

MARTIN MCKEEFERY



TEAM SPONSORSHIP GUIDE 08







Accelerate Your Sales with Motorsports Racing

Thank you for taking the time to review our marketing partnership proposal. Coast to coast, no other sport has generated so much excitement, or created an allegiance of turbo-charged fans that have made auto racing their lifestyle. NASCAR boasts the largest fan base of any sport. NASCAR offers you a loyal fan base who will choose to use your products because they know you support their sport.

On June 20 to 23, Infineon Raceway in Sonoma will host their largest spectator event of the year. The Sprint Cup cars and Camping World West come to town. Over three days of action packed events for the 100,000 fans and you to enjoy.

NASCAR Camping World car sponsorship provides your company with

Brand Awareness through exposure

Live TV broadcast
100,000 spectators

Client and Employee Unique Hospitality Weekend

- anyone can hire a yacht, but you can enjoy the unforgettable excitement of NASCAR
3 days of excitement with a pass the general public cannot secure

Glamor and Prestige

Associate yourself with the prestige only NASCAR can provide

The NASCAR Camping World program is the top level of the NASCAR Developmental Series and provides a nationwide impact, including live TV broadcasting, and gives involved companies hands on access for marketing and promotion activities with tomorrow's rising stars.





Advertise with a Proven Winner

	Starts	Wins	Top 5	Quick Time	Track Record
Career	129	41	90	25	4



20-year-old Martin McKeefery of Milpitas, Calif. has collected four racing championships in three different racing series with champion success in both road racing and circle track, including a world title.

Midgely Motorsports (car owner) has been a front-running team within the Camping World series for several years. Team owner Dick Midgley is a veteran in the NASCAR Truck series. The team will run a two-car efforts in 2008 with car # 09 and car # 90. The team finished 19th in points in the 2007 NASCAR Camping World series Championship.

MOTORSPORTS MARKETING IN AND OUT OF THE RACING PIT

BENEFITS WE DELIVER TO YOU

Exposure

Live TV Broadcasting through HDTV and encore shows on SPEED Channel.

Date	Track	Location	TV	Fans
Sat. June 21	Infineon Raceway	Sonoma, CA	HDNET /SPEED	100,000

About HDNet

Launched in 200, the HDNet networks are available on Bright House Networks, Charter Communications, DIRECTV, DISH Network, Insight, Mediacom, Time Warner Cable, Verizon and more than 40 NCTC cable affiliate companies. For more information visit www.hd.net.

About SPEED

SPEED is the nation's first and foremost cable television network dedicated to motorsports and the passion for everything automotive. From racing to restoration, motorcycles to movies, SPEED delivers quality programming from the track to the garage. Now available in more than 74 million homes in North America, SPEED is among the fastest-growing sports cable networks in the country, the home to NASCAR on SPEED and an industry leader in interactive TV, video on demand, mobile initiatives and broadband services. For more information, please visit www.SPEEDtv.com.

On and Off Track Visibility

Team Entry Naming Rights

The team will enter pre-chosen Camping World point events as car # 90, with driver Martin McKeefery under the official sponsors' entry name. Example "Sponsor Midgely Motorsports." Official Team entry will be



published in all event coverage.

Team and Driver Marketing Rights

The team and driver will provide the Sponsor with all visual and verbal marketing rights related to the program to be used by the Team Sponsor on their behalf for any advertising, marketing, and sales or promotional activities.

Appearance / Branding

At all planned Camping World points events the car and team will appear in Team Sponsor colors, branding and design. Our marketing team will provide design suggestion free of additional charge, following the Team Sponsor's Corporate CI guidelines. Example Camping World (additional costs)

Show Car Promotion

As part of the Team Sponsorship, the team will provide an actual Show Car to be used by the Team Sponsor at trade shows, exhibitions, etc. Show Car will be a display, not a running race car. However, it will be in the same car design as the actual race car. (Show car program possible for additional costs)

Pit Stop Demonstrations and Pit Stop Competitions

Team can provide Pit Stop Demonstrations and Pit Stop Competition Programs as part of promotion, sweepstake or incentive activities. (Additional cost will apply)

Signage at Event

Team Sponsor signage at the event will be placed on Pit Wall, with a Pit Wall Banner, as well as at the team's race transporter, team and driver clothing and appearance. Our marketing team will develop and design suggestions for Pit Wall Banner. (Costs for production will be charged separate)

Credentials

Team will provide the Team Sponsor with two pit passes, which will provide access to the pit lane and garage area throughout the event, as well as negotiated grandstand credentials.

Tour of the Pit

Sponsor a guided tour led by the team's driver or other key members of the team, it's an unforgettable experience.

DVDs of the prior races will be for sale at our pit, further increasing your logo impressions.

Showcased Products and Services

Products can be showcased at the track through hospitality functions and display exhibits where additional signage and product display opportunities are available.

VIP Honorary Crewman Contests

We can run a marketing campaign and select a winner to be our crewman for the night. The winner receives entry, team clothing (with your logo), meals, photos, special web page, invitation into the winners circle should the team win that race, perhaps even notoriety on national TV. We will provide the publicity with coordination



with you on radio and print adds, coupons, etc.

Magazine and E-zine Exposure

Professional press releases and submissions to e-zines and local newspapers will be. Include our driver in your print advertisement to make a new and lasting impression.

Examples from 2007 for McKeefery Racing press releases from Racing West are included at the end of this proposal, or see for yourself with this link

<http://racingwest.com/search/index.php?search=mckeefery&imageField.x=8&imageField.y=7>

Hero Cards

Our marketing team will develop and design suggestions for a program related hero cards featuring the Team Sponsors involvement, free of additional charge, following the Team Sponsor Corporate CI guidelines. (Costs for production will be charged separate)

Driver Appearance

If not combined with an actual event, on site appearances can be arranged. (Travel related expenses will be charged separate)

Internet Exposure

NASCAR.com

Your company logo and site link throughout the site. Our Fan Zone will include fan photos with your logo.

Be listed as sponsor in the team's Wikipedia article.

Team Transporter Graphics

The trailer which transports the car to the racing circuit also serve as a traveling billboard for the sponsor.

Let Us Build YOU a Winning Partnership Plan

June 20-23 Infineon Raceway \$37,000 Single Sponsor - one available includes track test day, two 3 day pit passes, hotel for 2 nights and lunch \$25,000 Primary Sponsor - one available \$15,000 Secondary Sponsor - four available \$ 5,000 Affiliate Sponsor

Decision Process

McKeefery Racing understands that an internal decision process regarding the outlined proposal requires time for in-house evaluation and consultation.



Based on the necessary preparation regarding the proposed race, a prompt decision would be appreciated.

Should a positive decision be made, we request a written letter of intent regarding the presented team sponsor position.

After a signed letter of intent is received, McKeefery Racing will co-sign it and resend a copy.

Following the letter of intent from your company, McKeefery Racing will work on a detailed agreement.

Due to testing and other time critical functions, in preparation for the upcoming race, a final agreement should be signed no later than 15 days following the signing of the letter of intent.

The provided information only outlines some generic information of our program, but does not showcase all the options and opportunities of how such program can be activated and implemented in your companies marketing, advertising, promotion, sales or distribution efforts.

Now that you have learned about the McKeefery Racing marketing opportunities and the clear value that we can provide you we would like to talk with you about putting your marketing dollars into visible use and advertising your product in the pits, on YouTube and Facebook and in racing online e-zines We would be pleased to answer any questions or comments you may have.

We will be following up with another contact in 1 week to see if there are any questions we can answer for you. Thank you again and we look forward to working together in the future.

Contact

Martin McKeefery or Lou Anne McKeefery

2070 Stratford Dr.

Milpitas, CA 95035

408 946-2944

Team@McKeeferyRacing.com

Web www.McKeeferyRacing.com



The media reach of NASCAR

Camping World Media Partnerships

HDNet Live Television Coverage

HDNet has focused exclusively on the HDTV Audience and HDTV Advertisers since 2001. Full live NASCAR Camping World race coverage complete with both pre-race and behind-the-scenes reporting.

- Targeted High Definition Audience – Males and Movie Lovers
- Exclusively High Definition Programming – Never ‘Upconverted’
- High Definition Commercials, Planned for Viewer Engagement
- HDTV Audience - Affluent High Definition Premium Subscribers with BIG HDTV’s
- Projected Growth in 2008 to 20,000,000 viewers

SPEED TV Encore Coverage

The fastest-growing sports network, reaches more than 65 million homes in the U.S. and Canada. It is the home to NASCAR TV, the first channel within a channel dedicated to a single sport.

Targeted

- Men 18-54
- Persons 18-54
- Attracts an upscale, predominately male audience with an average annual HH Income of \$60,885.
- Provides the most extensive inventory of programming related to NASCAR, giving local advertisers the opportunity to align with the powerful NASCAR brand.

Internet NASCAR.COM

- NASCAR.COM is one of the top five most-visited sites on the Internet, receiving an average of 3.5 million unique users per month.
- NASCAR.COM hosts the premier Internet destination for NASCAR Regional Racing, www.nascarregionalaracing.com.
- Dedicated link on NASCAR.COM homepage masthead, 24 hours a day, 7 days a week.
- Heavy TV tune-in integration on both NASCAR.COM and NASCAR Regional Racing site.

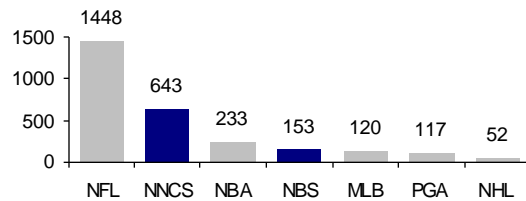


NASCAR SPRINT CUP TV VIEWER DEMOGRAPHICS			
AGE	2001	2000	% CHANGE
18+	6,833,000	4,899,000	+38%
18 - 34	1,570,000	1,139,000	+39%
18 - 49	4,183,000	2,978,000	+40%

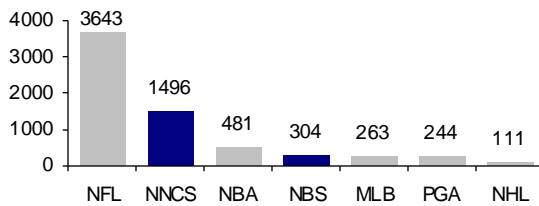
NASCAR is #2 sport in key television demographics

- NASCAR holds a strong position among viewers 2-17, 18-34 and 18-49.
- NASCAR is the second largest sport among total viewers, males and females.
- The NASCAR Busch Series is the third largest sport among viewers 18-49.

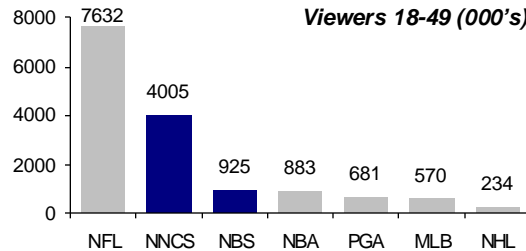
Viewers 2-17 (000's)



Viewers 18-34 (000's)



Viewers 18-49 (000's)



Demographics

Male/Female Ratio	
60%	MALE
40%	FEMALE

AGE	U.S POP	NASCAR FANS	INDEX
18 - 24	13%	14%	108
18 - 34	32%	34%	106
35 - 44	17%	19%	112
45 - 54	21%	22%	105
55+	30%	25%	83



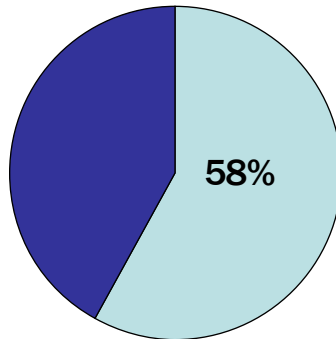
Income	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
\$30,000-\$50,000	23%	24%	104
\$50,000-\$70,000	16%	17%	106
\$75,000-\$100,000	14%	15%	107
\$100,000+	13%	11%	83

REGION	U.S POP	NASCAR FANS	INDEX
NORTHEAST	32%	20%	100
MIDWEST	21%	24%	104
SOUTH	19%	38%	109
WEST	21%	19%	90

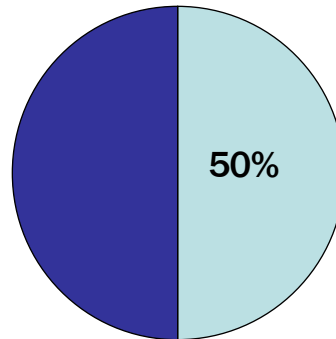
Attendance

400,000 FANS
Attended NASCAR'S Camping World Series in 2007
Two Races in conjunction with the NASCAR SPRINT Cup in 2008

% of 7-11 year olds who are fans of NASCAR



% of 12-17 year olds who are fans of NASCAR



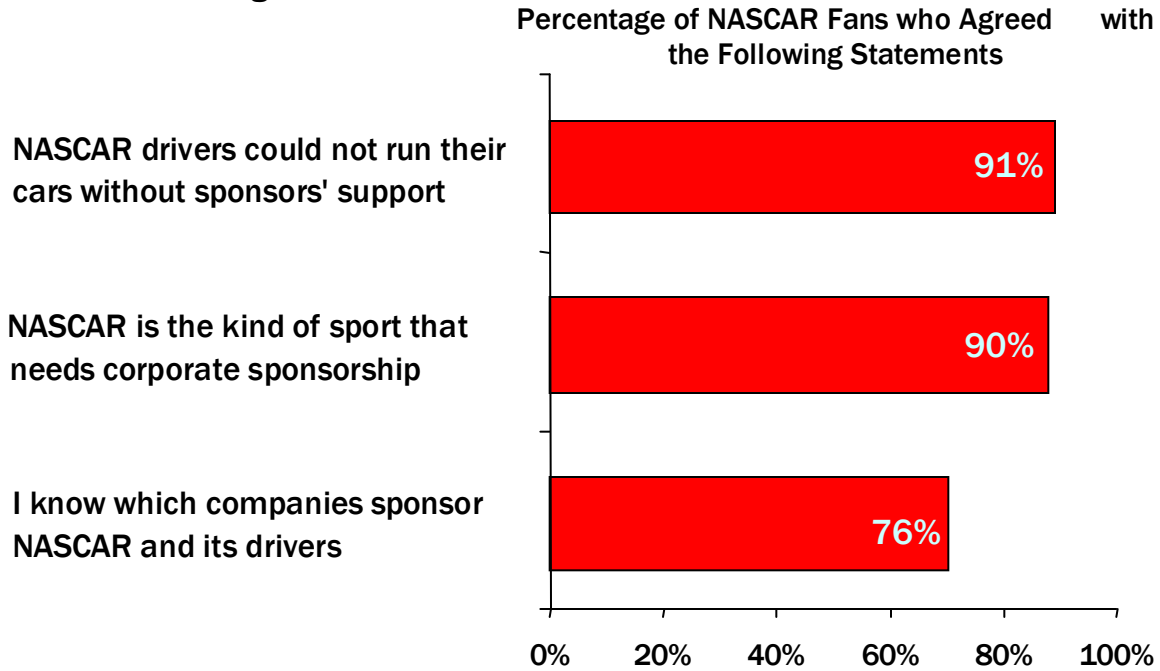
Non-Fans NASCAR Fans

Younger Fan Base of NASCAR

FAMILY FRIENDLY			
FANS	U.S. Pop.	NASCAR FAN	INDEX
% of families with kids under 18	35%	37%	106



Merchandising



PERCENTAGE OF NASCAR FANS WHO AGREED WITH THE FOLLOWING STATEMENTS	
89%	"When I see a NASCAR logo on something, I know it will be a quality product."
82%	"NASCAR related products are always a good value for the money"
72%	"If I see a NASCAR logo on something, I am much more likely to buy it than I am to buy a similar product that is not NASCAR related."
72%	"I buy NASCAR related products because I am a fan of a specific driver."

Minority Percentages of the NASCAR fan base 18+

Ethnicity	2001	2005	% Change
Hispanics	8.1%	8.9%	+10%
African/American	8.3%	8.6%	+ 6%
Total Minorities	19.2%	21.0%	+ 9%