



Attention Marketing Directors:

It's no secret that auto racing is officially the number one spectator sport in America. On in three, or more than 75 million, Americans follow motorsports. More Fortune 500 businesses invest in auto racing than in any other sport. Amazingly, 40% of fanatical fans are women and 53% of all fans are in white collar or skilled labor jobs, with an average income of \$42,280 with an average age of 46.

B-Set doesn't aim for the Fortune 500 companies. Instead our goal is to put small, medium, local, and regional advertisers into auto racing. We have flexible programs designed to fit any advertising budget. We can arrange to have your company's name and logo on one car to one hundred cars in a local area, regionally, or nationwide. We also have advertising opportunities in drivers' apparel, autograph cards, trackside billboards, and banners. Additionally, we offer ride-along and behind-the-wheel experiences for a modest additional fee.

At B-Set, our priority is to maximize your advertising effectiveness by tailoring your promotional needs to your budget, and by targeting your message not only to your geographical location, but also to your potential markets.

Enclosed are cover pages of some of our racing clientele and the venues we represent. For more information visit our website at: www.bsetsponsorships.com or Email us directly at BSETsponsorships@Gmail.com.



Benefits of Exposure

The benefits of advertising with any of B-Set Sponsorships' clients shall include but are not limited to:

- 🚩 Exposure to affluent, fanatical fans.
- 🚩 Sponsor Packages are reasonable and aimed at your market.
- 🚩 Entertainment provided to your clients and staff with pit passes and behind the scenes activity.
- 🚩 Sponsors may provide promotional items (key chains, business cards, stickers, magnets, etc.) to be autographed and distributed by the team during driver-fan meetings (autograph sessions, post race meet & greets, promotional events, etc.).
- 🚩 Availability of the race car at the request of the sponsor for display at special events and marketing promotions or at any other time the schedule can accommodate*.
- 🚩 Track or Race Sponsorships available through B-Set Sponsorships for one time special events.
- 🚩 Potential National Television Exposure on National and Cable networks such as ABC, Fox, TNT, ESPN, Speed, Versus, MAV TV and Ion.

*for a modest fee



Benefits of Exposure

- 🚩 **The Motorsports Community entertains over 75 million fans annually.**
- 🚩 **Motorsports fans spend an average of \$3 billion in annual motorsport product sales.**
- 🚩 **Motorsports fans are the most brand loyal fans in all of sports.**
- 🚩 **The Motorsports Community is a great advertising vehicle that allows marketing partners to reach vast amounts of potential clients in a single race simply by having their logo on the hood or quarter panel of a racecar.**
- 🚩 **Demographics of our fan base are 58% male, 42% female, 51% are ages 18-44 and 51% have an average annual income of \$42,280.**
- 🚩 **Trackside VIP Suites and other hospitality programs at certain facilities are available.**

The sponsor logo may appear on the race car hauler, race car, autograph cards, driver and crew apparel for the entire term of your investment that provides your company with year around exposure as the team travels to and from various race facilities, exposing your name and logo to potentially millions of customers.



Andre Prescott Racing



Marketing Partnership Plan



Brian Escobar
Bobby Dezarov
Richard Birkofer

760.641.0920
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760.567.1670

Email Us or Visit our Website:
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www.BSetSponsorships.com

Driver Profile

ANDRE "WOLFMAN" PRESCOTT

AGE: 15

EXPERIENCE:

4 yrs Karting

4 yrs Bandolero



AWARDS:

2004: California INEX Bandolero Rookie of the Yr

2005: California INEX Bandolero Points Champion

2006: Top Ten in INEX Bandolero National Points

2007: California INEX Bandolero Points Champion

2007: Top Ten in INEX Bandolero National Points

2006/2007: Havasu 95 Speedway INEX Bandolero Track Champion

2007: 2nd in INEX Bandolero points at Las Vegas Motor Speedway

2008: Orange Show Speedway ASA Super Late Model Rookie of the Year

2009: 9th in Orange Show Speedway ASA Super Late Model Points, two top 5 finishes, eight top 10 finishes in 11 starts

2010: 4 starts in Orange Show Speedway ASA Super Late Model Series

2011: 7th in NASCAR Lucas Oil Slick Mist Super Late Model Points at Toyota Speedway at Irwindale

HOBBIES:

Football, Soccer, and Boating

GOALS:

Continue to learn and have fun in the SRL Spears Southwest Tour Series.



Matt Goodwin Motorsports



Late Model Series



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Driver Profile



Matt Goodwin

Matt Goodwin started racing at a very early age and through 15 years of hard work has risen to the top ranks of the west coast. With over 15 wins in the last 4 years he has accomplished a great deal, including being the top rookie in the ASA Late Model series in 2009. Matt Goodwin and his team are poised to be a championship contender for the 2010 season and beyond.



Dezarov Racing

Speedway
WILLOW SPRINGS



Pro Stock/Super Stock



Marketing Partnership Plan


B-SET Sponsorships
Putting you in the fast lane of high speed advertising

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DEZAROV RACING



UNLIMITED CLASS AUTOCROSS



MARKETING PARTNERSHIP PLAN



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Driver Stats

2011 Results

<u>Starts</u>	<u>Wins</u>	<u>Top 5</u>	<u>Top 10</u>	<u>Races Led</u>
34	11	27	29	25

Career Results

<u>Starts</u>	<u>Wins</u>	<u>Top 5</u>	<u>Top 10</u>	<u>Races Led</u>
99	34	62	78	57

Career Highlights

- 2006 - Orange Show Speedway Street Stock Rookie of the Year
- 2007 - 3rd in points Orange Show Speedway Street Stocks
- 2010 - First Main Event Win – Speedway Willow Springs Late Models
- 2010 – 14 Main Event Wins in 4 different series
- 2010 Pro Stock Champion – Speedway Willow Springs
- 2011 – 13 main event wins in 3 different series
- 2011 Pro Stock Champion – Speedway Willow Springs



Photo: Mary Secord

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MARKETING PARTNERSHIP PROPOSAL

Beyond Willow Speedway at Willow Springs International Motorsports Park



BWS

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Rosamond, CA 93560

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To Whom this may concern,

Beyond Willow Speedway is a volunteer organization that has been working with Willow Springs International Motorsports Park for the past 2 seasons to bring 1/4 mile paved oval racing back to the Antelope Valley. We are currently putting the final touches on our 2011 Summer Series. The only way we have been able to continue this venue is with all the hard work of our volunteers and the local businesses that have been able to sponsor our track and drivers, even thru this stressful economic time. Needless to say, we always need sponsors to continue their support. We do have overhead, as you can imagine, which will increase next season by 7% that we are currently aware of. The more sponsors we find, the more purse money we can pay the drivers. More cars and more fans equals more product and sponsor recognition. Along with our fan base, we are active in many functions throughout the area in which we feature our sponsors and bring their names to the public. We are also a member of the AV Chamber of Commerce.

We would like you to take this opportunity to consider becoming a sponsor to help continue the success of our home-grown track.



BWS is promoting the 1/4 mile Asphalt track which has lighting for night races, along with a Figure 8 course in the center, providing the Antelope Valley area with a place to showcase entry level to top tier drivers. Divisions range from Karts, Factory 4's, Pure Stocks, Legends to Late Models. BWS also hosts stunt shows and drifting competitions as well as WRA Sprints and Midgets. All these events are put on by an entire volunteer staff.

Marketing Partnership Plan



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QR Code Distribution

B-Set Sponsorships is offering a QR Code Distribution of our drivers' hero cards to help with the promotion of our marketing partners. We will be distributing approximately 500 of our hero cards per race day per team during autograph sessions and before, during, and after the evening's events at the race track.

Q: What is a QR Code?

A: A QR Code is a paper-based hyperlink that can be scanned with any Smartphone or Tablet and used to direct the end user to a webpage, email address, PDF download, Video, or anything else you could do online.

Q: How do I scan a QR Code?

A: Scanning a QR Code is very simple. First, make sure your smartphone or tablet has a barcode scanning App. To get one, go to your App Store or Market and type in QR Code Scanner. Download the app, then open it and use your Smartphone or Tablet's camera to scan the QR. It will immediately bring up a link and take you to whatever form of media the code links to, e.g. your advertisement!

Purchased Package	Cost per 500 dist.
Championship Packages	No Cost
Pro Packages	\$50.00
Rookie Packages	\$75.00
No Package Purchased	\$100.00



Putting you in the fast lane

B

-S-F-E-T

Sponsorships

of high speed advertising

