



## *Sponsor Presentation Package*



**MAG Motorsports, Inc., the 700-horse power, 200 mph marketing machine,  
welcomes you to the exciting world of Motorsports!**

www.magmotorsports.com  
mgallu@hotmail.com  
786-382-1125





## Help Fuel a Championship and the Race to Find a Cure for Cystic Fibrosis

Miami-based MAG Motorsports, Inc. was founded in 2001 by Michael Gallu, who has 20 years of automotive engineering experience, as well as experience in racing sports and open-wheel Formula race cars in the Skip Barber Racing Program. MAG Motorsports' driver Steve Lamb brings many years of experience and wins to the team, including a 4th place finish in points in the team's first Florida Pro Series competition in 2003.

Twenty-eight year-old Chris Fowler's addition to the team provides an opportunity for sponsors to become aligned with the Cystic Fibrosis (CF) Foundation. By sponsoring the team, your company will help Fowler fulfill his pledge to the CF Foundation to give back 10 percent of his winnings to use towards research to find a cure for CF. Additionally, Gallu has pledged to match that ten percent for a total team contribution of 20 percent. Fowler was diagnosed with CF at six-months old, but has not let that stop him from leading a normal, healthy life and pursuing a racing career. His racing record includes four top-five finishes in the 2002-03 Skip Barber Formula Dodge Southern Series.

In 2004, with the right sponsors, the team is ready to move up to the Florida Sunbelt Series and the NASCAR AutoZone Elite Division Southeast Series.

Of course, undertaking any new promotional program requires a thorough understanding of the benefits and advertising exposure you would expect to receive before making your investment decision in auto racing promotions. MAG Motorsports will work with you to develop a marketing package that matches your goals and budget, giving you the most "horsepower for the dollar." Aligning your company with the CF Foundation will provide yet another level of exposure, as well as support for "fueling" a winning team and ultimately, a cure for this disease. Thank you for your review of this proposal. If you have any questions about sponsorships, please contact Tracy Rummel at 713-294-9888 or [tracy@brandsoup.com](mailto:tracy@brandsoup.com)

MAG Motorsports looks forward to partnering with you in 2004 and beyond!





## Why Motorsports As an Advertising Medium?

### To Increase Corporate Visibility:

- Motorsports generates more than \$1 billion in annual corporate investment worldwide each year with “rolling billboards.”

### To Interact with Key Clients and Employees:

- Motorsports enhances business relationships and builds “spirit” among employees.

### To Achieve Unparalleled Exposure:

- Millions of consumers enjoy racing each year – with year-round exposure throughout the United States.

### To Target Preferred Customers:

- Race fans are diverse and loyal to the brands that sponsor cars and drivers, and the internet enables sponsors to engage consumers.

### To Create Merchandising and Sales Promotion Opportunities:

- Race events or special scheduled corporate events provide an opportunity to bring racing to your company/employees.





## Why NASCAR?

Auto racing promotions have a proven successful track record. Considering the worldwide appeal of auto racing, more fans follow auto racing than any other sport. Consider the following:

- It is typical in the United States for a major racing event to carry a single day attendance number that exceeds any other form of entertainment.
- In 1998, 17 of the top 20 attending sporting events were NASCAR racing events.
- The rise in popularity of NASCAR in general has increased awareness and attendance at regionally sanctioned events such as the Florida Pro Series and FASCAR events.

The question to ask is, “Does the audience match your target customer?” Contrary to popular belief, the racing audience is quite diverse and is truly nationwide, rather than regional and narrowly segmented as is commonly assumed.

Racing fans tend to be very loyal to sponsor’s products. Surveys reveal that a higher percentage of race fans buy sponsor’s goods and services than fans of any other sporting event. Virtually every business market sector is represented in a racing program. Often, competing companies find themselves competing on the track as well.

The conclusion should be that by making a one time per year investment in a racing team sponsorship, your company or organization will yield an advertising campaign that targets a large enthusiastic and loyal audience for an entire year...again more “horsepower for the buck” when compared to any other form of advertising campaign.





## About NASCAR Fans

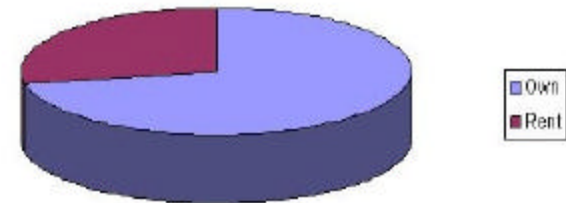
Women as well as men enjoy NASCAR events.

Fan Gender Totals



NASCAR fans own their homes within their communities throughout the U.S.

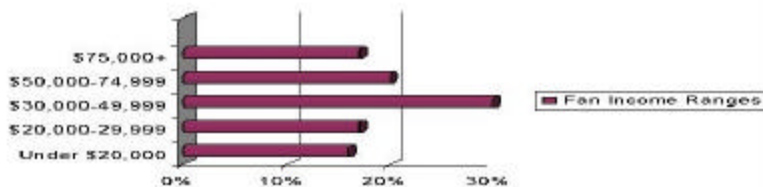
Fan Home Rent/Own Totals



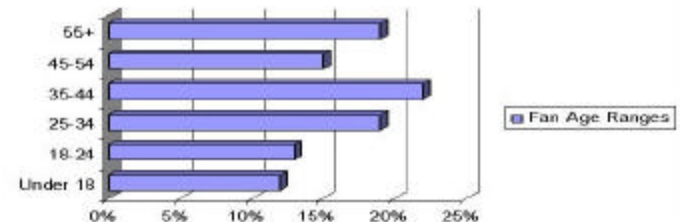
NASCAR fans have money to spend on the brands that are relevant to them. And they are loyal customers who appreciate relationships with sponsors whose products/brands play a key role in

NASCAR fans are Gen X, Gen Y, and not just Baby Boomers. However, Baby Boomers are an expanding consumer segment that offers potential for your brand(s) to grow as the segment grows.

Fan Income Ranges



Fan Age Ranges



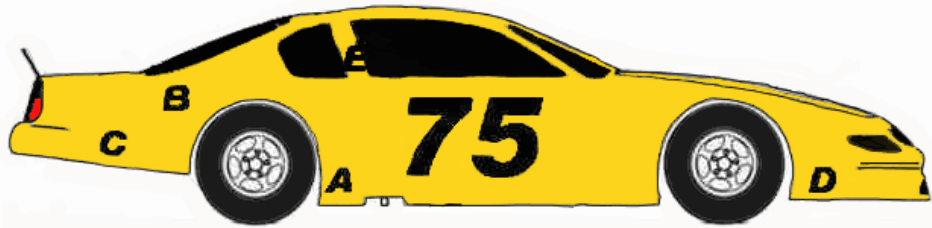


## NASCAR AutoZone Elite Division, Southeast Series 2004 Race Schedule

| <b>Date</b>        | <b>Track</b>                | <b>Location</b>  | <b>Laps</b> |
|--------------------|-----------------------------|------------------|-------------|
| April 17, 2004     | Music City Motorplex        | Nashville, TN    | 150         |
| April 24, 2004     | Hickory Motor Speedway      | Hickory, NC      | 150         |
| May 1, 2004        | Greenville-Pickens Speedway | Greenville, SC   | 150         |
| May 8, 2004        | Houston Motor Speedway      | Houston, TX      | 150         |
| June 11, 2004      | Nashville Superspeedway USA | Lebanon, TN      | 100         |
| June 18, 2004      | Kentucky Speedway           | Sparta, KY       | 100         |
| July 1, 2004       | Lanier National Speedway    | Braselton, GA    | 150         |
| July 7, 2004       | Caraway Speedway            | Asheboro, NC     | 150         |
| July 17, 2004      | Myrtle Beach Speedway       | Myrtle Beach, SC | 150         |
| August 14, 2004    | Greenville-Pickens Speedway | Greenville, SC   | 150         |
| September 18, 2004 | Kentucky Speedway           | Sparta, KY       | 100         |
| September 25, 2004 | Music City Motorplex        | Nashville, TN    | 150         |



## LOGO PLACEMENT ON CAR



- A) Lower Front Quarter Panel
- B) Upper Rear Quarter Panel
- C) Rear Lower Quarter Panel
- D) Lower Front Quarter Panel
- E) "B" Post
- F) Rear Deck
- G) Front Hood
- H) Rear Panel



## **SPONSORSHIP LEVELS AND BENEFITS**

### **NASCAR AutoZone Elite Division, Southeast Series**

#### **The Sponsorships**

Following is a summary of sponsorship options with investment and deliverables that expose your brands:

#### **Brand Exposure**

- Brand exposure on vehicle – you may choose multiple placements – bundling for investment savings.
- Brand mention by Driver during interviews, arranged announcements at track (Team and Season sponsors)
- Sponsorship brands in MAG Motorsports brochure distributed at race events if permitted, announcements, and on MAG Motorsports website.
- Personality of driver becomes a voice for your brand(s)!
- Co-operative Sponsorship is an appealing way for you to initiate business relationships and share the cost - and benefits!
- International link to the Latin American market and growing Hispanic consumer market.
- Priority access to car and drivers to reserve attendance at your business events (e.g., employee meetings).

#### **Full Team Sponsorship Investment Provides:**

- Your logo/brand name prominently applied to race car and drivers uniform
- Custom color scheme to enhance your logo
- Media coverage as provided for All Pro Series.
- Maximum visibility on MAG Motorsports, Inc. website <http://www.magmotorsports.com> and <http://www.fowlerracing.com>
- Distribution of your media materials at race events if permitted by venue.
- Employee event plans
- Entertainment options for your clients and guests
- Special access tickets to selected races during the season
- Driver and car appearances at your events (schedule permitting)
- Announcements, promotions by track announcer
- Pit area entry if permitted by venue



## SPONSORSHIP LEVELS AND BENEFITS NASCAR AutoZone Elite Division, Southeast Series

| Level:                    | Number of Sponsors:               | Investment:                               | Your Brand logo to Appear:                                 | Promotion:                           | Signage:                 | Tickets:    |
|---------------------------|-----------------------------------|---|--|--------------------------------------|--------------------------|-------------|
| <b>Title Sponsor:</b>     | 1<br>Both Cars                    | \$500K / both cars Full Season            | Hood/door, panel/rear, quarter panels/trailer, Driver Suit | Web, Press, at venue where permitted | At venue where permitted | 10 Per Race |
| <b>Primary Sponsor:</b>   | 2<br>1 Per Car                    | \$250K / Per Car Full Season              | Hood/door, panel/rear, quarter panels/trailer, Driver Suit | Web, Press, at venue where permitted | At venue where permitted | 10 Per Race |
| <b>Associate Sponsor:</b> | Maximum of 8 Per Car.             | \$62,500 Year or \$5K Per car / Per Race  | Side Panel, Rear Quarter Panel                             | Web, Press, at venue where permitted |                          | 5 Per Race  |
| <b>Per Race Sponsor:</b>  | 12 races 1 car<br>24 races 2 cars | \$25K Per year / 2 races or 1 race 2 cars | Side Panel, Rear Quarter Panel                             | Web, Press, at venue where permitted |                          | 5 Per Race  |





Steve Lamb has a long history of racing in the Florida Pro, Sunbelt Series and other various series in Florida and the surrounding area. The Miami native starting his racing career in the Stock Car Division, and graduated through the ranks to a distinguished career in the Sportsman Division with 12 Feature wins in one season.

Lamb is supported in his racing endeavors by his wife Rosey and his two daughters, Brittany, 14, and Samantha, 10.

### **1979**

- Began his career at Hialeah Speedway

### **1980 – 89**

- Progressed to the popular "Sportsman Series," quickly attaining a 33% winning record with 12 wins in 36 races.

### **1990**

- Moved up to the "Late Model" class with multiple first place feature wins at Hialeah Speedway.

### **1993**

- Moved to the USA Late Model Touring series and quickly made a name for himself and the team by capturing runner up "rookie of the year" and placing 7th overall in the series point championship.

### **1994**

- USA Late Model Touring Series became the "Hooters Late Model" Series. Raced to 4th place in the series point championship.

### **1995 – 2001**

- Remained involved in the local racing circuits.

### **2002**

- Joined MAG Motorsports and began competing in the Florida Pro series.

### **2003**

- Finished 4th in points during first Florida Pro Series competition.





**Chris Fowler:**

**Date of Birth – May 20, 1975**

<http://www.fowlerracing.com>

**2003:**

- Completed 2-day test with Gelles Racing in the Fran-Am 2000 car at Roebing Road in Savannah, Ga.
- Skip Barber Formula Dodge Southern Series
- Invited to compete in the prestigious Skip Barber Formula Dodge National Championship

**2002:**

- 2001 - 2002 Skip Barber Formula Dodge Southern Series
- Finished 9th in the championship out of 129 drivers
- Finished 6th in “Rookie of the Year” Standings
- 2 Podiums, 8 Top 5’s and 13 Top 10’s
- 2 – Day test in Barber Dodge Pro Series Car
- Shifter 125cc kart racing

**2001:**

- 2000 - 2001 NFKC Winter Series Champion: HPV Senior
- 2000 - 2001 Skip Barber Formula Dodge Southern Series
- Attended 3 Day Skip Barber School (Sebring).
- Completed 2 Lapping Days at the Skip Barber School (Sebring).
- Completed 1 practice day at the Skip Barber School (Sebring).
- Raced in last 2 races of the year in the Skip Barber Formula Dodge Southern Series
- HPV Karting: 6 victories, 8 poles, 10 podiums

