

Proposal for Auto Racing Sponsorship

by



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OVERVIEW



Like the modern day racing car, the sport of motor racing itself has become more sophisticated every year. Today's racing environment requires special design and engineering skills for car builders. The total team effort also requires the skills of exceptionally talented mechanics and technicians to keep the cars moving at high speeds. The final elements to complete today's racing team package are the corporate sponsors and the business, communication and driving skills of a highly professional driver.

Joyce Julius & Associates specializes in tracking the success of sports marketing programs. On the basis of over twenty years of research, Julius stated in an article for *USA Today*, that "Dollar for dollar, auto racing is the best bargain in sports marketing." Their research shows that racing sponsorship is the most economical means of reaching a specific market demographic.

Additional survey's, such as ones conducted by *U.S. News & World Report*, claim auto racing is now America's #1 rated spectator sport. These published surveys also showed auto racing as a leader in paid attendance, with only baseball showing higher attendance levels. Auto racing is the fastest growing spectator sport in the United States with an annual attendance for all forms of racing exceeding 80 million.

In addition to on-site spectator attendance, auto racing attracts tremendous television viewership at a higher percentage rate than baseball, hockey, basketball, college football, golf, tennis, bowling, and horse racing. Depending on which survey you read, auto racing ranks either first or second to soccer as the most popular sport in the world. This rapid rise in popularity is due in most part to worldwide television exposure, which in turn, attracts a variety of corporate sponsors.

Increasing the bottom line is the main goal of every corporate sponsor, whether through the racing fan's association with a brand or product, or by on-site entertainment of corporate customers, every sponsor is attempting to increase corporate awareness, and ultimately sales, through positive association to their corporate name. Nearly every industry is involved in racing in some manner. Traditional automotive related companies, beer, tobacco, and automotive companies continue to participate as well as consumer product companies such as breakfast cereal, batteries and film. High-Tech consumer product companies, Internet based companies, and all sorts of Information Technology companies are realizing the advertising value of automobile racing. Other consumer service companies who have joined these sponsors include video rental chains like Blockbuster Video, cable networks such as The Family Channel, and travel destination companies such as Norwegian Cruise Lines and Universal Studios theme parks.

OVERVIEW (cont.)

MOORESPEED RACE ENGINEERING, of Austin Texas, is prepared to provide a sponsorship program which can include international television, radio and web broadcasts, print advertising, special displays, point of purchase materials, regional and national trade show replica race car programs, driver and team appearances for both national and regional sales meetings and corporate hospitality for employees and VIP clients. We believe auto racing sponsorship can offer a significant foundation from which to build on or enhance your entire consumer base and provide introductions into new sectors of the consuming public.

Moorspeed has laid the corner-stone in creating a championship team for 2001. In 1999, **Moorspeed** campaigned two Porsche 911RSRs for **Toad Hall Motor Racing** sponsored by **Keewaydin Real Estate Advisors** in **SCCA's Speedvision World Challenge GT Championship**. Our team almost single handedly won the Manufacture's Championship for Porsche by winning four of ten races, earning pole position five times, finishing in the top 5 in eight of ten races, setting the fastest lap at seven of the ten races and finishing second in the Driver's Championship by only one point. For the year 2000 we again campaigned the Keewaydin Toad Hall Porsche. However, for 2000 we purchased the brand new factory Porsche 911GT3 Cup. 2000 was a development year for the team as it was for all other teams who ran the new model from Porsche in World Challenge. We finished the season with one podium finish and four top ten finishes. Not the year we had in 1999. However, considering we sat out 4 races at mid season to regroup, finishing 18th in the Driver's Championship was still impressive.

For 2001 **Moorspeed** expects to be a championship contender in the **SPEEDVISION WORLD CHALLENGE GT** series by exploiting the knowledge gained in 2000 developing the new car, renewed dedication and focus of it's team members, & providing the best driver at the wheel.

In order to fulfill this mission, one of the key ingredients for success is leveling the playing field with a budget capable of fulfilling the demands that championship racing requires. This is where the sponsors play their role for the race team, providing the funds. In return, the race team provides a unique advertising medium to supplement their existing campaigns specifically tailored to deliver the desired results by expressing company themes and impacting sales, while simultaneously providing tremendous worldwide media exposure. This relationship has to be mutually beneficial to all parties. Hence, racing sponsorship is more of a partnership with shared responsibilities. The race team becomes a tool in which transforms into a comprehensive advertising platform for you to build upon.



Speedvision World Challenge

Coming off its most exciting season to date, which included the introduction of standing starts and a slew of new cars and top drivers, the **Speedvision World Challenge GT Championship** begins its second decade of competition with some exciting changes on tap.

The 2001 **Speedvision World Challenge** season will be the richest in series' history, with per-race awards increasing over 72 percent and season end awards up 48 percent. This boost is largely based upon heavy involvement from new series sponsors **Toyo** Tires and **Rogaine** as well as returning sponsors **Superchips**, **Eibach** and **Borla**.

Two of the most famous race tracks in North America with traditionally the largest attendance figures, Le Circuit Mont Tremblant in Quebec and Sebring International Raceway in Florida, have been added to the schedule. The Sebring Speedvision GT race will be held in conjunction with the **12 Hours of Sebring** which annually sees close to **200,000 fans in attendance alone**.

Designed to offer automotive manufacturers a place to showcase their products with some of the world's best drivers, the **Speedvision World Challenge** brings some of the closest racing in the world to 11 top venues across North America and **into the homes of over 25 million Americans**. As the first series to actually have the competitors commentate while driving, the World Challenge has proven itself as not only interactive, but innovative as well.

The **Speedvision GT Championships** will utilize **standing starts** again for 2001 as last year proved to be a tremendous hit with the fans. Along with Speedvision Touring Cars, it's the only American series to do so—bringing a new aspect of excitement to fans and competitors alike.

Speedvision GT races will feature some of the best performance automobiles on the street, including the Acura NSX, Audi S4 Quattro, BMW M3, Chevrolet Corvette C5, Dodge Viper, Ferrari 355 Challenge, Lotus Esprit, Porsche 911 GT3 Cup, Saleen Mustang, Steeda Mustang and Toyota Supra Turbo.



COMPANIES INVOLVED IN RACING SPONSORSHIP

During the past decade, **auto racing has increased in popularity worldwide, making it one of the most popular sports in the world.** This increase in popularity has brought about a major change in the makeup of the typical racing fan. Today, the gender demographic of a race fan is equalizing between males and females, with a majority of this demographic being in the all important 21-49 age bracket.

This shift in the gender demographic has caused yet another change. **More and more companies** with appeal to males and females, as well as families, **have chosen racing** as a “smart” promotional tool. Listed below are just a few of these companies:

Dell	Compaq	IBM
Lycos	Yahoo	Motorola
Red Bull	Team Seattle (children's hospital charity)	Calvin Klein
Apple	Home Depot	Lowe's
M&Ms	MGM Grand	Alta Vista
The Family Channel	Blockbuster Video	NFL Properties
Baby Ruth Candy Bars	Big Boy Restaurants	Burger King
Coca-Cola	Domino's Pizza	Gatorade
Hard Rock Cafe	Hershey Foods	Hot Wheels
Hyatt Resorts	McDonald's	No Fear Gear
Oakley Sunglasses	Oscar Meyer	Otter*Pops
Planet Hollywood	Polaroid	Kodak Film
"Racing for Kids" (charity)	7UP	Snickers Candy
Squirt	Taco Bell	Tide Detergent
D.A.R.E. (charity)	K-Mart	Target
Norwegian Cruise Lines	Club Med	"Say No to Drugs"
Tobacco Free America	J.C. Penney	AMC Theaters
Jolly Rancher Candies	Sega	Country Time
Sara Lee	Hardee's Restaurants	Kellogg's
Frosted Mini-Wheats	Pepsi	Diet Pepsi
Mountain Dew	Mello Yellow	RC Cola
Lucas Film	Maxwell House Coffee	Dirt Devil





Production “exotics” battle it out to claim the crown for fastest sports car.



*Sprint Race Formats / Standing Starts
Hospitality / PromoCenter
Speedvision / SCCA*

The Audience

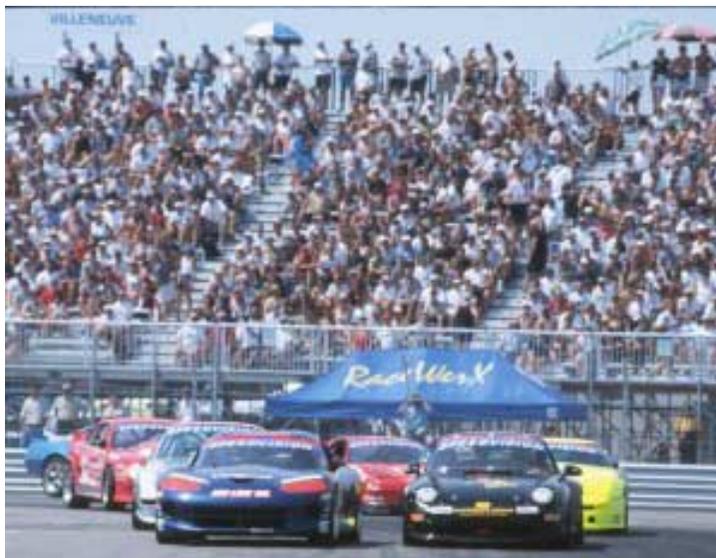
- Predominantly male ages 18-49 with a strong showing among better educated, affluent consumers.
- Attendance growth of 35% from 1998 - 1999.
- Loyal to motorsports





Sponsorship Values

- 17 Manufacturers represented in World Challenge 2000
- International TV Broadcasts on Speedvision and Fox Sports Net
- \$1.6mm in media promotions
- Sponsorship packages tailored to your needs
- Promotional Tours
- Corporate Image



SCCA PRO RACING AUDIENCE PROFILE

EVENT ATTENDANCE DEMOGRAPHICS



64% of motorsports fans claim to purchase a sponsor's product over a non-sponsors products
 82% of SCCA members own their own home and 65% own three or more automobiles
 71% of motorsports fans frequently, or almost always, would switch brands to support auto racing

SCCA Pro Racing Spectator Demographics

Median Age	36
Median Income	\$62,400
College Degree	53%
% Married	52%

Age

Under 21	10%
21 - 29	25%
30 - 39	32%
40 - 49	17%
50+	12%
No Answer	4%

SCCA Membership Demographics

Median Age	40.5
Median Income	\$72,100
College Degree	61%
% Married	74%

Occupation

Student	8%
Sales / Promotion	10%
Manager / Proprietor	18%
Professional	39%
Other	25%

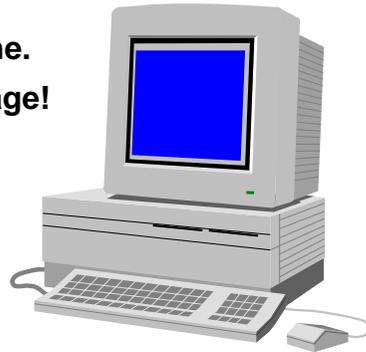
The SPEEDVISION World Challenge has consistent attendance numbers in important markets throughout the United States and Canada.

1998 Attendance = 284,187 Fans (9 Races)
 1999 Attendance = 439,760 Fans (9 Races)
 2000 Attendance Estimated = 650,000 (10 races)



INTERNET PROFILE

- **57% of Speedvision's viewers have had online/internet usage in the past 30 days. This is 44% above the U.S. Average!**
- **53% have at least looked at the internet in the past 30 days. This is 40% above the U.S. Average!**
- **27% have used the internet for purchases, travel plans, or investment tracking in the past 30 days. This is 33% above the U.S. Average!**
- **43% have internet access at home. This is 32% above the U.S. Average!**
- **47% have browsed the internet in the past 30 days. This is 57% above the U.S. Average!**



SUMMARY OF FALL 1999 MRI Survey
SPEEDVISION PROFILE

Speedvision is predominantly male with a strong showing among better educated consumers who are affluent and have executive positions of employment

Speedvision has a high concentration of young men and adult viewers

1999 Fall Mediamark Research

Index vs. Full US Population

Gender

Men	160
Women	45

Education

Attended College	102
Graduated High School	153

Age

P18-24	143
P25-34	151
M18-34	242
M18-49	197
M25-54	177

Occupation

Exec / Adm / Mgr.	126
Precision / Craft / Repair	222

HH Income

\$75k+	136
\$60k+	124
\$50k+	129

HH Size

3-4	113
5+	99

Census Region

Northeast	77
South	110
Northeast	86
West	119

County Skew

A	85
B	123
C	101
D	93

SUMMARY OF SPRING 2000 MRI Survey

SPEEDVISION PROFILE

Speedvision is predominantly male with a strong showing among better educated consumers who are affluent and have executive positions of employment

Speedvision has a high concentration of young men and adult viewers

2000 Spring Mediamark Research

	<u>Audience Comp.</u>	<u>Index</u>
All	100	100
Gender		
Men	80	166
Women	20	39
Age		
M18-34	35	216
M18-49	63	198
M25-54	59	201
A18-49	78	120
A25-54	72	121
Education		
M18+ & Attended College	20	161
M18+ & Graduated College	13	113
A18+ & Graduated High School	48	145
Occupation		
M18+ Exec / Adm / Mgr.	10	191
M18+ Precision / Crafts / Repair	15	234
Exec / Adm / Mgr.	12	118
Precision / Crafts / Rep	15	216
HH Income		
M18+ & HHI \$100,000+	14	214
M18+ & HHI \$75,000+	24	195
M18+ & HHI \$60,000+	35	189
HHI \$100,000+	16	125
HHI \$75,000+	29	121
HHI \$60,000+	41	116
HHI \$50,000+	53	118
Census Region		
Northeast	19	95
South	40	112
North Central	20	85
West	22	101
County Size		
A	31	76
B	35	118
C	21	147
D	12	83
Household Size		
3 - 4	43	117
5+	15	99
Any Children	46	109

2001 SCHEDULE



<i>March 2-4</i>	Texas Motor Speedway, Fort Worth Texas - ALMS
<i>March 15-18</i>	Sebring International Raceway, Sebring, Florida - ALMS
<i>May 18-20</i>	Mosport International Raceway, Bowamville, Ontario, Canada - TBA
<i>May25-28</i>	Lime Rock Park, Lakeville, Connecticut - Grand Am
<i>July 20-22</i>	Sears Point Raceway, Sonoma, California - ALMS
<i>August 3-5</i>	Portland International Raceway, Portland, Oregon - ALMS
<i>Aug.24-26</i>	Le Circuit Mont Tremblant, St. Jovite, Quebec, Canada - ALMS
<i>September 7-9</i>	Laguna Seca Raceway, Monterey, California - ALMS
<i>October 4-6</i>	Road Atlanta, Braselton, Georgia - ALMS
<i>October 19-21</i>	Lowe's Motor Speedway, Charlotte, North Carolina - ALMS
TBA	San Diego Grand Prix, San Diego, California - Trans-Am



THE TEAM

This is a very close knit team. In fact the team members all consider each other family. Their passion for winning, commitment to excellence and genuine love for the sport of road racing make them a very special group.

Team Owner:	Moorespeed, LLC.
Team Manager/Engineer:	David Moore
Crew Chief:	Peter Dawe
Equipment Logistics/Race Mechanic:	Lee Kemper
Race Technician:	Keith Surmont
Fabricator/Race Technician:	John Ormberget
Truck Driver/Race Mechanic:	Craig Jull
Home Operations/Service Manager:	John Dwyer
Marketing / Hospitality Director:	TBA
Driver:	Randy Pobst



THE DRIVER

Randy Pobst

Randy Pobst, is a driver of many talents. He is a two-time Touring Car Champion, has six professional championships, more than 40 career pro wins and off the track he does product-knowledge sales training. "It's just more playing with cars, laughs Randy, I'm a real car guy." Randy enjoys reading spiritual philosophy ("Thoughts are creative!"), and frequent bicycle rides to the beach. Randy will also continue driving with AJR in combination with Moorespeed in an effort to win the coveted Porsche Cup.

2000 - Won ALMS at Mosport GP and Texas GP of Ft. Worth, Led from start at Daytona, Sebring, Charlotte, Mosport, Texas, Portland, Atlanta Petit Lemans and Las Vegas! Three seconds, two thirds. Top American at Indy Porsche Supercup races, as Porsche Guest Driver

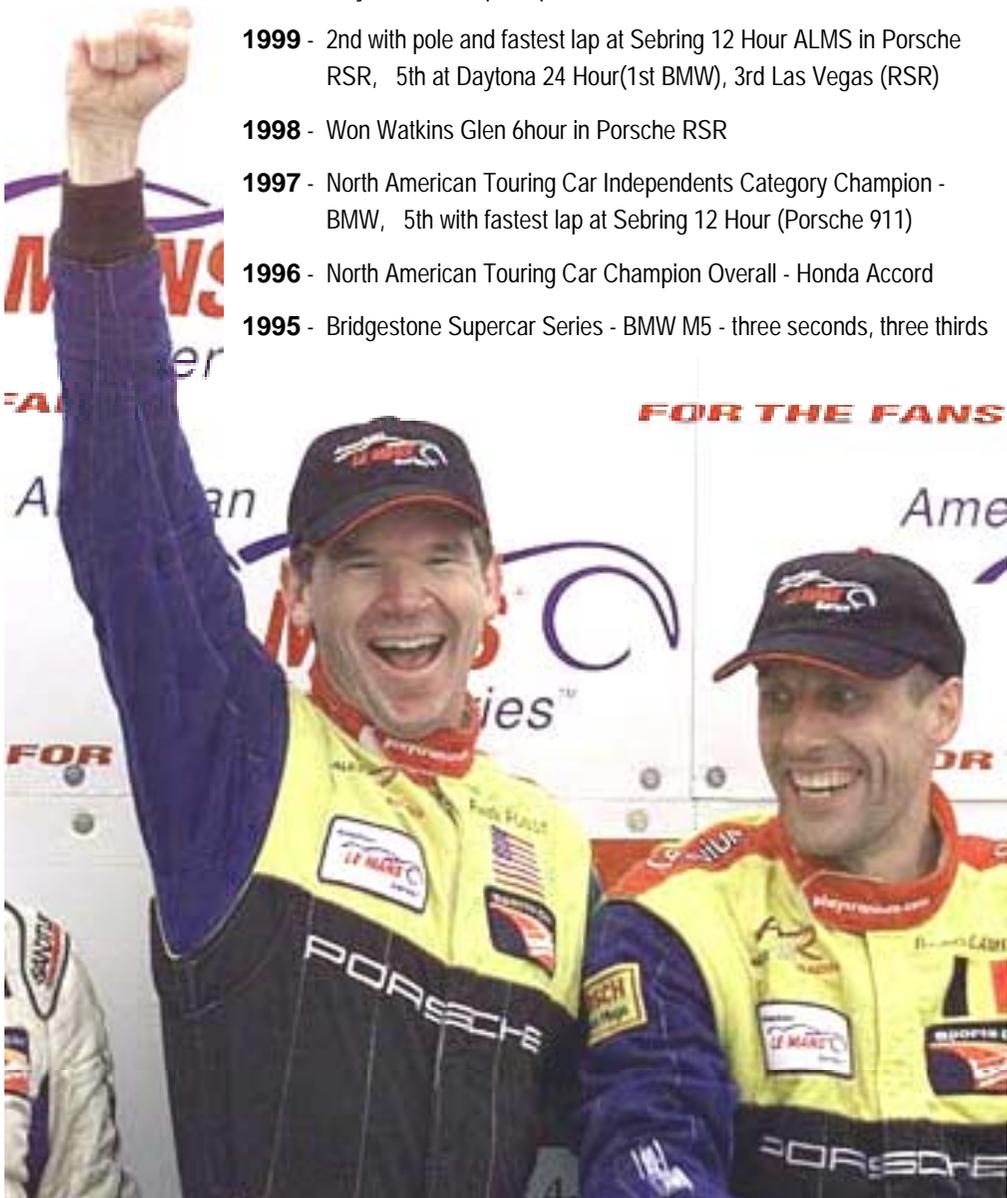
1999 - 2nd with pole and fastest lap at Sebring 12 Hour ALMS in Porsche RSR, 5th at Daytona 24 Hour(1st BMW), 3rd Las Vegas (RSR)

1998 - Won Watkins Glen 6hour in Porsche RSR

1997 - North American Touring Car Independents Category Champion - BMW, 5th with fastest lap at Sebring 12 Hour (Porsche 911)

1996 - North American Touring Car Champion Overall - Honda Accord

1995 - Bridgestone Supercar Series - BMW M5 - three seconds, three thirds



TEAM LEADER

David Moore

A seasoned veteran at auto racing, David Moore has 15 years of experience with Porsche Racing Cars. After obtaining his engineering degree and a career in commercial building construction, he focused his efforts on racing. In 1992, David joined Oldsmobile as Driver and Engineer for the Aurora Oldsmobile Aerotech project, which shattered 47 World and International Speed Endurance Records previously held by Mercedes Benz.

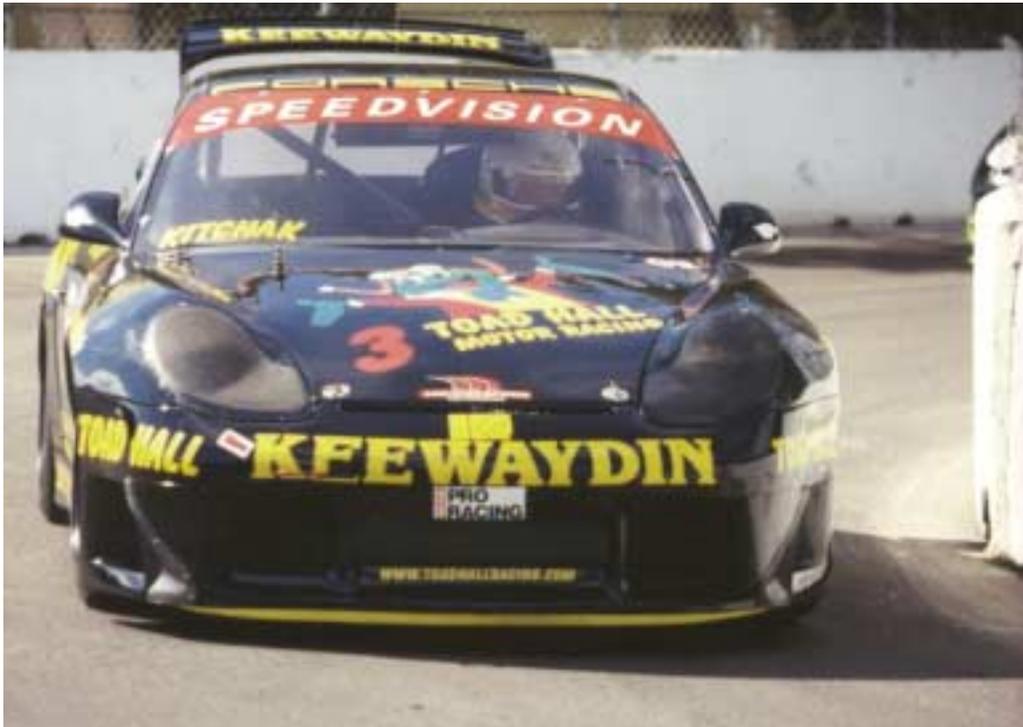
President of Moorespeed Race Engineering of Austin, Texas, David will lead the effort again in 2001 to engineer, test and race this championship caliber team in the Speedvision World Challenge GT Championship.



THE CAR

2000 PORSCHE 911 GT3

Chassis':	2000 GT3R Porsche Chassis & 1999 GT3 Cup Chassis as backup
Engine:	425 H.P., 8500 RPM, 3.6L Naturally Aspirated Water-cooled Porsche engine as built by Porsche Motorsports with their special World Challenge Upgrade package
Transmission:	6 speed GT3 Cup gearbox, modified to utilize Tilton 3 Disc Clutch
Engine Management:	Bosch Motorsports and or MOTEC M48 Pro fully programmable via PC interface.
Data Acquisition:	MOTEC ADL
Suspension:	OHLIN adjustable shock absorbers and springs on Moorespeed/ERP redesigned suspension components for improved vehicle dynamics.
Wheels:	10 x 18 / 11 x 18 BBS magnesium center 3-piece wheels
Brakes:	Dual Master AP; F: 355 x 32 mm BREMBO rotors, 6-Piston ALCON calipers ; R: 330 x 32 mm Brembo rotors, 4 Piston Brembo caliper
Bodywork:	A mixture of plastic and composites in Carbon, Kevlar, S-Glass from PORSCHE, PATRITTI DESIGN, & CRAWFORD DESIGNS on the original steel unibody structure.



THE TEAM GOALS

VICTORY. Of course the team wants to win every race it enters. However, there are forty or more other teams that expect to do the same. This is what racing is all about, pure competition. The drive to win has engineers reinventing and tweaking components to go faster and faster. The crew is constantly looking for ways to make the car more reliable, bulletproof, faster and easier to drive. The driver is totally psyched to give it his best and drive the latest creation as fast as it can go. When the car goes racing by, it projects months of blood and sweat from each and every member of the team as they all pull for the same goal, to win. **Moorspeed** has all of the key components to go the distance. Thus, **Moorspeed's Goals** are as follows:



2001
Win the Driver's Championship

2002
**Repeat the Driver's Championship &
Team Presentation Championship**

2003
Repeat

In pursuit of the **SPEEDVISION WORLD CHALLENGE GT CHAMPIONSHIP**, we feel we have the best package for winning the championship in 2001. The season of 2000 was regulated to be a season of developing Porsche latest technology. Yet Porsche still won the Manufacturer's Championship in a heated battle with Chevrolet's Corvette C5R. We have quite a bit of time and money spent developing our Porsche 911 GT3 program to date. Our strong commitment to Preparation, Research and Development, technical assistance from Porsche Motorsports and the knowledge gained developing the new GT3 in 2000 makes us confident that we will succeed. Furthermore we are ready for winter testing right now where other teams will not be ready for months to come.

ADVERTISING OPPORTUNITIES

Visual Identification in Pro Racing - Your Logo and graphics on the race car and transporter . Don't discount a 48 foot rolling billboard traveling over 30,000 miles from coast to coast in North America including Canada and Quebec.

Television - Be seen and heard regularly on TV by over 25 million viewers. Every race is televised on Speedvision and Fox Network. Over 100 hours of US TV. Our team was mentioned on average 9 times per race and we had In-Car video (with sponsor logo in plain view) in 90% of the races in 1999 and 50% in 2000. In 1999, our team was seen or heard 347 times over the span of 10 races (not including rebroadcasts).

TV Commercials - Receive preferential reduced rates from Speedvision for commercial spots and reinforce your advertising campaign cost effectively.

Print/Internet/Direct Advertising Programs - Use photos of the race team in your advertising. The addition of your own racing team can add many new opportunities for creating dramatic advertising campaigns.

Merchandising - The tremendous worldwide appeal of sports related merchandise can continue to expand and grow with the addition of a racing line of your product.

Consumer Marketing - Racing can add new sectors to your consumer base and reinforce existing market demographics. Racing fans are extremely brand loyal. Road Racing fans are very in tune with the Internet.

Business to Business Opportunities - Potential for co-operative advertising campaigns with current or new vendors and/or partners. These opportunities can include co-op sponsorships, where a current vendor of yours becomes an associate sponsor of the team. This will provide you with additional advertising, but can also offset some of the sponsorship costs.

Employee Reward/Hospitality Programs - Employee incentive programs can be instituted that center on the race team. Hosting employees at the race track is a great way to boost morale and improve productivity. Add a feature in your company's website and link to the race team to help boost team spirit in your company.

Client/Customer/Guest Entertainment and Reinforcement - Entertaining corporate clients, VIP's and vendors at a race is a unique way to cement business relationships. The pageantry and excitement of a race will have a lasting positive impact on your guests.

Show Car Display Programs - A show car on display at the grand opening of a new store, or at a national sales convention, or trade show is a unique method of attracting the consuming public. Additionally a display of your products and or service would travel with the team to each race as a promotional effort to expose the consumers most likely to use them.

SPONSORSHIP COST SUMMARY

Sponsorship of a first class, professional racing team combined with a well orchestrated marketing and advertising plan needs to be viewed on a long term basis. **Moorspeed Race Engineering** offers an opportunity for you to enter into a one, two or three year program that will begin with the goal of being on the podium at the season opener in Texas.

As the primary sponsor of **Moorspeed Race Engineering** , you will be provided with an extensive program that includes:

Your company's entitlement to the racing team

Race car graphics centered around your company's color scheme and logo identification

All team equipment including the race transporter in your company's color scheme and logo identification

All driver and team uniforms in your company's color scheme and identification

VIP credentials

Hospitality Tent and access within the Paddock

Driver availability for your company's related promotions and/or advertising campaigns

Use of all team related likenesses, photos, names, voices and other information for your company's advertisement use

Your company's identification on all team related press kits, stationery, and other printed material

Your company linked to our website with regular updates during the season and daily updates at each race venue.

PROGRAM COSTS:

2001 SEASON - serious inquiries only, please.

2002 SEASON - 2001 plus 10%

2003 SEASON - 2002 plus 10%

FOR MORE INFORMATION OR QUESTIONS

Contact:



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