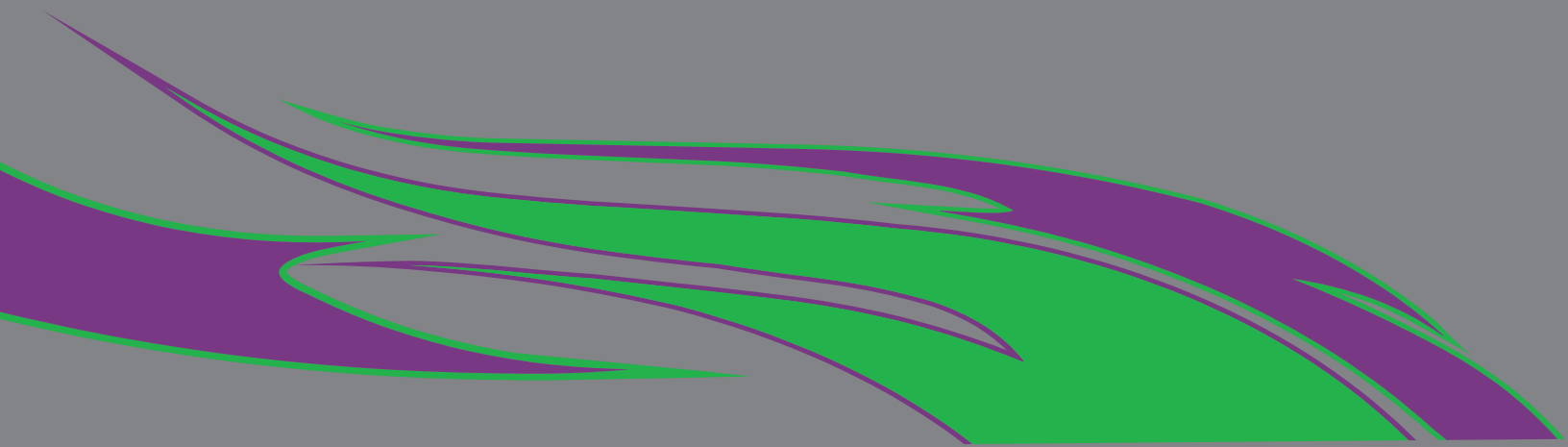


**MARKETING OPPORTUNITIES**



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## **Werbach Motorsports**

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# INTRODUCTION & Program Overview

WERBACH MOTORSPORTS campaigns a 360 Sprint Car through Northern California.

In 2012 returning with Bud Kaeding the team plans to compete at Ocean Speedway 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

## 2007-2011

2011

After taking the year off in 2010 the Werbach Motorsports No. 20 returned to the tack in 2011 with four different drivers sitting behind the wheel. The season started off with veteran driver Kevin Pylant at the helm, before young gun Tommy Laliberty took over midway through the campaign. At the end of the season, Bud Kaeding made a return to the seat and gave the team a strong 3rd place finish at Ocean Speedway's final race of the season. Capping the season NASCAR star Jason Leffler then drove the No. 20 car at the prestigious Trophy cup race, bringin a lot of attention to the team.

2010

Took Year Off

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.

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.

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.

### 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.



# DEMOGRAPHICS

## Race Fans



### GENDER

Female.....	20.96%
Male.....	79.04%

### AVERAGE AGE

Under 18.....	14.41%
19-25.....	28.82%
26-35.....	28.38%
36-45.....	19.22%
46 & Over.....	9.17%

### EDUCATION

Non High School Grad.....	10.84%
High School Grad.....	21.83%
Some Vocational.....	17.99%
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.....	9.62%
Sales.....	10.48%

### 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.....	31.88%

### RACE FAN DURATION

Less Than 1 Year.....	4.80%
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.....	11.36%
Almost Every Week.....	78.60%

### FAN CATEGORY

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

# DEMOGRAPHICS

## Fan Locations

<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



# 2012 SCHEDULE

<b>Day</b>	<b>Date</b>	<b>Location</b>
Friday	March 30 <sup>th</sup>	Ocean Speedway
Friday	April 13 <sup>th</sup>	Ocean Speedway
Friday	May 4 <sup>th</sup>	Ocean Speedway
Friday	May 11 <sup>th</sup>	Ocean Speedway
Friday	May 18 <sup>th</sup>	Ocean Speedway
Friday	June 1 <sup>st</sup>	Ocean Speedway
Friday	June 8 <sup>th</sup>	Ocean Speedway
Friday	June 22 <sup>nd</sup>	Ocean Speedway
Friday	June 29 <sup>th</sup>	Ocean Speedway
Friday	July 20 <sup>th</sup>	Ocean Speedway
Friday	July 27 <sup>th</sup>	Ocean Speedway
Friday	August 17 <sup>th</sup>	Ocean Speedway
Saturday*	August 25 <sup>th</sup>	Ocean Speedway
Friday	September 21 <sup>st</sup>	Ocean Speedway
Friday	October 5 <sup>th</sup>	Ocean Speedway
Friday	October 12 <sup>th</sup>	Ocean Speedway
Thursday	October 18 <sup>th</sup>	Thunderbowl
Friday	October 19 <sup>th</sup>	Thunderbowl
Saturday	October 20 <sup>th</sup>	Thunderbowl



# PROGRAMS AND APPEARANCES



## 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

## Print Advertising

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

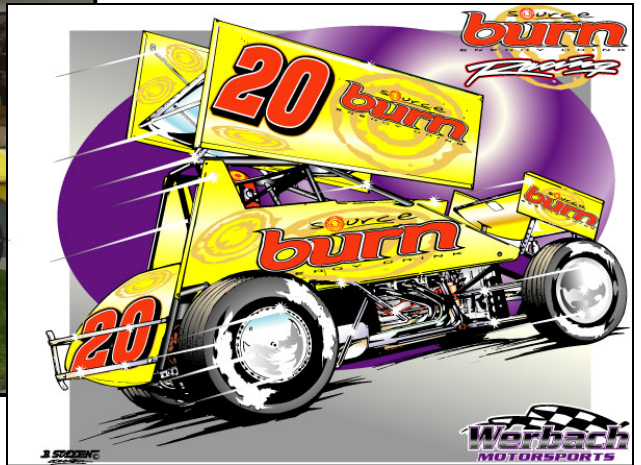
- Autographed photos of race car
- Driver interviews
- Distribution of sponsor related literature and souvenirs (subject to drivers schedule)

## Collateral Materials

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







# 2012 Marketing Opportunities

## Title Sponsorship:

(Side of top wing)

\$30,000

- 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:

(Side of car)

\$20,000

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

## Associate Sponsorships:

(Center panel top wing)

\$15,000

- Branded t-shirts for Title Sponsorship
- 2 free pit passes for 4 selected races

(Center of front wing)

\$10,000

- 2 free pit passes for 4 selected races

(Side panel front wing)

\$5,000

- 2 free pit passes for 4 selected races

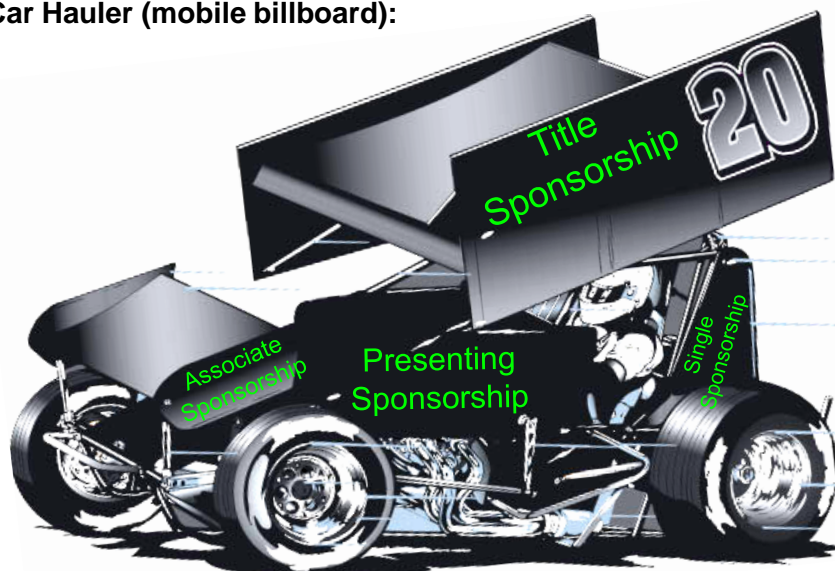
(Misc. decal on car)

\$2,000

- 2 free grand stand passes for 1 event

## Car Hauler (mobile billboard):

\$20,000



Car Hauler





Thank you taking the time to review our 2012 Werbach Motorsports Marketing Package.

**We look forward to having you join our winning team!**

