opportunities like free t-shirt days. Special days for your staff and customers at the track. We even offer opportunities to participate at the track in the pits with the crew. All or any of these choices are available.

## ***5. What you get from us as a marketing partner.***

1. Your company name prominently displayed on our race car as you want, where you want and how you want from associate to a full complete marketing sponsorship.
2. Our car will participate in the full schedule of 13 races at Delaware Speedway this season and may participate in addition at other race venues.
3. Your name gets listed on the Delaware Speedway Web Site as our sponsor and mentioned several times weekly at the race track by the radio announcers.
4. You will be represented at several additional events and appearances through out Southwestern Ontario.
5. Promotional pictures for your use in your advertising, for your display in your establishment and for promotions to your customers.
6. Your company name and web site links get shown on the web site of the race team as well as the web sites of our other marketing partners such as our car builder, our parts supplier and so on.
7. We promote all our marketing partners though our correspondence and promotions with the press, the track and any other media.
8. From there your imagination can be your guide from free t-shirt days at the track to contests where the winners gets to drive the car “in closed session”. It is up to you, what you want to do and what you want to spend.
9. Sponsorship does not even have to be out of pocket money spent, there are other options as well. Product, material, vehicle or service sponsorships are also available. Anything that helps in the completion of the task at hand which is racing the car. Use of vehicles, trailers and so on all help in the final analysis and will get you a level of marketing partnership.



## *Specialty Engineered Solutions*

7826 Howard Ave  
Amherstburg On, NO RIJ0  
(519) 726-4658  
(519) 726-5396

Brant Motorsports  
Attn: Robbie

March 10th, 2006

Re: Marketing Partnership Success

To all who are concerned:

This will start on our second full season as a marketing partner for the #15 Delaware Street Stock Car.

Our experience has been that we get extremely excellent exposure throughout Southwestern Ontario for our services as a result. Even the exposure to just the racers, sponsors, helpers and friends alone have more than covered our costs for the partnership

We want to thank you for allowing the use of the car at company events and functions for our company as well as in promotions we have done.

We also found that this marketing partnership where our information gets sent in mailers and promotions as well as on the internet along with all the other marketing partners is very beneficial. It requires us to support the other marketing partners and sent out their info with our flyers in our mailing program but it broadens exposure for all those involved.

The loyalty of fans to the sport of racing has brought us many customers simply by venture of the fact we support a sport they love!

We appreciate that everyone associated with the team and the promotion staff has been great and we appreciate that they are genuinely interested in our success, what we get for our efforts and not just our money.

We will continue to work with this type of advertising and marketing partnership well into the future. If necessary we would be glad to talk about our experience with anyone.

Keep up the good work. Good luck this year.

Yours Truly,

Amanda Ellis  
Marketing Manager

7826 Howard Ave.  
Amherstburg, Ontario  
N0R 1J0



**BRAKE & CLUTCH**

(519) 726-4514  
1-800-265-5159  
Fax: (519) 726-5396

**"Our Name Says It All"**

YOUR ONE  CLUTCH SHOP!

Brant Motor Sports  
Attn: Robbie

February 28th, 2006

Re: Marketing Partnership Report

To all concerned:

We have sponsored race cars for many year, for many types of racing in many divisions We were always satisfied with our returns for what it cost us but the unique opportunities afforded us under your program have increased what we have gotten in the past.

Our exposure with your race team has been very different in that your team and those associated with it are genuinely interested in being a promoter for my products. It has gotten me customers from race fans who have seen our name on race cars as well as customers within the racing community both off the car itself as well as the associated advertizing.

We have found it very beneficial to be a marketing partner. We all work together to cross promote other partners so everyone gets a better representation and together more sales.

We are glad to be a marketing partner again this year. We also want to offer our services or opinions to anyone who wants to call us for a reference. We are very happy with the results we have received. Have a great year!

Yours Truly,

Paula Burkholder  
Marketing & Office Staff

## ***8. Levels of Participation***

- L. Branded car for one season or for full race
- M. Product sponsor hood and trunk lid
- N. Trunk lid or hood
- O. Space on trunk lid
- P. Associate sponsorship
- Q. Minor sponsor
- R. Service & Material sponsorship

### ***Package A.***

**COST \$7,000.00 annually**

#### **Branded car for one full race**

1. Your company logo and colours prominently on the race car trunk, hood and quarter panels.
2. Your company logo and colours on the race hauler.
3. Your company logo and colours on the uniforms.
4. Car available for company events, promotions, shows, parties, etc.(scheduled events)
5. Driver appearances.
6. Your company colours, name and logo on our website. A live link to your website on our website as well.
7. Your company cross marketing in newspaper, radio and television interviews and track coverage.
8. Your company mentioned as the team sponsor in the team introductions at the race track before each races.

## ***Package B.***

**COST \$ 5,000.00 annually**

### **Product sponsor hood and trunk lid**

1. Your company logo on the hood and trunk of the race car.
2. Your company logo on both sides of the race hauler.
3. Your company logo on the drivers uniform.
4. Car available for company events, promotions, shows, parties, etc.(scheduled events)
5. Driver appearances.
6. Your company colours, name and logo on our website. A live link to your website on our website as well.
7. Your company cross marketing in newspaper, radio and television interviews and track coverage.
8. Your company mentioned as the team sponsor in the team introductions at the race track before each races.

## ***Package C.***

**COST \$3,000.00 annually**

### **Trunk lid or hood**

1. Your company logo on the trunk lid or hood of the car.
2. Your company logo on both sides of the race hauler.
3. Your company logo on the driver uniforms .
4. Car available for company events, promotions, shows, parties, etc.(scheduled events)
5. Your company colours, name and logo on our website. A live link to your website on our website as well.
6. Your company cross marketing in newspaper, radio and television interviews and track coverage.

## ***Package D.***

**COST \$2,000.00 annually**

### **Space on trunk lid**

1. Your company name and logo on either the hood or the trunk of the car.
2. Your company name and logo on both sides of the race car hauler.
3. Your company colours, name and logo on our website. A live link to your website on our website as well.
4. Your company cross marketing in newspaper, radio and television interviews and track coverage.

## ***Package E.***

**COST \$1,000.00**

### **Associate sponsorship**

1. Your company logo on the race car.
2. Your company logo and name on the race hauler.
3. Your company colours, name and logo on our website. A live link to your website on our website as well.

## ***Package F.***

**COST \$500.00**

### **Minor Sponsor**

1. Your company logo on the rocker panel of the car.
2. Your company colours, name and logo on our website. A live link to your website on our website as well.

## ***Package G.***

**Service or Material Sponsorship**

### **Service & Material Sponsorship**

1. Your company on the race car.
2. Your company colours, name and logo on our website. A live link to your website on our website as well.  
Note: This is in exchange for service, materials, or products. Alternatively use of vehicle, trailer or equipment.

# **9. Delaware Speedway Schedule**

3. Sat., April 8 - 12pm to 5pm : Practice day
4. Sat., April 15 - 12pm to 5pm : Practice day
5. Fri., May 5 - 8pm : Street Stock
6. Fri., May 12 - 8pm : Street Stock
7. Fri., May 26 - 8pm : Street Stock
8. Fri., June 2 - 8pm : Street Stock
9. Fri., June 9 - 8pm : Street Stock
10. Fri., June 23 - 8pm : Street Stock
11. Fri., June 30 - 8pm : Street Stock
12. Fri., July 7 - 8pm : Street Stock Showdown
13. Fri., July 14 - 8pm : Street Stock
14. Fri., July 28 - 8pm : Street Stock
15. Fri., Aug. 11 - 8pm : Street Stock
16. Fri., Aug. 25 - 8pm : Street Stock
17. Sat., Sept. 2 - 7pm : Street Stock