



# Key Motorsports, Inc.



*Developing Partnerships for High-Speed Results*

## 2009 NASCAR Camping World Truck Series Sponsorship Opportunities

**40**

**NASCAR Camping World Truck Series**  
222 Pit Rd • Mooresville, NC 28115 • 704-663-1670 • fax 704-663-2929  
[www.keymotorsports.us](http://www.keymotorsports.us)



## 2009 NASCAR Camping World Truck Series Sponsorship Opportunities

The following pages contain proprietary and confidential information. This information is sent to you for your review and analysis to determine the sponsorship level that works best with your corporate marketing plans for 2009.

**We offer eight (8) levels of sponsorship:**

- 1. Total Buyout (Premier Package)**
- 2. Primary A**
- 3. Co-Primary B**
- 4. Major Associate C**
- 5. Major Associate D**
- 6. Associate E, F, G and H**
- 7. Single Event**
- 8. Multiple/Limited Events**

These are our standard programs to be used for review and planning purposes. We will customize a proposal to specifically meet your corporate marketing goals and objectives. Packages are for the 2009 NASCAR Camping World Truck Series race season which has a schedule of 25 races in 19 different states across the country

Logo/decal identification diagram can be viewed at the end of this document.

Unless otherwise noted, all items listed for each package are incorporated in the cost and include professional management, administration, and execution as provided by Key Motorsports personnel and appointed vendors.

*CONFIDENTIALITY NOTICE: This proposal including any attachments is for the sole use of the intended recipient(s) and may contain confidential and privileged information otherwise protected by law. Any unauthorized review, use, disclosure or distribution is strictly prohibited.*

**40**

**NASCAR Camping World Truck Series**  
222 Pit Rd • Mooresville, NC 28115 • 704-663-1670 • fax 704-663-2929  
[www.keymotorsports.us](http://www.keymotorsports.us)



## TOTAL BUYOUT SPONSORSHIP (Premier Package)

The **TOTAL TRUCK BUYOUT** Sponsor of the #40 Key Motorsports Chevrolet Silverado for the 2009 NASCAR Camping World Truck Series would receive the following benefits and entitlements:

- Name and Entitlement rights of the race truck in all references, i.e. the **#40 ABC Distributing Chevrolet Silverado**
- Design rights to the color and graphics of the race trucks, show trucks, team transporter, show truck trailer, pit boxes, driver and crew fire suits and uniforms, and appropriate printed materials. (All paint, decals, silk screens and embroidery tapes are included)
- Exclusive display rights for designated logos on every available area of the race truck and show truck(s). This INCLUDES the hood, upper and lower rear quarter panels, deck lid, TV panel and the upper half of the B post of the race and show trucks. (The only areas not included would be the lower half of the B post, lower rocker panel area behind the truck number and in front of the rear wheel.) (Refer to diagram at end of document)
- All of the available display space for logos on the transporters and show truck trailer with the exception of the lower section around the transporter which Key Motorsports, Inc. reserves for the team's associate and product sponsors
- Use of the name and likeness of the driver, crew chief, owner, team, trucks, transporters and race shop facility for use in advertisements, commercials, promotional literature, point-of-sale materials and packaging
- Thirty-one (31), 2-hour personal appearances by the driver to promote the sponsor and its partners. Includes one (1) such appearance in each race week market, plus six (6) away-from-track dates for trade shows, store openings, sales meetings, fairs, festivals, advertising production shoots, etc.
- Fifty (50) comprehensive show truck display dates that can be used for one, 6-hour solo displays per day or two, 3-hour displays on the same day in a single market or special event (as long as the second display is within a 30-minute drive of the first display site)
- Ten (10) pre-race customer entertainment events providing hospitality for (50) guests, and two (2) additional events for hundred (100) guests at racetracks of sponsor's choosing (Package includes food, beverages, tickets, pit tours, maps, decorations, tent rental, entertainment, taxes and gratuities, as well as professional event management staff)
- Eight (8) VIP garage/pit area credentials per race
- Four (4) NASCAR Camping World Truck Series Annual "Hard Card" credentials/NASCAR Licenses good for holder's admission at any race without the need to register with NASCAR
- Dedicated marketing and media support services
- Print run of 20,000 driver/truck hero cards plus media materials including press kit jackets, CDs and letterhead
- 2' X 20' pit wall banner showing designated colors and logos in pit stall at each race
- 5' X 10' sign near main entrance of Key Motorsports race shop
- Company flag flying along with the American flag in front of the Key Motorsports facility
- Right to develop a race merchandise and souvenir program using the likeness of the race truck for the creation of racing-related apparel and items to be either given away or sold as a separate profit center (if developed for public sale, KM would be paid a 10% royalty off of the wholesale price of such items in exchange for the right to release the likeness of its race truck for such a purpose)
- Web-site logo, company information and hyperlink on team site ([www.keymotorsports.us](http://www.keymotorsports.us))
- Four (4) professional stock car racing driving school sessions for promotional purposes





- Sixteen (16) Honorary Pit Crew Member appointments (could be contest winners, key employees or customers, vendors, etc...), one per race at 16 races

**INVESTMENT:**

**\$2.3 Million**

**TERMS:**

\$500,000 initial deposit

Ten (10), consecutive, fifteenth-of-the-month payments of \$180,000 each beginning in January and ending in October 2009





## PRIMARY SPONSORSHIP (Package A)

As **Primary Sponsor** of the #40 Key Motorsports Chevrolet Silverado race trucks, you would receive the following proposed benefits & entitlements:

- Name and Entitlement rights of the race truck in all references, i.e. the **#40 ABC Distributing Chevrolet Silverado**
- Design rights to the color and logo scheme of the race trucks, show trucks, team transporter, show truck trailer, pit boxes, driver and crew fire suits and uniforms, team letterhead and appropriate printed materials. (All paint, decals, silk screens and embroidery tapes are included)
- Exclusive display rights for corporate logos on the hood, upper rear quarter panels and TV panel of the race and show trucks and transporters (Refer to diagram at end of document)
- Use of the likeness of the driver, team owner, team members, race truck and transporter for advertisements, commercials, promotional literature, point-of-sale materials and packaging where applicable
- Thirty (30) 2-hour personal appearances by the driver to promote the sponsor and its partners one (1) in each race market, plus five (5), away-from-track dates for trade shows, store openings, sales meetings, fairs, festivals or advertising production shoots
- Thirty (30) Comprehensive show truck display dates designed to provide up to thirty (30) display dates that can be used for 6-hour solo displays per day or two, 3-hour displays on the same day in a single market or at a special event
- Ten (10) pre-race customer entertainment events providing hospitality for fifty (50) guests at racetracks of sponsor's choice (food, beverages, tickets, pit tours, entertainment, tent rental, and management included)
- Two (2) NASCAR Camping World Truck Series Annual "Hard Card" credentials/NASCAR licenses good for holder's admission at any race without the need to register with NASCAR
- Eight (8) garage/pit area credentials per race
- Dedicated marketing and media support services.
- Print run of 15,000 driver/truck hero cards plus logo display on media materials
- 2' X 20' pit wall banner showing designated colors and logos in pit stall at each race
- 5' X 10' sign near main entrance of Key Motorsports race shop
- Company flag flying along with the American flag in front of the Key Motorsports facility
- Web-site logo, company information and hyperlink on team site, [www.keymotorsports.us](http://www.keymotorsports.us)
- Two (2) professional stock car racing driving school sessions for in-house promotional use
- Sixteen (16) Honorary Pit Crew Member appointments (could be contest winners, key employees or customers, vendors, etc...), one per race at 16 races

**INVESTMENT:**

**\$1, 675, 000**

**TERMS:**

Initial payment of \$525,000 due upon contract signing  
Balance due in ten (10) first-of-the-month installments of \$115,000 each beginning January 1, ending October 1, 2009





## CO-PRIMARY SPONSORSHIP (Package B)

As **Co-Primary** sponsor of the #40 Key Motorsports Chevrolet Silverado race trucks you would share title sponsorship and benefits with another company, one that did not present a conflict of interest for your business interests or vice versa. Below is a list of proposed benefits and entitlements:

- Shared naming and entitlement rights of the race truck, i.e. the **#40 ABC Distributing/DEF Cola Chevrolet Silverado**
- Shared design rights to the color and logo scheme of the race trucks, show trucks, team transporter, show truck trailer, pit boxes, driver and crew fire suits and uniforms, team letterhead and appropriate printed materials. (All paint, decals, silk screens and embroidery tapes are included)
- Shared display rights for your logos on the hood, upper rear quarter panels and TV panel (tailgate) of race and show trucks and transporters (Refer to diagram at end of document)
- Use of the likeness of the driver, team owner, team members, race truck and transporter for advertisements, commercials, promotional literature, point-of-sale materials and packaging where applicable
- Fifteen (15), 2-hour personal appearances by the driver in the 12 or 13 race markets (to be determined) to promote the sponsor and its partners as well as (2), away-from-track dates for trade shows, store openings, sales meetings, fairs, festivals or advertising production shoots.
- Fifteen (15) comprehensive in race market show truck display dates that can be used as one (1) 6-hour solo display per day or two (2), 3-hour displays on the same day in a single market or at a special event
- Five (5) pre-race customer entertainment events providing hospitality for fifty (50) guests at race tracks of sponsor's choice (food, beverages, tickets, pit tours, entertainment, tent rental, and management included)
- Two (2) NASCAR Camping World Truck Series" Hard Card" credentials/NASCAR Licenses for sponsor representatives
- Six (6) VIP pit and garage area credentials per race
- Dedicated marketing and media support services.
- 10,000 printed driver/truck hero cards
- Shared display space on 2' X 20' pit wall banner
- Shared logo on 5' X 10' display sign on front of Key Motorsports race shop
- Company flag flying along with the American flag in front of the Key Motorsports facility
- Web-site logo, company information and hyperlink on team site, [www.keymotorsports.us](http://www.keymotorsports.us)
- One (1) professional stock car racing driving school session
- Eight (8) Honorary Pit Crew Member appointments (could be contest winner, key employee, vendor, etc...), one per race at eight races

### INVESTMENT:

**\$850,000** (Two available)

### TERMS:

Initial payment of \$350,000 due upon contract signing  
Balance due in ten (10) first-of-the-month installments of \$50,000 each beginning January 1, ending October 1, 2009





## MAJOR ASSOCIATE SPONSOR (Packages C & D)

As a **Major Associate** Sponsor of the #40 Key Motorsports Chevrolet Silverado race trucks you would be able to chose between two levels of commitment, Major C and Major D, and receive the following proposed benefits:

- Exclusive display space on the lower rear quarter panel either behind the rear wheels Major C or in front of the wheels Major D (Refer to diagram at end of document)
  - Display area for Major C is: 240 sq. in. (approx. 12" X 20") behind the rear wheels of the race truck and show truck
  - Display area for Major D is: 150 sq. in. (approx. 10" X 15") in front of the rear wheels
  - All decal production is included
- Large name/logo display space on the race truck transporter and show truck trailer
  - Major C display space is: 2' X 4' on the transporter plus a similarly scaled logo on the show truck hauler
  - Major D display space is 2' X 3' on the transporter plus a similarly scaled logo on the show truck hauler
- Significant name or logo display on the driver and crew fire suits and uniforms
  - Major C: 8-square inch (2" X 4") name/logo display space on upper torso area
  - Major D: 6-square inch (2" X 3") name/logo display space
- Use of the likeness of the driver, team owner, team members, race truck and transporter for advertisements, commercials, promotional literature, point-of-sale materials and packaging where applicable
- Driver appearances, (2-hours each)
  - Major C: Three (3) appearances, [one (1) in each of two race markets and one (1) away-from-track appearance for trade shows, branch openings, sales meetings, vendor visits or production of advertisements, etc.
  - Major D: Two (2) appearances, one (1) in race market and one (1) away-from-track appearance for trade shows, branch openings, sales meetings, vendor visits or production of advertisements, etc.
- Show truck display program with dates to be used as 6-hour, single-location appearances or as two (2), 3-hour appearances at locations within the same market, on the same day
  - Major C: 4 dates
  - Major D: 2 dates
- Two (2) VIP pit and garage area credentials per race
- Dedicated marketing and media support services.
- Logo and corporate information web site display and link to sponsor's site
- Incorporate your logo into Key Motorsports-printed promotional materials, as available
- Honorary Pit Crew Member appointments (could be contest winner, key employee, vendor, etc...) at designated races
  - Major C: 4 Crew Members (one per race for 4 events)
  - Major D: 2 Crew Members (one per race for 2 events)

**INVESTMENT Major C:**

**\$225,000**

**TERMS:**

Initial payment of \$75,000 due upon contract signing with balance due in ten (10) first-of-the-month installments of \$15,000 each beginning January 1, ending October 1, 2009

**INVESTMENT Major D:**

**\$185,000**

**TERMS:**

Initial payment of \$35,000 due upon contract signing with balance due in ten (10) first-of-the-month installments of \$15,000 each beginning January 1, ending October 1, 2009





## ASSOCIATE SPONSOR (Packages E, F, G and H)

As an **Associate Sponsor**, you would have four levels of commitment from which to choose. Your commitment could be in dollar value, or product commitment of comparable value, depending on how you structure your program.

The table below lists the four proposed programs for Associate Sponsors, which includes production and installation of decals: (Refer to diagram at end of document)

<b>Benefit:</b>	<b>Deck Lid "E"</b>	<b>Deck Lid "F"</b>	<b>Deck Lid "G"</b>	<b>B-Post "H"</b>
Race and Show Truck Display Area	Deck Lid, Rear (approx. 20"x50")	Deck Lid, Forward (20"x35")	Deck Lid, Sides (4"x10" on each side of decklid)	B-Post (5"x6")
Transporter Display Area	10"x20"	7"x14"	7"x14"	4"x10"
Uniform Display Area (on sleeve)	1"x3"	1"x2"	1"x2"	1"x2"
Show Truck Display	4 dates	3 dates	2 dates	2 dates
Driver Appearance	1 appearance (in race-market)	1 appearance (in race-market)	1 appearance (in race-market)	1 appearance (in race-market)
Website Logo, Info and Link	Yes	Yes	Yes	Yes
Promotional Print Material Logo	As available	As available	As available	As available
Honorary Pit Crew Member appointments	One	One	One	One
Pit/Garage Area Credentials	2 per race	2 per race	2 per race	2 per race
<b>Associate Sponsorship Investment</b>				
Initial Deposit	\$5,000	\$5,000	\$5,000	\$5,000
Terms	\$4,000 per month, Jan 1 to Oct 1, 2009	\$3,500 per month, Jan 1 to Oct 1, 2009	\$3,000 per month, Jan 1 to Oct 1, 2009	\$3,000 per month, Jan 1 to Oct 1, 2009
<b>Total Investment</b>	<b>\$45,000</b>	<b>\$40,000</b>	<b>\$35,000</b>	<b>\$35,000</b>





## SINGLE EVENT SPONSOR

As a **Single Event Sponsor** on the #40 Key Motorsports Chevrolet Silverado race trucks, you would receive the following proposed benefits & entitlements:

- Naming rights of the race truck in all references for this particular race including the NASCAR entry and in all media
- Exclusive display of company's designated logos on the hood, upper rear quarter panel and TV panel of the race truck in its existing colors (Refer to diagram at end of document)
- Writing and distribution of a press release announcing the sponsorship to all national racing trade publications and electronic outlets including the Internet
- Display of the sponsor's designated logo on the Key Motorsports web site (Home and Sponsor pages) for the entire season (provided a Primary or Co-Primary sponsor in the same business or category does not sign on with the team)
- Eight (8) pit and garage area passes for key customers, distributors and/or employees) for the race
- One (1) 2-hour in-race-market personal appearance by the Key Motorsports driver
- Rights to the likeness of the race truck in display advertisements, on promotional literature and point-of-sale materials (for as long as a Primary or Co-Primary sponsor is not signed in the same business category)

### INVESTMENT:

<b>Single Event</b>	-	<b>\$67,500</b>
---------------------	---	-----------------

### AVAILABLE OPTIONS:

#### Option A:

##### **Show Truck Appearances**

As sponsor you have the option of scheduling show truck appearances. Each display date is considered one (1) 6-hour display or two (2) 3-hour displays within a 60 minute drive of the first

<b>Per day east of the Mississippi</b>	-	<b>\$2,500</b>
<b>Per day west of the Mississippi</b>	-	<b>\$3,500</b>

#### Option B:

##### **Trackside Hospitality**

As a sponsor you have the option of purchasing a pre-race customer entertainment event providing hospitality for fifty (50) guests (food, beverages, tickets, pit tours, entertainment, pa system, tent rental, and management included)

<b>Per 50 guests</b>	-	<b>\$16,000</b>
<b>Per 100 guests</b>	-	<b>\$27,500</b>

### TERMS:

An initial deposit of 50% would be due 30 days upon signing, with the balance due 60 days from signing or 30 days prior to the event which ever date comes first





**MULTIPLE/LIMITED EVENT SPONSOR**  
**3 TO 5 RACE PACKAGES**

Same benefits and entitlements as above Single Event sponsorship package but with following additions and enhancements:

- Painting of race truck in sponsor's colors and graphics (sponsor holds design rights)
- 100-square inch logo display on race team truck transporter the entire season (provided that a Primary or Major associate sponsor in same product category is not found)
- Painted 2' X 20' pit wall banner displayed at each race bearing company name and logo
- Eight (8) VIP garage/pit credentials at each race
- Company logo display on crewmember race day uniforms for the entire season
- Design and color scheme rights and the production of a driver's fire suit

**INVESTMENT:**

<b>Total of 3 races @\$45,000 per race</b>	-	<b>\$135,000</b>
<b>Total of 4 races @\$40,000 per race</b>	-	<b>\$160,000</b>
<b>Total of 5 races @\$35,000 per race</b>	-	<b>\$175,000</b>

**AVAILABLE OPTIONS:**

**Option A:**

**Show Truck Appearances**

As sponsor you have the option of scheduling show truck appearances. Each display date is considered one (1) 6-hour display or two (2) 3-hour displays within a 60 minute drive of the first

<b>Per day east of the Mississippi</b>	-	<b>\$2,500</b>
<b>Per day west of the Mississippi</b>	-	<b>\$3,500</b>

**Option B:**

**Trackside Hospitality**

As a sponsor you have the option of purchasing a pre-race customer entertainment event providing hospitality for fifty (50) guests (food, beverages, tickets, pit tours, entertainment, pa system, tent rental, and management included)

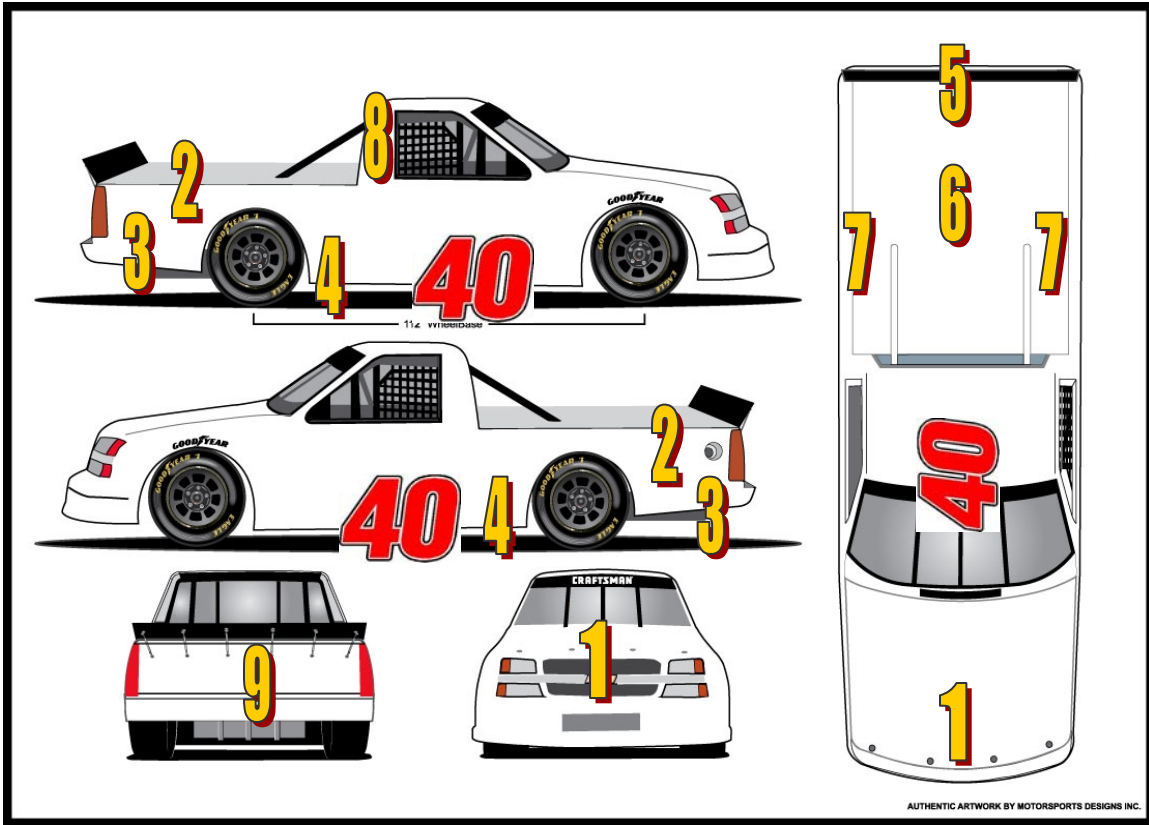
<b>Per 50 guests</b>	-	<b>\$15,000</b>
<b>Per 100 guests</b>	-	<b>\$25,000</b>





## Decal Location Summary

These are for all of the above listed packages



LOCATION	PACKAGE	APPROXIMATE SIZE
----------	---------	------------------

<b>1</b>	Hood (Primary & Co-Primary, Packages A & B)	30" X 55"
<b>2</b>	Upper Rear Quarter Panel (Primary & Co-Primary, Pkgs A & B)	10" X 60"
<b>3</b>	Lower Rear Quarter Panel, Rear (Major Assoc Pkg C/Major C)	10" X 20"
<b>4</b>	Lower Rear Quarter Panel, Front (Major Assoc Pkg D/Major D)	8" X 12"
<b>5</b>	Decklid, Rear (Associate Package E or Decklid E)	35" X 55"
<b>6</b>	Decklid, Center (Associate Package F of Decklid F)	25" X 34"
<b>7</b>	Decklid, Sides (Associate Package G or Decklid G)	8" X 20"
<b>8</b>	B-Post (Associate Package H, (3 available)	6" X 6"
<b>9</b>	Tailgate (Primary & Co-Primary, Packages A&B)	10" X 56"

**40**

NASCAR Camping World Truck Series  
 222 Pit Rd • Mooresville, NC 28115 • 704-663-1670 • fax 704-663-2929  
[www.keymotorsports.us](http://www.keymotorsports.us)