

Champion
Motorsports Marketing LLC

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2012 Brent Dillard Powerboat Superleague Champion Marketing Partnership



APBA
AMERICAN POWER BOAT ASSOCIATION

Dillard Financial Solutions, Inc.

➤ This is a great opportunity for your company to reach over 1,600,000 MILLION spectators in such a vast demographic range from all ages for ONLY \$250,000. The ROI on this opportunity for the investment is staggering on all industries and brands.

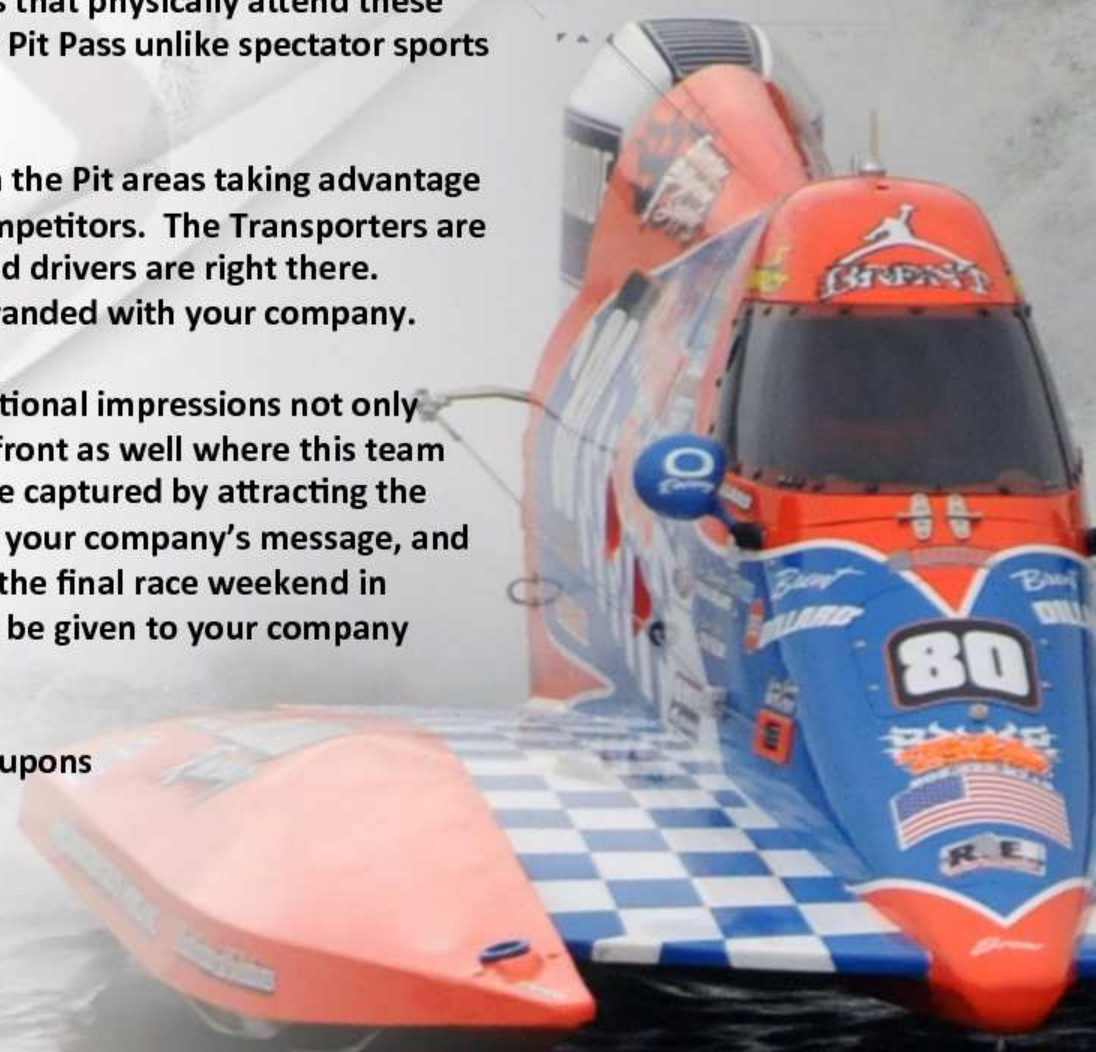
The impressions and media on this Championship team provide incredible coverage for your brand to these spectators. The impact of high speeds on the water along the waterfronts of these cities provide your brand an impact on more than on average 100,000 people per race weekend. There are tens of thousands of spectators that see these pit areas where your brand is established. The opportunity for Lead Generation exists and this is where you will capitalize on this program even further.

With more than 1,660,000 million fans that physically attend these races annually, their access is an open Pit Pass unlike spectator sports such as NASCAR & Indycar.

Nearly half of these fans walk through the Pit areas taking advantage of this amazing closeness with the competitors. The Transporters are set up in the pit area and the boats and drivers are right there. The Transporter and awning will be branded with your company.

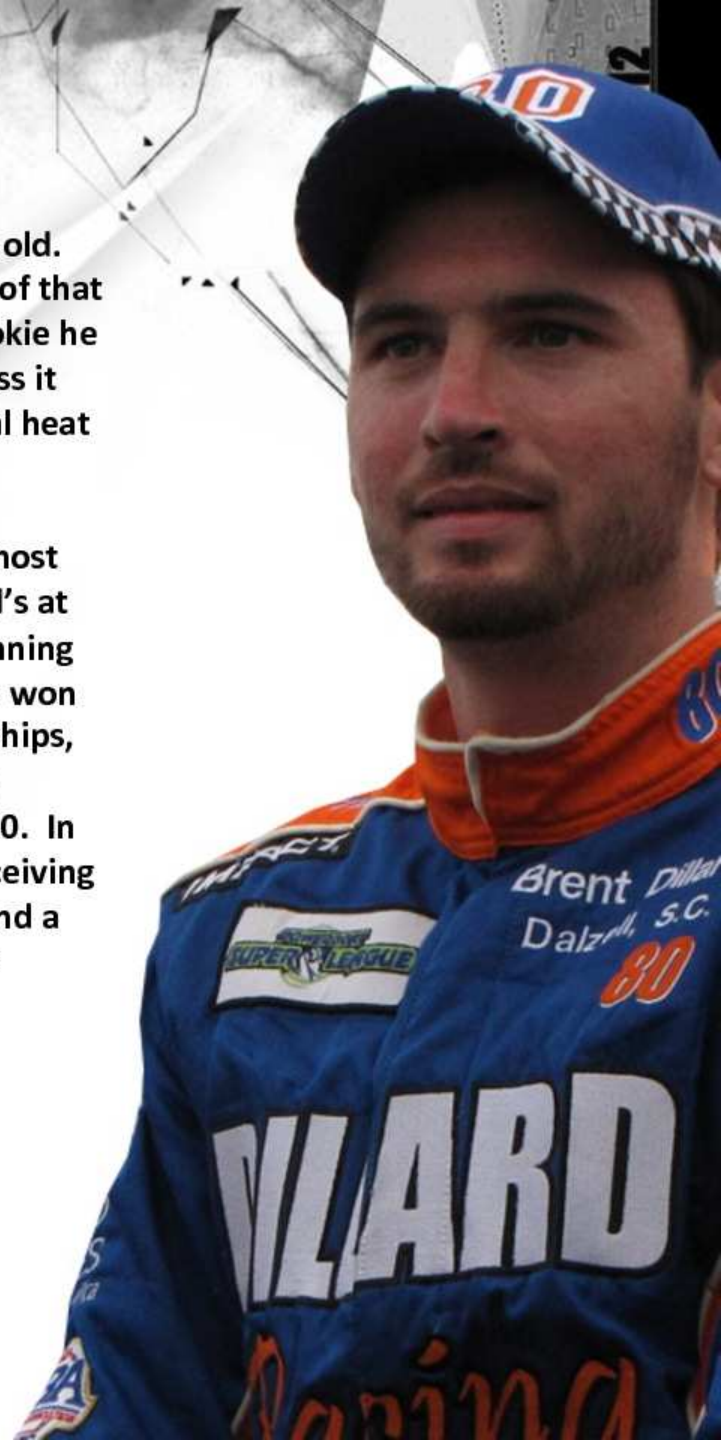
This will provide your brand with additional impressions not only found on the water, but on the waterfront as well where this team is set up. Lead Generation Data will be captured by attracting the fans with two Plasma screens running your company's message, and a contest to send two fans as VIP's to the final race weekend in Memphis, TN. This data collected will be given to your company as added ROI for your campaign.

There is an opportunity to pass out coupons and product sampling can take place.



Brent Dillard started racing in 1999 when he was twelve years old. He started in a 10' Hydro with a 15 HP motor. In late October of that year, Brent competed in his first race in Camden, NC. As a Rookie he started last in the heat of boats, and was told not to pass unless it was on the outside, he finished 4th and the next day in the final heat he won the race by six boat lengths.

Since then, Brent has won many Championships. One of the most memorable was in 2001 when Brent first raced stock outboard's at the age of fourteen. His next biggest accomplishment was winning the Hall of Champions in 2004 and for the past three years has won two U.S. National Championships, North American Championships, Divisional Championships, High Point Championships, and the Powerboat Superleague Series Champion in 2008, 2009, & 2010. In 2008 he was inducted into the Hall of Champions and even receiving an honorary "Brent Dillard Day" by the Mayor of Sumter, SC and a letter from the Governor of South Carolina recognizing Brent's accomplishments.



» **Media Exposure:**

Every city that Brent Dillard enters is packed with Media coverage. This is an excellent source of exposure for your brand. You will have coverage not only on his firesuit which will be custom embroidered with your company colors and branding, but he will be able to mention his sponsors, and even offer an explanation as to what Activation he may be doing in that city.

These races draw on average over 100,000 spectators which brings out the media searching for only the top drivers. Brent is 6' and a great looking marketable driver that is great on camera. Many of these major Affiliates request Brent year after year since he gives such a great interview and he is a Champion.

Often times Brent has multiple interviews aligned prior to him entering these cities with the major Affiliates of NBC, ABC, & CBS. The races are often fed LIVE through these Affiliates to their local viewing areas and provided overseas as well through taped delayed content.



Brent is often found where the crowds are. He especially enjoys being around the families and considers interacting with fans the most important task during his race weekend.

Crowds on average are typically more than 100,000 over the course of a race weekend. In Pittsburg there are on average more than 1,000,000 people over the weekend lining the waterways. Spectators watch in awe as these boats race often times inches apart, as they wait for the next thrill of that exciting pass, or that horrific crash.

It is estimated that Brent signs over 1,000 autographs after every race. Over the course of a race weekend, with multiple races, Brent will sign anywhere between 2,000 to 3,000 autographs



» This team travels approximately 14,000 miles annually. The Department of Transportation estimates that there are approximately 101.4 impressions per mile, providing you with approximately 1,419,600 million impressions annually traveling from the East Coast as far as the Central U.S. during the 2012 campaign.

Combined with your impressions in the Pit area, and on the water with over 1,660,000 million spectators that in the past have come to these events, that accounts for more than 3,079,600 unique impressions combined.

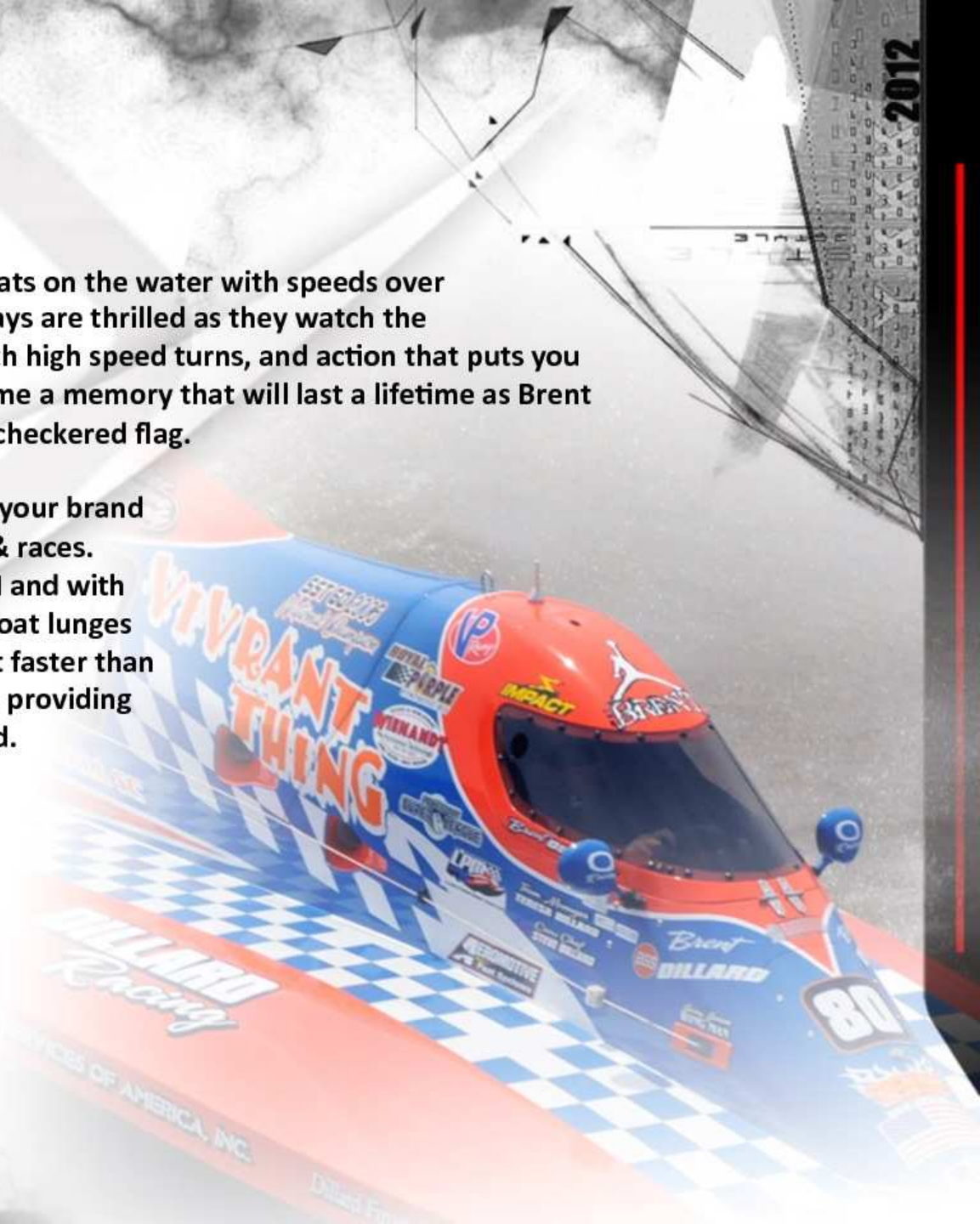
Now consider the local television coverage from these events in every local city on their Affiliate networks of CBS, NBC, & ABC, as well as broadcasted overseas on tape delay to many countries. That accounts for millions more exposed through these broadcasts and Social Media will provide further ROI for your brand.



» The Boat (Vivrant Thing) –

These are very fast, high agility boats on the water with speeds over 100 MPH. Fans along the waterways are thrilled as they watch the water rooster tailing in the air, with high speed turns, and action that puts you on the edge, your brand will become a memory that will last a lifetime as Brent Dillard pilots Vivrant Thing to the checkered flag.

Brent is typically out front, where your brand belongs, winning Championships & races. Vivrant Thing has up to 8,500 RPM and with a high torque configuration, this boat lunges out of the water. Brent comes out faster than his competitors nearly every start, providing him instantly with a lead to defend.



- *Hospitality areas and tickets available for VIPs, Business Partners, customers or hot prospects to enhance account relationships, accelerate sales cycles and create new opportunities*
- *Potential Mobile Food Center showcasing/retailing food products near Pit Areas*
- *Opportunity for your brand to be recognized in major DMA's on local ABC, CBS, & NBC Affiliates*
- *LIVE Radio Remotes may be purchased in addition to bring the crowds to the team area which can promote your brand and the activation you are running that race weekend*

- Opportunity to utilize Vivrant Thing for inclusion at exhibits, especially in and around the scheduled cities
- Naming rights can be considered to rebrand Vivrant Thing with the name of your company or brand of choice.
- Fans demonstrate a high sponsor loyalty and go out of their way to support companies that support these teams
- The motorsports fan is well aware that corporate sponsorship makes "the show" possible. Unlike other sports, sponsorship and corporate involvement are expected and embraced by the audience



2012 Powerboat Schedule –

- Mar 3 rd – 4 th	Orange Cup Regatta Lakeland, FL	20,000 per day
- Jun 16 th – 17 th	Thunder on the Fox Elgin, IL	25,000 per day
- Jun 23 rd – 24 th	Bay City Regatta Bay City, MI	50,000 per day
- Jun 30 th – Jul 1 st	North American Championship Pittsburgh, PA	500,000 per day
- Jul 14 th – 15 th	Marietta Regatta Marietta, OH	25,000 per day
- Jul 21 st – 22 nd	World Championship Trenton, MI	50,000 per day
- Aug 4 th – 5 th	Huntington Classic Huntington, WV	10,000 per day
- Aug 18 th – 19 th	Thunder Regatta Aurora, IN	25,000 per day
- Sep 1 st – 3 rd	U.S. National Championship Kankakee, IL	50,000 per day
- Oct TBA	CAN AM Championship Memphis, TN	50,000 per day

**APPROXIMATELY 1,660,000 MILLION
ANNUAL SPECTATORS**

Primary Sponsorship – \$250,000 (Pay Per QTR \$62,500)

- *Primary position on Vivrant Thing the boat for full season, team's Transporter, and on Driver's Firesuit & Team's uniforms*
- *Hospitality opportunities exist per race weekend*
- *Activation opportunities offered at each location*
- *Contest opportunities can be created for fans encouraging Lead Generation*
- *Vivrant Thing can be used in major cities to draw attention to your brand at locations prior to race day commitments or thereafter*



» Associate Sponsorship – Three Available - \$25,000

- *Associate position on Vivrant Thing the boat for full season, team's Transporter, and on Driver's Firesuit & Team's uniforms*
- *Hospitality & Activation opportunities exist per race weekend*
- *Contest opportunities can be created for fans encouraging Lead Generation*
- *Vivrant Thing can be used in major cities to draw attention to your brand at locations prior to race day commitments or thereafter*

Brent **DILLARD**

**POWERBOAT
SUPER LEAGUE
2008-2009-2010
FORMULA 3
Champion**