

Andre Prescott Racing



Marketing Partnership Plan



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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.

Benefits of Exposure

The benefits of advertising with the SRL Spears Southwest Tour Series shall include but are not limited to:

-  Tax write-off benefits.
-  Exposure to an estimated 18,000 to 66,600 fans annually over the course of the season.
-  Sponsor Packages are fairly reasonable compared to the larger NASCAR 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 (coupon attached to autograph cards, 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 racecar hauler, Southwest Tour racecar, 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.

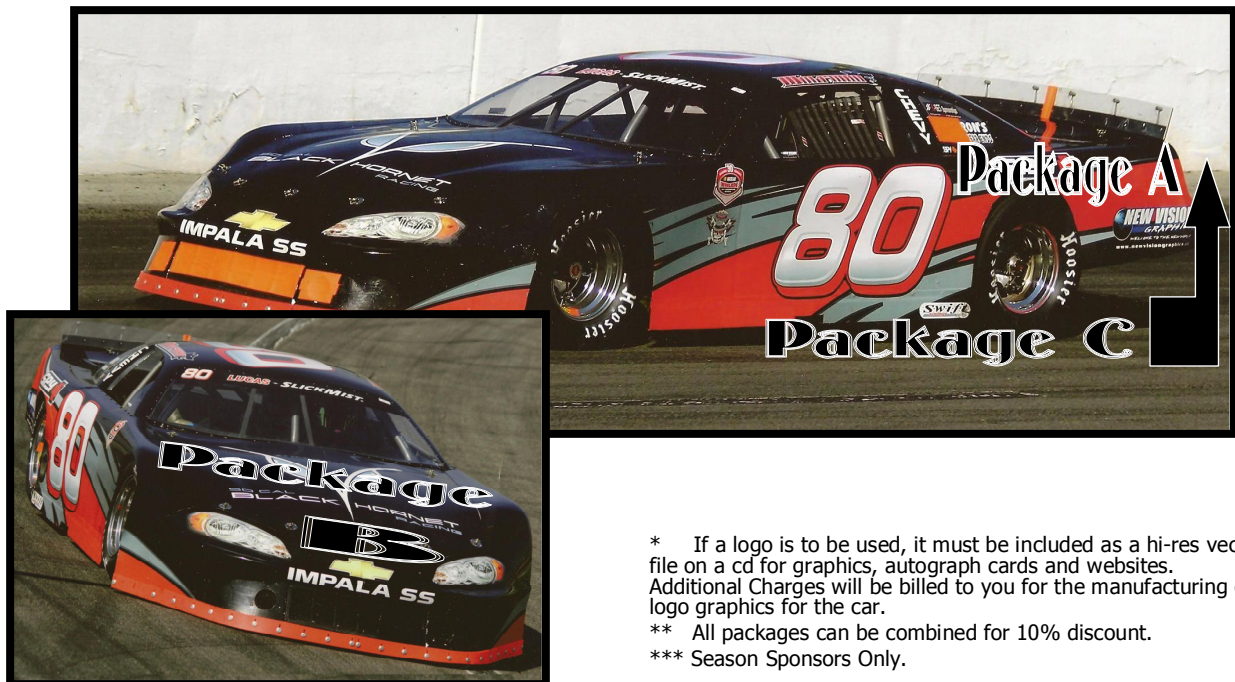


Primary Packages

All Primary packages include the following for the entire 2012 SRL Spears Southwest Tour Series unless a contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Links to your website on our home page.
- 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.
- Two pit passes to any one event per season as Honorary Crew Members***.

Advertisement Space**	Season***	Triple Race	Single Race
Package A: Two Rear Quarter Panels with 50" x 12" each	\$15,000.00	\$6,000.00	\$2,500.00
Package B: Center of Hood 40" x 40"	\$12,500.00	\$5,000.00	\$2,000.00
Package C: Rear End Valance 48" x 17"	\$12,500.00	\$5,000.00	\$2,000.00
Primary Sponsorship Value Package: All the above!	\$30,000.00	\$15,000.00	\$5,000.00



* If a logo is to be used, it must be included as a hi-res vector 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.

Associate Packages

All Associate packages include the following for the 2012 SRL Spears Southwest Tour Series season unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Links to your website on our home page.
- 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 D: Rear Decklid 30" x 14"	\$5,000.00	\$2,000.00	\$750.00
Package E: Lower Rear Quarter Panels 18" x 9"	\$4,500.00	\$1,750.00	\$700.00
Package F: Rocker Panels 60" x 5.5"	\$3,500.00	\$1,200.00	\$500.00



2012 Schedule

TBA/TBD

QR Code Distribution

Andre Prescott Racing 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.
Primary Packages	No Cost
Associate Packages	\$50.00
No Package Purchased	\$100.00



Current Sponsors



PRESCOTT
Sports Therapy



Putting you in the fast lane



R-SET Sponsorships

of high speed advertising