

BILL THOMAS RACING

#21



SPORTS MARKETING PRESENTATION

FOR

CONTACT:

BILL THOMAS RACING

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Dear:

All of us involved with Bill Thomas Racing are very excited to hear of your interest in our 2007 Professional Motor Sports Marketing Program.

The attached material should give you a very good understanding of where Bill Thomas and Bill Thomas Racing has been, where he is now and where he plans to go.

Our current auto racing schedule is enclosed. This will give you an idea of the exceptional marketing opportunities that exist in the area surrounding where we will be racing.

The main objective of our marketing package is to give you an understanding of Bill Thomas Racing and show you what a fantastic job we can do for you.

Bill Thomas can be a master at public relations and getting the most exposure possible for his marketing partners.

Daily newspapers, magazines, radio, and others are taking much more notice of professional Micro Sprint Car racing and that means more exposure for you and your company.

We are most anxious to move forward and would welcome the opportunity to sit down, face to face, and talk about the future of _____ and Bill Thomas Racing. We'll be in touch with you in a few days.

Sincerely yours,

Bill Thomas
Bill Thomas Racing



Driver Biography

Name: Bill Thomas, V
Date of Birth: May 7, 1985
Hometown: Media, Pa.

Car Info:

Class: 600cc Micro Sprint
Chassis: 2007 Hyper
Engine: 2006 Yamaha, R6

Education:

Delaware County Community College
Was granted the Louis Scott Memorial Scholarship
Finished with a 3.8 GPA with High Honors
Associate Degree in Business Management

Attended Penncrest High School

9th grade through 12th grade
Graduated in 2003

Attended Springton Lake Middle School

6th grade through 8th grade
Graduated in 1999

Accomplishments

of Bill Thomas V, #21

Micro Sprints 600cc

2006

3 Wins at Bridgeport Speedway
3rd in Points Bridgeport Speedway
3rd in Points Airport Speedway

2005

1 win Airport Speedway
1 Win Bridgeport Speedway
2nd in Points Airport Speedway
5th in Points Bridgeport Speedway
Bridgeport Speedway “Most Improved Driver” 600cc

2004

2 wins Airport Speedway
3rd in Points Airport Speedway
6th in Points Bridgeport Speedway
Bridgeport Speedway “Star Of The Future” 600cc class

2003

Won Opening Day Airport Speedway
Airport Speedway “Most Improved Driver” 600cc
2nd In Points Airport Speedway

2002

Rookie of the year 600cc Airport Speedway
8th in Points Airport Speedway 600cc

Quarter Midgets of America

QMA Member 1994 - 2001

2001 Heavy 160 Dirt Grand National Champion, Indiana

2001 Heavy 160 Eastern Grand National Champion, Pa.

1999 Heavy Stock Eastern Grand National Champion, Georgia

6-New Track Records and 1 New World Record

Multiple Track Championships and Sponsor Cup Wins

Multiple State Race Champion

Over 16 Fast Time Awards

A GAME PLAN, 1

PUBLICITY OPPORTUNITIES

NEWS RELEASES & NEWSLETTERS: We can prepare regular releases to send to lists of journalists, TV stations and others in specified geographic areas. We will help you in areas where you want to make the most impact for your marketing team. We can prepare and distribute a Newsletter detailing your team's progress to your key accounts or prospects.

TRADE PUBLICATION ARTICLES: Our staff can write and submit feature stories about your motorsports affiliations to a list of your trade publications. This will add firepower to your present advertising with a powerful image builder - professional motorsports.

PROMOTIONAL PROGRAMS: We can work with your media and marketing teams to design effective and active displays at malls, county fairs, shopping centers and even other sporting events. Imagine a racing vehicle in the local shopping malls and the weekend in your major target market area. When they go shopping through a myriad of brand choices, they will remember you.

COMMUNITY INVOLVEMENT: Your team could go to high schools or service organizations to give talks on racing versus drugs, wearing your Logos, displaying the race car with your messages. Media could be notified and press conferences scheduled noting your team's involvement in such projects as Ending Hunger or Mothers Against Drunk Driving. This will help building a quality image in the area for your company.

CAUSE MARKETING: The race team could be a very important part of your company's very special cause marketing/charity project. The team could carry not only your marketing message, but your cause marketing/charity project message. It would be some very strong community involvement.

CORPORATE IN-HOUSE PROGRAMS: your driver could speak with your staff at your corporate headquarters and get them fired up. Meet your driver up close and personal. What excitement would be generated with people seeing your race vehicle out in front of your building, with your logo and message displayed! You will find that folks cannot resist looking and touching and sitting in your company's race car!

EMPLOYEE INCENTIVES: Run a contest for safety, production or sales and reward the winners with a weekend at one of these events. They will return to work enthused and excited - and that can translate into productivity and sales.

RACING ATTIRE/SPORTSWEAR: Jackets, Caps, T-shirts, and Race day uniforms for the team all displaying your name and message. These can be used for internal promotions, give aways, coupon offers, and more.

RACING PUBLICATIONS: The car magazines will reach about three MILLION people a year. We can inundate those books with materials on your team, and make certain through effective follow-up that your team gets seen - and your message reached that audience. There are more than 50 auto racing publications that cover the sport on a regular basis. Another audience for us to have carry your message.

TEAM TRANSPORTER GRAPHICS: Your professional racing team could be a rolling billboard for your firm! Millions of people will be seeing the “rolling billboard” on the way to events and personal appearances.

RACE CAR GRAPHICS: Boldly displayed on your race car. Your logo will be seen by multitudes of affluent prospects.

AD SPECIALTIES: Give these away at events, generating more public attention for your firm.

PRINT & TV AD INTEGRATION: We can help you integrate the message of a commitment to excellence and a philosophy of doing things right and doing them fast, into your existing media campaigns.

PUBLIC RELATIONS: A professional in public relations could make sure these and other promotional activities get local and NATIONAL attention.

CONSUMER CONTESTS: Run a national contest with first prize a trip to a major event like a Daytona 500. Wherever YOUR target markets are, we can find a suitable event. You could offer hats, jackets and other wearables as prizes too - with your logo displayed prominently on them of course!

THE ABOVE REPRESENT JUST A FEW OF THE ACTIONS WE CAN DESIGN INTO YOUR PROJECT. We welcome your input, and suggest that we design the project together, in accordance with YOUR budget considerations, target markets and corporate philosophy. Tell us what you want to accomplish in the coming years, and we can help you get there.



A GAME PLAN, 2

EFFECTIVE OPPORTUNITIES AT EVENTS:

CUSTOMER ENTERTAINMENT: Many corporations have discovered that a day at a motorsport event is highly effective way to get and keep customers. Your staff can mingle with your guest in a catered HOSPITALITY AREA right in the middle of the action! Whatever your promotion need may be, this type of corporate entertainment has proven track record of cost-effective SUCCESS.

VIP SEATING AND SPECIAL PROGRAMS: Arrange for your guests to have a section of seats and provide a section host to fill them in on all the action, explaining anything with which they aren't familiar. They will feel taken care of and respond in kind when they are ready to do business. Special printed material can be distributed to detail your company's involvement in the sport and how it benefits THEM. NOTE: TOSHIBA CORPORATION ONE FIRM THAT USES THIS APPROACH, ACCORDING TO VICE PRESIDENT BOB BROWN, QUOTED IN A RECENT NATIONAL MAGAZINE ARTICLE: "THE ENTHUSIASM AND SPIRIT WE FEEL DURING A RACE WEEKEND CARRIES OVER TO THE OFFICE AFTER THE RACE."

TOURS OF THE PIT OR GARAGE AREAS: A guide tour - by your team's driver or another key member of the team - will be another unforgettable experience. Imagine your target buyers sitting in a racing vehicle with YOUR logos on it. The association of excitement in his/her mind with your company and the products of services you offer is inevitable! Your strategy to get the buyer to think of you at decision time will be even more effective with this type of entertainment.

HONORARY CREW: Your selection target buyer could even enter a contest sweepstake at the event too win the chance to be on the crew for the weekend, feeling that he or she is part of the action and an integral part of YOUR team. This is an excellent way to motivate your customers.

TELEVISION: One element of design for corporations that market via national or cable TV: Designate events that are covered by sports television. With your graphics prominently displayed on a racing car, AND a professional media liaison person active at the event, wide coverage can be achieved. More important, your buyers will see your message DURING THE SHOW RATHER THAN ON COMMERCIAL BREAKS. They'll remember you at buying time! On-Board Cameras with your message built in can be set up to provide you with maximum exposure.

SALES CONFERENCES, CONVENTIONS: Imagine holding your sales meeting at a motorsports event, where your professional racer can speak with your sales staff and get them more motivated than ever! Or, hold your corporate convention in major market areas where there are events you are involved in, and coordinate the activities to include both the races and the usual hotel conference room meetings. Your people will go home more inspired than any other activity you have tried.

EXECUTIVE INCENTIVE: As an alternative to the resort holiday reward, a motorsports event can give your key people a chance to savor the excitement and brilliance of a racing weekend. You will put them in a mood of accomplishment, enthusiasm and gratitude when you provide this kind of getaway weekend!

PRESS KIT: Prepared by expert writers, your team's media kit will be available to all press personnel covering the event - and the number of reporters at many of these events is startling! These journalists often have loyal readers

who are also voracious consumers. Imagine your corporate identity and message being seen by these people repeatedly during a season's competition. Motorsports fans are considered to be the most brand loyal of all sports fans.

BANNERS: We can display banners with your company's logo prominently, in our pit area at events. You'll get high visibility to an audience of your buyers!

OVERSIZE HANDOUTS: We can produce full color 8 X 10 handouts with your name, message and a picture of your car, and give them to people attending events. Sportswear with your logo could also be produced to be sold and/or given out to prospective buyers or future clients.



A GAME PLAN, 3

POWERFUL ACTIVITIES OFF-SITE:

TRADE SHOWS: How do you get your exhibit noticed? How do you design ways to make your company stand out from the competition? A full fledged racing vehicle and driver in full racing regalia in your booth at the trade show will surely draw a crowd. You could also have a continuous TV video display showing your team in action. Build your corporate image of excellence and commitment to results.

CUSTOM VIDEO PRESENTATIONS: A brief, exciting video of the team in action, is playing your logo or message, can be produced. Take it to your local TV station in your designated geographic targets. Perhaps your driver can appear on the stations sports show in person. This may be something new and fresh for their programming menus. As mentioned above, the video can also be played continuously at trade shows and in your own reception area or showroom.

SAMPLE HANDOUTS: Models could be hired and a display set up to give product samples to shoppers at malls in areas where events are being run in your target markets. Or even the event audience. This is a proven, effective method of gaining increased market shares.

COUPONS OFFERS: A coupon offer could be designed that will draw new customers in, allowing both an immediate increase in sales and a way to measure effectiveness. These coupons could be given away at events, in shopping malls or in front of your stores, where the race car will attract the attention of the people you want to reach.

TALK SHOWS - RADIO AND TELEVISION: Your driver can be interviewed in those target markets where you need to make an impact - wearing your logo on his jacket or shirt, mentioning your name and message during the show!

STORE OPENINGS: Imagine the vehicle and driver at your next opening, passing out literature about your company and building rapport with the people that visit the store. You will build an identity associated with glamour, visibility and a winning attitude. As always, the point is to have buyers think of you at purchase decision time.

Of course we would put together a package designed just for you that takes into consideration your specific marketing goals and availability of budgeted funds.

A Game Plan, 4

LETS CROSS PROMOTE

Sponsorship is no loner a matter of just hanging your banner, getting a bunch of seats and meeting the star. But that is still an important part. Sports and special events are now part of the marketing mix and we deliver results. As a result, we incorporate various types of promotions as part of your total sponsorship package. Look at this list as offering twenty basic ideas that we can use in any number of ways that will help you achieve marketing success. Here goes!

1. **Bounce backs** - Using something at an event to bring the customer back. For example, being your ticket stub to XYZ store and redeem it for your product. Or, at some time during the event, give the customer a coupon that is a special offering and is redeemed after the event. It literally “bounces the customer back” to the retail store and allows the product sponsor to measure sales effectiveness of their sponsorship as well as the retail stores ability to do the same.

2. **But one, get one free (BOGO)** - Taken alone, this is a product sale enticement. If combined with one of the other elements of sales promotion it can not only increase product sales but also tie-in with the sponsorship. For example, as part of the BOGO promotion, you receive a Sweepstakes entry form for a free trip, free tickets, etc. (whatever you want!)

3. **Contests/Sweepstakes** - this can be unlimited! You can have registration at the point of purchase, at the event, or through the mail.

4. **Coupons** - These can be either pre-event or at the event. If they are distributed through a retail facility they can be used to promote the sponsorship before an event and drive additional traffic to the event. In fact, the coupon could be distributed through your retail partner and used for event admission discount. Or, coupons can be distributed at the event to drive sales after the event.

5. **IMPORTANT! Data Base Development** - As

more and more companies get involved in marketing directly to their customers, take advantage of generating list of your customers’ names. Have a booth at the event where people can participate in a survey, enter a contest, or just register to win with hourly drawings at the event.

6. **Discounted sales** - Taken alone, it’s a way to drive traffic into a store. Combined with a coupon or bounce back, it’s a way to reward an event attendee with an additional “bonus” for attending. Then combine it with a “register to win” promotion and you not only measure the results of attendance at the sponsored event but also generate names for your data base.

7. **FSI’S - Free Standing Inserts** - These can combine coupons, register to win, sweepstakes, contests, etc. They are the four-color advertising-only inserts that are so prevalent in your Sunday paper. For the Super Bowl along this year, a number of Super Bowl sponsors participate in a 36-page FSI that was distributed nationally one week before the big game. This is done at several major events.

8. **Hang Tags** - Literally a tag that hangs off the product. Again, design it like a coupon to drive traffic to the event, entry to win tickets to the event, whatever you want.

9. [Holograms](#) - Recent Super Bowl tickets have taken advantage of this promotion concept. A Polaroid concept, it can be used on program books, tickets or large on-site display. Again, if combined with any of the other sales promotion ideas presented here, it can drive traffic, sales, or generate names for target-marketing. Holograms can become “collectible” items at your event. (This is big in motor sports.)

10. [Internet](#) - Just in its infancy, the entire cyberspace concept is wide open for sales promotion ideas. Special offers or discounts, pre-event, can be designed as well as additional sponsor/event information that would entice the customer to the event as well as encouraging them to purchase the product.

11. [Media coupons](#) - Similar to FSI's, these are coupons that are included in coupon mailings, newspaper and magazine ads, and other print coupon distribution. Again, use them like coupons or bounce backs to enhance pre and post-events sales and participation.

12. [On-air promotions](#) - Using radio, television and cable, you can make the same offer as you would with coupons only using the electronic media. Same activity and results as in #11.

13. [On-pack promotions](#) - These are special offers on the product package. They can either be cut out or easily peeled off. Similar to coupons and bounce backs to generate pre and post event coverage as well as data-base development.

14. [Phone Cards](#) - Pre-paid phone cards are one of the hottest premiums currently in use! They can be distributed at the event, with the sponsors name clearly in evidence, and used to drive customers back to the retailers in order to get their pin code activated. Or, they can be distributed before the event with the requirement that the consumer must attend the event to get their specific pin code activated.

15. [Point-of-purchase ties ins](#) - These can

consist of instant coupons at the check-out counter, on-shelf promotions, end cap displays with “take ones”, etc. Again combine with some of the other sales promotion ideas to enhance results.

16. [Point-of-purchase promotions](#) - These can include product sampling with coupons, point-of-sale promotions, contests, etc. And, point-of-purchase can be at your retail partner's location before the event or at the event itself.

17. [Product promotions](#) - These can include on-pack coupons or entry forms, register receipt with UPC codes, or any other form of promotions that is specifically tied to proof of purchase.

18. [Product Sales](#) - Very simply, sell your product at the event! This is a viable sponsorship benefit and allows you to add one of the other promotion ideas presented - coupons, bounce backs, register to win, and contests - to measure impact and effectiveness.

19. [Shelf talkers/take-ones](#) - These are point-of-purchase promotions, usually right where the product is located on the retail shelves, with additional incentive for purchase. Similar to coupons and bounce backs with similar applications.

You have the basics. Now, let your imagination run wild! Any number of combinations will help you successfully drive product sales, measure effectiveness of your sponsorship investment, and even increase event attendance.



BILL THOMAS RACING

Marketing Program

RETURN ON INVESTMENT

1. Your Company on both left and right quarter panels of the car and Top wing.
2. The traveling billboard effect of your company's identification on the teams car carrier as it travels to shows. Thousands of miles traveled, millions of impressions.
3. The driver and all team members wear uniforms with your company name, logo, and colors. All equipment will carry the sponsor name and logos.
4. The team itself served as "spokesman" for your company.
5. The display of a show car with your company name identification at major market area which you select.
6. Hospitality and entertainment opportunities at the track. We help with arrangements.
7. Advertising possibilities in print, radio, television and internet mediums using the team. Program book, advertising and on-site signage.
8. The use of the race team to enhance employee relations and to develop consumer promotions.
9. Your company name identifications in all media releases, press kits, stationary, program book articles, magazine features, web site etc.
10. Arrangements can be made for trackside signage.
11. Mailing list promotions available.
12. Arrangements for race tickets and race credentials for key people. Tours of the pits and garage area for key guests.
13. A marketing announcement release will be issued to all media outlets on our media lists. This will include daily, weekly, trade publications, TV and radio outlets. We would also incorporate any media contacts you may wish to have included.
14. Timely data will be released to media at regular intervals (and to web site) to create

continuing interest.

15. A media kit will be created on the team program. This would be done at sponsor's expense and would incorporate considerable promotional materials on your company.
16. Arrangement can be made to carry your ad message on each tracks public address system. Additional costs are involved.
17. We will work with you to provide our driver and race car for an agreed upon number of personal appearances. A public relations representative would attend all key events to assure proper exposure for you . . . the sponsor.
18. Track personnel will work with you to get maximum exposure for product and service.
19. Display advertising space such as billboard space, etc., can be made available at all tracks, this may include additional costs on your part.
20. We would invite you to stage employee events, promotional nights or other activities at the various speedways where Bill Thomas performs.
21. We would invite you to supply printed advertising material for distribution at each track.
22. We would invite you to do product/service sampling and product/service research at the tracks. We will work with the tracks to make all arrangements.
23. We invite you to make suggestions for additional promotional items.

NOTE: These are suggested promotional ideas from which you may wish to pick those that will work best for your program.

Marketing / Sponsorship

Summary of contractual elements:

Gold \$ 6,500 Primary Sponsor

1. Your Company Name and Logo featured on both car, trailer and web site. (Gold sponsors can choose the cars front and rear or both quarter panels and top wing. On the trailer, Gold Sponsors receive side and rear door). Listed as primary sponsor on all literature and info.
2. Your Company Name and Logo on drivers racing suit front patch and rear back.
3. Your Company Name and logo in Pit Area.
4. Your Company Name and logo on all Team wear.

Silver 2,500 Secondary Sponsor

1. Your Company Name and logo on Both Car, Trailer and web site.
2. Your Company Name on Driver Suit and T-shirts at start of year.

Bronze \$1,000 Associate Sponsor

1. Your Company Name on Car wing, Trailer and web site.
2. Your Company Name on T-shirts at start of year

Negotiations between those involved would result in a complete and custom marketing program which would be included in the final contract.

THE BOTTOM LINE

THE COMPLETE 2007 RACING SEASON OF MARKETING WITH THE **BILL THOMAS RACING TEAM** WILL RESULT IN SUBSTANTIAL MARKETING EXPOSURE FOR _____ . (SEE THE SUMMARY OF CONTRACTUAL ELEMENTS).

THE COST OF YOUR _____ PARTICIPATION WILL BE \$ _____
PAYMENT OF \$ _____ DUE UPON SIGNING.

BILL THOMAS RACING IS FULLY AWARE OF THE RISKS AND HAZARDS INHERENT IN THE RACING BUSINESS AND IN THE PARTICIPATION OF THE ACTIVITIES CONTEMPLATED BY THIS DRAFT AGREEMENT. ACCORDINGLY, BILL THOMAS RACING WILL ENTER INTO ITS DRAFT AGREEMENT AND ASSUME ALL RISKS OF LOSS, DAMAGE, OR INJURY TO PROPERTY OR PERSON, THAT MAY BE SUSTAINED BY BILL THOMAS RACING TEAM AND/OR DRIVER. BILL THOMAS RACING TEAM AND DRIVER DOES HEREBY RELEASE YOUR COMPANY AND ANY OF ITS AFFILIATED COMPANIES AND THEIR OFFICERS, DIRECTORS, AND EMPLOYEES, FROM ANY AND ALL CLAIMS, DEMANDS, ACTIONS, CAUSES OF ACTION OR LIABILITIES ARISING OUT OF OR RELATED TO ANY LOSS, DAMAGE, OR INJURY TO PROPERTY OR PERSONS THAT MAY IN ANY WAYS BE SUSTAINED BY BILL THOMAS RACING, TEAM, DRIVER, AND/OR RACING TEAM CREW AND EMPLOYEES, WHILE PERFORMING UNDER THIS DRAFT AGREEMENT.

BILL THOMAS IV
BILL THOMAS RACING

SPONSOR REPRESENTATIVE
TITLE

BILL THOMAS V
DRIVER

SPONSOR REPRESENTATIVE
TITLE

WITNESS

WITNESS



Date _____

BILL THOMAS RACING AND BILL THOMAS

BILL THOMAS RACING will field a professional dirt track micro racing team for the 2007 race season.

Bill Thomas, with the support of a very respected engine builder and top crew chief, will be testing his skills in dirt track micro sprint car racing.

A three time National Grands winner in Quarter Midgets of America (QMA). While a regular in QMA racing on the east coast. Bill Thomas also established a number of fast times and new Track Records.

Fielding an “elite of Micro Stock racing” entry, a 2007 Hyper built 600cc car powered by a Yamaha R6 engine, Bill Thomas will be racing on a regular schedule at Airport Speedway in New Castle, Delaware, and Bridgeport Speedway in Bridgeport New Jersey.

In addition Bill Thomas will enter a variety of special events at other motorsports facilities in Delaware, New Jersey, and Pennsylvania as the season progresses.

Drawing on his considerable racing experience in quarter midgets, where he had been a consistent top performer, Bill Thomas is looking forward to being a contender on a regular basis.

With a few years of dirt track Micro Sprint car racing under his belt Bill Thomas will be looking to move into Sprint car sanctioned competition.

A business getting on board as a sponsor early in the Bill Thomas oval track racing effort can derive benefits at a very reasonable cost as the team matures. And once the team moves onto other sanctioned series competition the benefits will grow as the relationship grows.

BILL THOMAS RACING is a very serious effort in a very serious business.

Bill Thomas plans to be a major force in dirt track Micro Sprint car racing.