



Matt Goodwin Motorsports



Late Model Series



Marketing Partnership Plan



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Sanctioning Body



We Build Champions

ASA racing is one of the fastest growing motorsports sanctioning bodies, supporting many of the short tracks in the United States and Canada, along with regionally based touring series. Popularity is currently spreading across the U.S. and Canada, showing an increased growth in loyalty and patronage, thus understanding the need and support of the ASA competitors and their sponsors.



3G Motorsports has invested a great deal of time, money and heart into making our team one of the most competitive in the ASA Late Model Series. We will do our best to provide you, as our sponsor, with the best advertising and promotions that we can, while at the same time providing your company with a great medium to boost morale and provide entertainment for your clients, employees, and their families.











Facility Overview



Orange Show Speedway is a historic race track in the heart of the Inland Empire in San Bernardino, where the 10 and 215 freeways meet. Originally opening in the 1940s, later paved in the early 1960's, Orange Show Speedway is and always will be a staple of Southern California Short Track Racing. Legendary drivers such as A.J. Foyt, Parnelli Jones, Kevin Harvick, NASCAR Champions Bobby Allison, Ned Jarrett and 2 time NASCAR Craftsman Truck Champion Ron Hornaday Jr. have all competed at this historic venue. Orange Show Speedway has been making extraordinary improvements in the recent years, adding new seats, repaving the entire pit area and infield.



Facility Features:

-  A ¼ mile 12 degree banked oval
-  10,000 seat main grandstand structures completely around the facility
-  Hospitality Area
-  Trackside corporate hospitality areas for any size corporate event
-  Annual draw of over 100,000 spectators with over 25 events per year.
-  Premiere events such as the Lucas Oil Super Clean Modifieds and Drifting.
-  31 Weekly ASA Racing Series Events
-  Broadcast Television coverage of select events on Versus Network and The Ion Network



Series Info



The Matt Goodwin Motorsports #8 ASA Racing Late Model Chevy Monte Carlo will be competing at Orange Show Speedway.

We will be competing in the entire 12 race series, running 40-50 laps with an average of 20 other vehicles specifically built to race in this division. We will be technically inspected before and after every race, (post race inspections are usually only for the top 5 finishing positions).

Any and all vehicles that are found to be either unsatisfactory or competing with unauthorized parts are subject to disciplinary action. This action may range from a minimal fine to disqualification from the series.

Other series information may be obtained through Matt Goodwin Motorsports, Orange Show Speedway and  **B-SET Sponsorships**.
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Racecar Specs



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Year: **2004**

Make:



Model:



Engine: 355 c.i. Small Block Chevy

Chassis:



Fabrication and Maintenance: Bobby Goodwin





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.













Benefits of Exposure



The benefits of advertising with the ASA Racing Late Model Series shall include but are not limited to:

-  Tax write-off benefits.
-  Exposure to an estimated 20,000 fans annually over the course of the season.
-  Sponsor Packages are fairly reasonable compared to the larger NASCAR and ASA Touring Divisions, which often cost in the low to mid six-figures.
-  A locally targeted market with a measurable return on investment.
-  Entertainment provided to your clients and staff with pit passes and behind the scenes activity packages for an additional fee.
-  Sponsors may provide promotional items (key chains, business cards, stickers, magnets, etc.) to be autographed and distributed by the team during fan interaction opportunities (autograph sessions, post race meet & greets, promotional events, etc.).
-  Availability of the racecar at the request of the sponsor for display at special events and marketing promotions or at any other time the schedule can accommodate for a reasonable appearance fee.
-  Track or Race Sponsorships available through the team for one time special events.

The sponsor logo may appear on the race car hauler, Late Model race car, autograph cards, driver and crew apparel for the entire year, advertising your company year around as the team travels to and from the race facilities for each event, exposing your logo to potentially millions of customers.

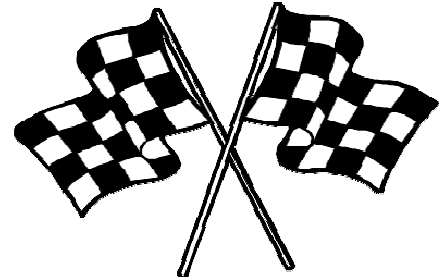
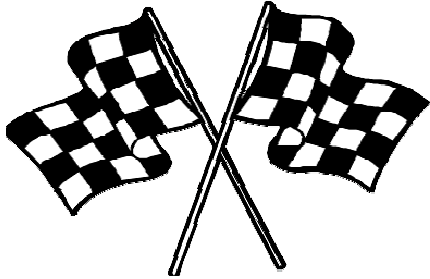




2012 Schedule



TBD





Championship Options



All Season Investment Packages include the following until Jan. 1, 2011 unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Cost of decals for car in plain text *only*, [Additional cost for custom graphics]*.
- Your advertisement on autograph cards.
- Company name, promotion or charity mentioned during media relations.

Advertisement Space**	Season***	Triple Race	Single Race
Package A: Two Rear Quarter Panels with 50" x 12" each	\$5,000.00	\$1,400.00	\$650.00
Package B: Center of Hood 40" x 40"	\$5,000.00	\$1,400.00	\$650.00



* If a logo is to be used, it must be included as a hi-res JPG file on a cd for graphics, autograph cards and websites. Additional Charges will be billed to you for the manufacturing of logo graphics for the car.

** All packages can be combined for 10% discount.

*** Season Sponsors Only.



Pro Options



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All Season Investment Packages include the following until Jan. 1, 2011 unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Cost of decals for car in plain text *only*, [Additional cost for custom graphics]*.
- Your advertisement on autograph cards.
- Two grandstand tickets to any one event per season, with a team visit after the race***.

Advertisement Space**	Season***	Triple Race	Single Race
Package C: Rear decklid 30" x 14"	\$500.00	\$125.00	\$50.00
Package D: Rear End Valence 48" x 17" [Tail light area]	\$500.00	\$125.00	\$50.00
Package E: Two Lower rear quarter panels 18"x 9"	\$500.00	\$125.00	\$50.00





Rookie Options



All Season Investment Packages include the following until Jan. 1, 2010 unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Cost of decals for car in plain text *only*, [Additional cost for custom graphics]*.
- Your advertisement on autograph cards.

Advertisement Space**	Season***	Triple Race	Single Race
Package F: Two Rocker Panels 60" x 5.5" each	\$200.00	\$100.00	\$40.00
Package G: Two B Pillars 12" x 3" each	\$100.00	\$60.00	\$25.00
Package H: Two C Pillars 8" x 8" each	\$100.00	\$60.00	\$25.00
Package I: Contingency Area 8" x 4" each	\$75.00	\$50.00	\$20.00





QR Code Distribution



We Build Champions

Matt Goodwin Motorsports is offering a QR Code Distribution on our team's hero cards to help with the promotion of our marketing partners. We will be distributing approximately 500 of our hero cards per race day 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



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B

-S-ET

Sponsorships

of high speed advertising

