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INTRO

WHY SPONSOR OUR RACE TEAM?

- Racing is a cool sport.... Enhance your image as a technologically advanced, fast, competitive company.... Our team is made up of proven winners.
- Use the car in advertising... work with us to devise a paint scheme and graphics package that encompasses your latest advertising campaign.... Our team can create and design your paint scheme and graphics.
- Your prospective audience and/or market are spectators, officials, workers, and racers. Get them hooked on your service or product Our team can distribute samples/coupons/promotional materials.
- A successful racing program requires a working knowledge of advertising and promotion within the sport, as well as extensive contacts with the best drivers, teams, tracks, series, and suppliers.... Our team has this knowledge.

HOW CAN YOU PARTICIPATE IN THIS?

- The good part is the Formula SCCA racecar you are sponsoring is a great “bang for the buck!” Everything about the car, from it’s engineering, to the spec tires, to the spec sealed engine are designed to last and save money. You get the whole package: performance, modern formula car looks, and reliability at one of the lowest prices for Pro Racing!!

Other similar looking cars with similar performance (Formula Ford 2000) generally cost 3 times as much to operate for a season!!! Similar looking cars that are higher performance (CART, Formula Atlantic, IRL, Infinity Pro Series) cars can cost over \$1Million to operate for a season!!!

Our team has many options, from full car/major sponsor, down to just a small sticker on the side.... Let us find the right level of sponsorship to meet your needs.





BENEFITS

1. IT'S POPULAR!

From the super speedways and famous road courses with their nationally celebrated stars to the short tracks and local road courses throughout the country with their local heroes, auto racing continues to be North America's fastest growing spectator sport.

Last year, close to 80 million fans flocked to speedways to capture the pageantry, excitement, intrigue and best of all, great family entertainment of motorsports, while 200 million witnessed events on television. And the best news is it attracts an assortment of fans from broad demographic backgrounds and social appeals.

2. ENHANCED CORPORATE IMAGE

Nowhere does a medium provide advertisers with a more powerful, dynamic, unique and impactful marketing vehicle for the promotion of their products, services or corporate image. Combining the colorful paint schemes and imaginative graphics on the cars and transporters with the electrifying action on the speedways, auto racing provides in a powerful marketing and entertainment medium. Create a "High Performance, Winning Market Leader" image with a motorsports marketing program that conveys competitiveness, innovation and a winning attitude.

3. INCREASED CORPORATE VISIBILITY

Buying commercial time on a televised event, a spot ad on radio or a display in the print media receives only seconds or minutes worth of exposure. But when a company chooses to participate in the event itself, it receives thousands of lasting impressions throughout the course of the event. By building on this participation, companies can gain valuable additional marketing opportunities.

4. A POPULAR AND PROVEN MEDIUM

Corporate America, including Fortune 500 companies, has embraced auto racing like no other sport. Hundreds of companies from virtually every business sector have used their motorsports association to promote brand awareness and ultimately boost sales. And it is steadily becoming a growing part of many businesses marketing strategy.

5. COST EFFECTIVE

Auto racing is not only the fastest growing spectator sport, it is –as many companies are discovering– the most effective way of building brand loyalty. In a cover story on NASCAR, Fortune Magazine quoted DuPont's president, Lou Savelli as saying, "Stock car racing is huge with our customers." We feel we receive a return of \$5 for every \$1 we spend on the racing program. No sport attracts more corporate sponsorship dollars. Market research has shown that sponsorship results in sales, with 81% of race fans purchasing products or services of companies involved in motorsports.

6. THE RIGHT MARKET MIX

The market segment attached to motorsports events is typically young to middle age, well-educated, upwardly mobile males and females with disposable, discretionary income. They associate motorsports with a progressive upscale image. Recent statistics have shown that motorsports fans are affluent, educated, upscale, brand loyal consumers. And because of the reasonable admission prices, families are enjoying great entertainment for less than the cost of going to the local movie theatres.





THE CAR

SCCA SPORTSRACER



Driver skill and cost containment is the focal point with the new Enterprises Formula. Eliminate the never-ending investment in design enhancements and engine programs. A one design, fixed specification car with minimal adjustments, sealed engines, set horsepower, and equal traction. Equal competition and controlled costs through standardized components, drive train, adjustments and tires.

Manufacturer	Van Diemen	
Model	SCCA Sportsracer	
Chassis	Tubular Spaceframe	
Dashboard	LCD display, programmable	
Bodywork	Fiberglass	
Engine	Mazda Inline 4	
Capacity (cc)	2300	
Horsepower	175 bhp	
Electronic management	MBE	
Gearbox	5 forward speed dog box + reverse, sequential gear selection, limited-slip differential	
Suspension		
Front	Push-rods and two dampers, dampers are non-adjustable	
Rear	Push-rods and two dampers, dampers are non-adjustable	
Brake calipers	4 pistons	
Brake discs	ventilated discs : 10.5 in dia.	
Wheels	13" OZ alloy rims	
Front	8 x 13 inches	
Rear	10 x 13 inches	
Tyres	Club Racing: Hoosier	Pro Racing: Cooper
Front	21.5 x 8 x 13	180/550R13
Rear	22 x 10 x 13	250/570R13
Wheelbase	98 in	
Front track	62 in	
Rear track	53 in	
Fuel tank capacity	7 gal	
Weight	1000 lbs	

FORMULA SCCA



Driver skill and cost containment is the focal point with the new Enterprises Formula. Eliminate the never-ending investment in design enhancements and engine programs. A one design, fixed specification car with minimal adjustments, sealed engines, set horsepower, and equal traction. Equal competition and controlled costs through standardized components, drive train, adjustments and tires.

Manufacturer	Van Diemen	
Model	Formula SCCA	
Chassis	Tubular Spaceframe	
Dashboard	LCD display, programmable	
Bodywork	Fiberglass	
Engine	Mazda Inline 4	
Capacity (cc)	2300	
Horsepower	175 bhp	
Electronic management	MBE	
Gearbox	5 forward speed dog box + reverse, sequential gear selection, limited-slip differential	
Suspension		
Front	Push-rods and two dampers, dampers are non-adjustable	
Rear	Push-rods and two dampers, dampers are non-adjustable	
Brake calipers	4 pistons	
Brake discs	ventilated discs : 10.5 in dia.	
Wheels	13" OZ alloy rims	
Front	8 x 13 inches	
Rear	10 x 13 inches	
Tyres	Club Racing: Hoosier	Pro Racing: Cooper
Front	21.5 x 8 x 13	180/550R13
Rear	22 x 10 x 13	250/570R13
Wheelbase	98 in	
Front track	62 in	
Rear track	53 in	
Fuel tank capacity	7 gal	
Weight	900 lbs	



THE TEAM

SURFACE EXPLORATION

Who are we? We are a newly formed race team made up of two key people with a combined 42+ years racing experience. Our knowledge based is in the racing industry ranging from Professional racing in IMSA and Grand-Am to local SCCA club racing.

Ron Doyle – Team Manager/Racecar Engineer: 30 years racing experience

- Crew Chief on a SRP II car that won back-to-back "6 Hours at the Glen" Kudzu Mazda (2000 and 2001)
- As Crew Chief, team finished 2nd in Grand AM SRP II Championship in 2000
- Daytona 24 Hours: 2002 3rd in class, 2001 2nd in class, 1999 10th in class

Chris Doyle – Racecar Engineer/Chief Mechanic/Driver: 12 years racing experience

- Chief Mechanic on a SRP II car that won back-to-back "6 Hours at the Glen" Kudzu Mazda (2000 and 2001)
- As Chief Mechanic, team finished 2nd in Grand AM SRP II Championship in 2000
- Daytona 24 Hours: 2002 3rd in class, 2001 2nd in class, 1999 10th in class, 1998 6th in class

We also have a host of other crew/team members available at each event. Each individual is uniquely talented in fabrication, mechanics, pit crew, paint and graphics, marketing/promotion/event planning, etc.



Name: Ron Doyle

Age: 50

Hometown: Westminster, CO

Sport: Car Racing



Experience:

- In racing for 30 years
- Mechanic Formula Ford, Formula Atlantic, Formula Ford 2000, and Sports Racer racecars from 1980 to 1998
- Worked on Mazda powered racecars from 1998 to present
- Mechanic/Engineered Argo Camel Light racecar from 1998 to present
- Mechanic/Engineered Kudzu Camel Light racecar from 1999 to present
- Chief Mechanic on a ALMS LMP675 (American Le Mans Series)/Grand Am SRP II Mazda Prototype (1998-present)

Racing Accomplishments:

- Crew Chief on a SRP II car that won back-to-back "6 Hours at the Glen" Kudzu Mazda (2000 and 2001)
 - In 2001, car was first ever SRP II car to finish on overall podium
- As Crew Chief, team finished 2nd in Grand Am SRP II Championship in 2000
- Daytona 24 Hours: 2002 3rd in class, 2001 2nd in class, 1999 10th in class
- 12 Hours of Sebring: 1999 8th overall
- In 1993 qualified two Formula Ford 2000 cars for the SCCA National Runoffs at Mid-Ohio
- In 1989 qualified five cars in five different class for the SCCA National Runoffs at Road Atlanta

Driving Accomplishments:

- In 1979 Won the Formula Atlantic Regional Championship
- In 1975 Raced in Formula Ford Class
- In 1973 Raced an Austin-Healy Sprite in H-Production Class



Name: Chris Doyle

Age: 28

Hometown: Westminster, CO

Sport: Car Racing



Experience:

- In racing for 12 years
- Mechanic Formula Ford, Formula Atlantic, and Sports Racer racecars from 1985 to 1996
- Mechanic/Engineered Formula Ford 2000 racecars from 1993 to 1996
- Mechanic/Engineered Formula Mazda racecars from 1997 to 1999
- Worked on Mazda powered racecars from 1997 to present
- Mechanic/Engineered Argo Camel Light racecar from 1997 to present
- Mechanic/Engineered Kudzu Camel Light racecar from 1999 to present
- Built/Mechanic/Engineered Mazda Spec Rx7 racecar from 1999 to present
- Chief Mechanic on a ALMS LMP675 (American Le Mans Series)/Grand Am SRP II Mazda Prototype (1998-present)
- Engine Builder of Mazda 2 and 3 Rotor race engines from 2002 to present

Racing Accomplishments:

- Chief Mechanic on a SRP II car that won back-to-back "6 Hours at the Glen" Kudzu Mazda (2000 and 2001)
 - In 2001, car was first ever SRP II car to finish on overall podium
- As Chief Mechanic, team finished 2nd in Grand Am SRP II Championship in 2000
- Daytona 24 Hours: 2002 3rd in class, 2001 2nd in class, 1999 10th in class, 1998 6th in class
- 12 Hours of Sebring: 1999 8th overall, 1997 4th overall

Driving Accomplishments:

- In 1996 Won last Spec Racer Renault race in Rocky Mountain Division SCCA and placed 4th in the regional championship in Spec Racer Renault
- In 1997: 3rd place finish in Formula Atlantic
- In 1998: 1st place finish in Formula Mazda and 3rd place finish in Formula Continental
- In 1999: one Spec 7 win and one 2nd place finish, three 2nd place finishes in Spec Racer Ford



SPONSORSHIP OPTIONS

SPONSOR OPTION 1:

You get the sponsorship places on the car, which are the light blue shaded areas in fig. 1.

You also get the sponsorship places on the drivers uniform and helmet, which are the light blue shaded areas in fig. 2 and the upper back of drivers uniform.

FIG. 1

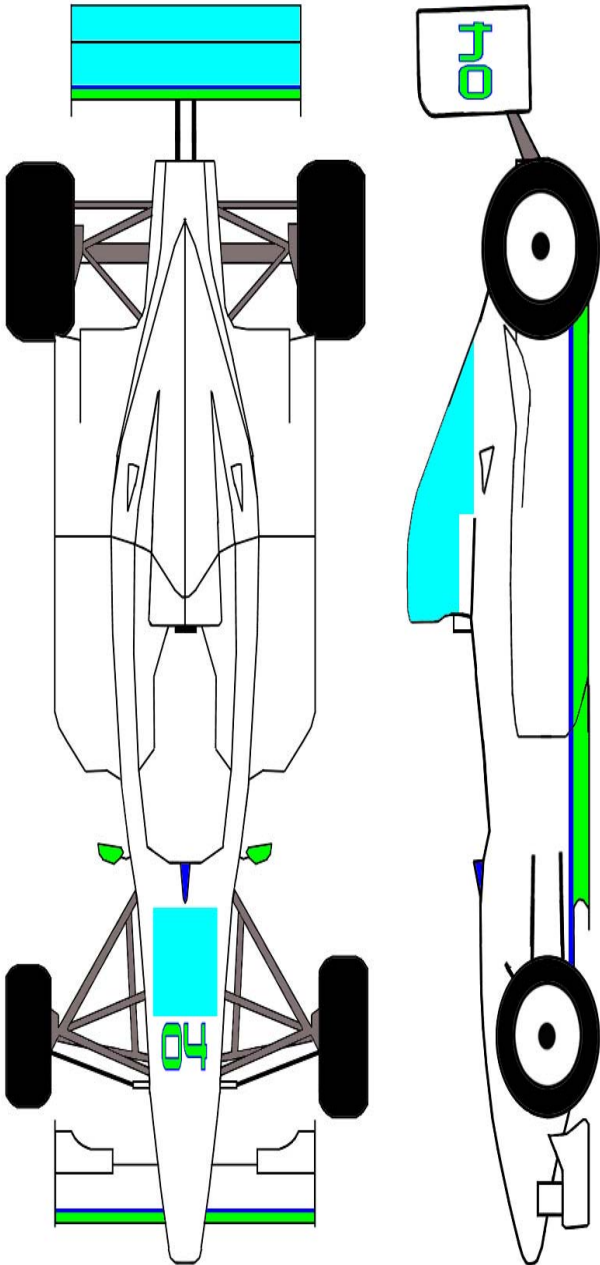


FIG. 2



SPONSOR OPTION 2:

You get the sponsorship places on the car, which are the purple shaded areas in fig. 3.

You also get the sponsorship places on the drivers uniform and helmet, which are the purple shaded areas in fig. 4.

FIG. 3

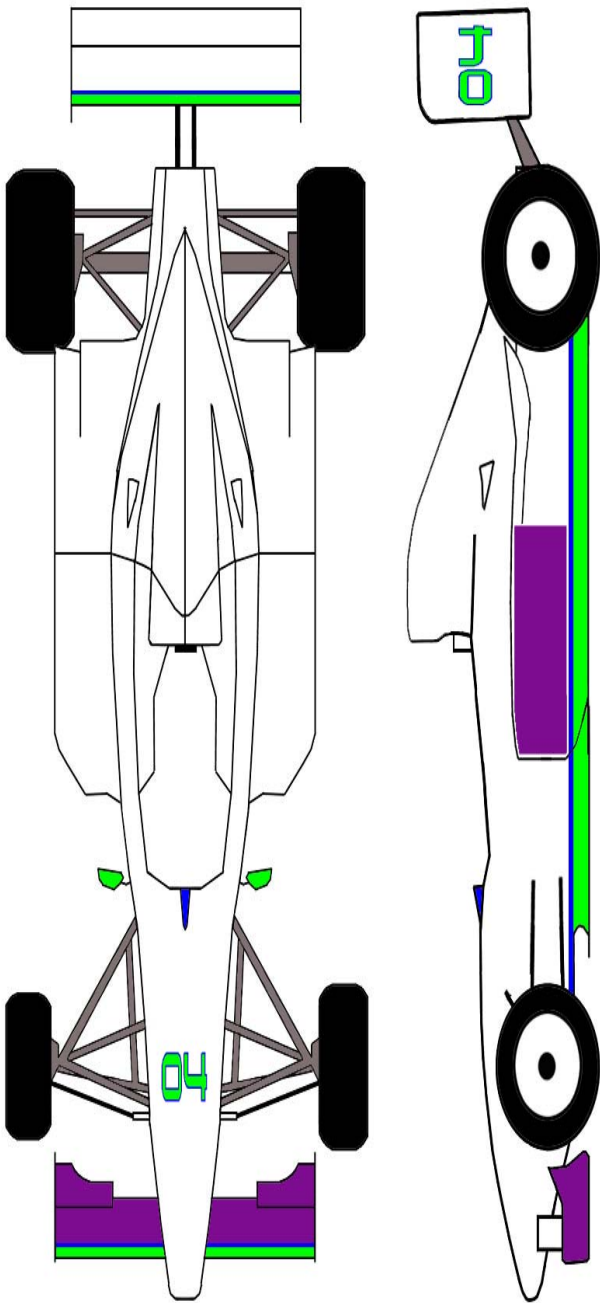


FIG. 4



SPONSOR OPTION 3:

You get the sponsorship places on the car, which are the orange shaded areas in fig. 5.

You also get sponsorship places on the drivers uniform and helmet, which are the orange shaded areas in fig. 6.

FIG. 5

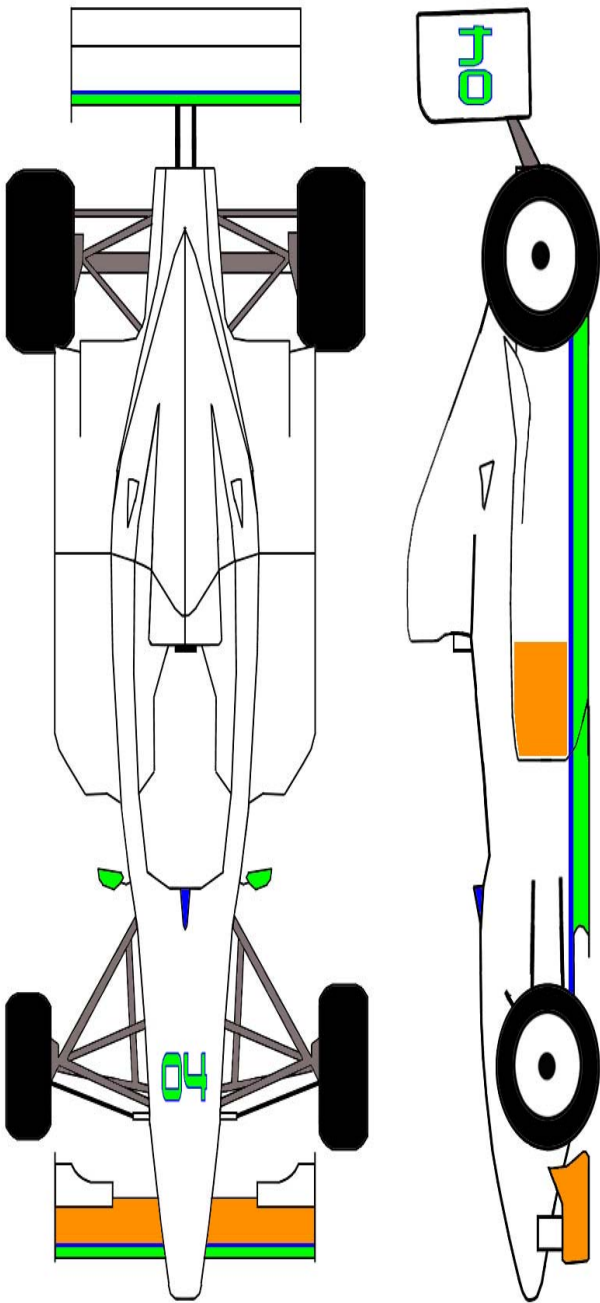
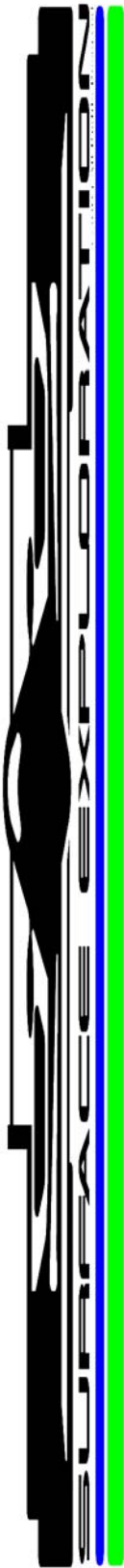


FIG. 6



SPONSOR OPTION 4:

You get the sponsorship places on the car, which are the yellow shaded areas in fig. 7.

You also get sponsorship places on the drivers uniform and helmet, which are the yellow shaded areas in fig. 8.

FIG. 7

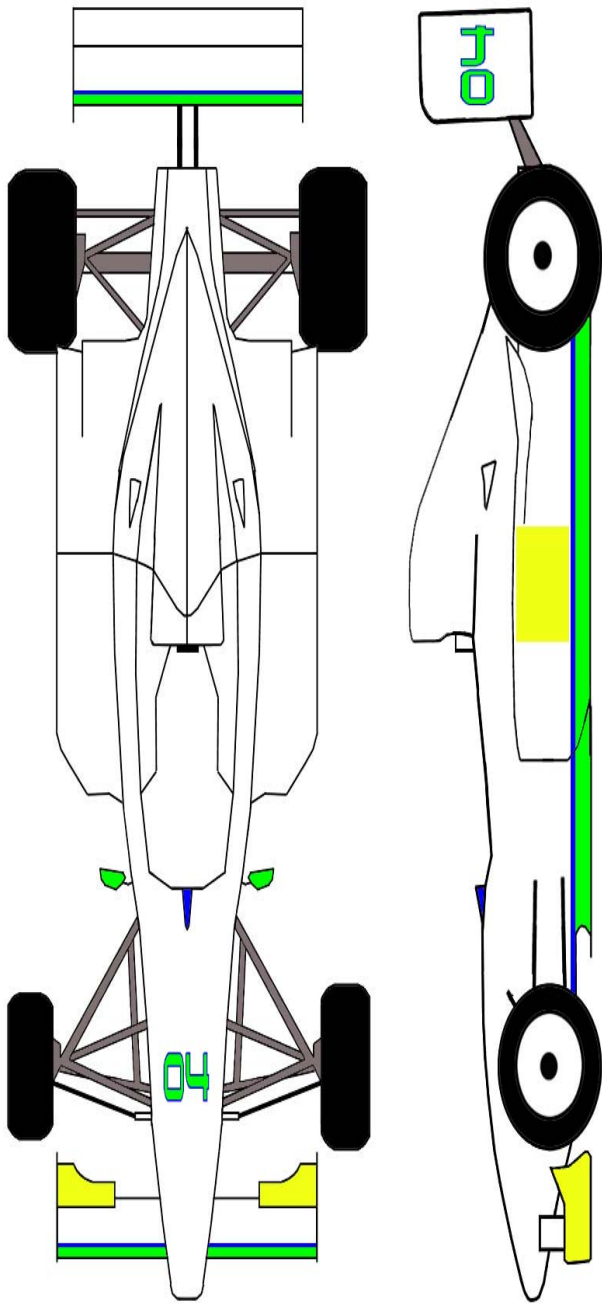


FIG. 8



SPONSOR OPTION 5:

This option is for those who want their name on the car, but have a small budget. You get a smaller sponsorship places on the car, like the gold shaded areas in fig. 9.

You also get a smaller sponsorship places on the drivers uniform, like the gold shaded areas in fig. 10.

FIG. 9

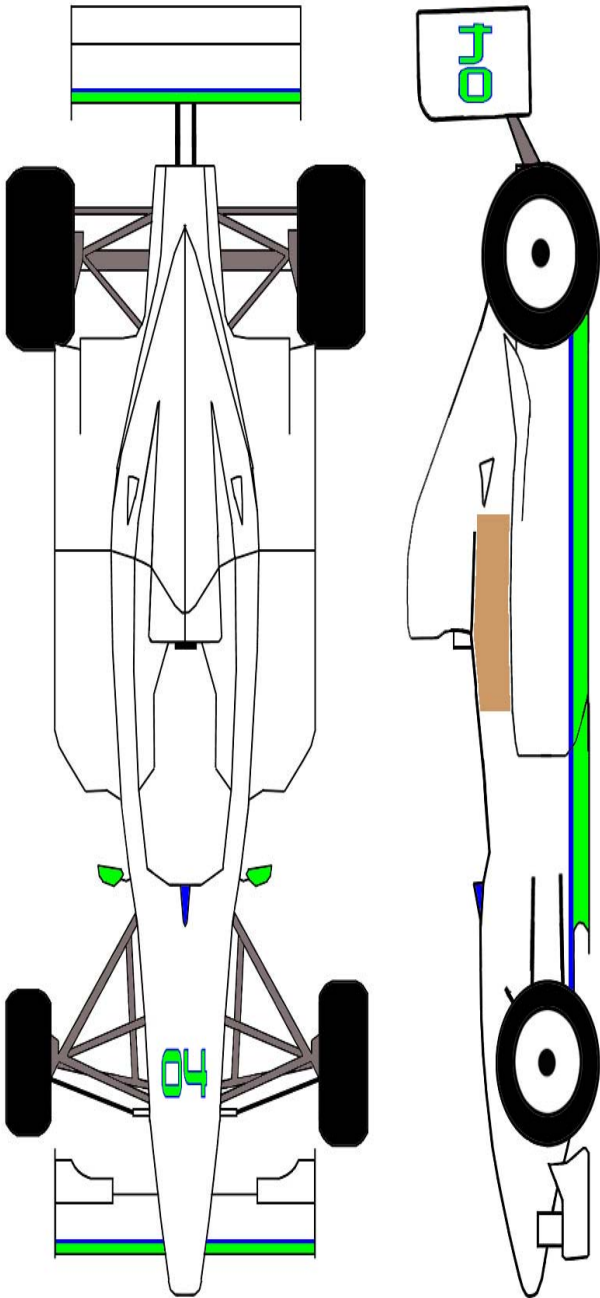


FIG. 10





APPENDICES

REFERENCES

Buzz Calkins – Bradley Motorsports
1080 Clayton St.
Denver, CO 80206
(303) 293-9192

Jim Christian – Jim Christian Racing
6801 Baseline Rd.
Boulder, CO 80303
(303) 499-5665

Mark Niedzielski – Epic Technologies
41 Obrien Rd.
Marlborough, MA 01752
(508) 251-1889

Larry Modak – Trench Shoring Services
6770 E. 56th Ave.
Commerce City, CO 80022
(303) 287-2264

SPONSORS

Quantum Logistics – 4 year relationship

