



2011



Camping World
Truck Series
Sponsorship Packet

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Help fuel the drive for the 2011 Season

Kevin Wiseman founded Wiseman Motorsports, based in Houston, TX, in late 2009. Kevin has 11 years of engineering experience, as well as extensive expertise and knowledge of oval track NASCAR racing. In 2010, Wiseman finished 18 of 19 races that he started in the 360 Motorsports Truck



Series, having only one DNF due to a broken wheel. Of the races started, Wiseman finished in the Top 10 in 12 consecutive races. Wiseman finished 7th in the overall season standings and runner-up in the Rookie of the Year standings.

As with any new and growing program, there needs to be a detailed understanding of the benefits and opportunities that you or your company should expect to receive before making a final investment decision to advertise with a NASCAR race team. Wiseman Motorsports will work with you to develop a marketing package that meets and exceeds your goals, budget, and advertising needs. We want to give you the most “horsepower for your dollar”. Aligning your company with Wiseman Motorsports in support of the 2011 Camping World Truck Series will provide you with a unique level of exposure. This form of advertising reaches virtually any target audience and a wide range of demographics in multiple markets across the country. Lastly, you will help in “fueling” a team that is looking to make major steps to becoming a series champion, which would put your organization in the Winners Circle. Wiseman Motorsports looks forward to collaborating with you in 2011 and beyond!



NASCAR Overview

- NASCAR is the #1 sport in brand loyalty. Fans are three times as likely as non-fans to try and purchase sponsors' products and services.
- NASCAR is the #1 spectator sport, with more of the top 20 highest attended events in the U.S. than any other sport. On average, more than 100,000 spectators attend NASCAR Sprint Cup Series events.
- NASCAR is the #2-rated regular-season sport on U.S. television.
- NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico.
- NASCAR has three national racing series, four regional racing series, a local racing series with over 50 participating tracks throughout North America, and two international racing series.
- NASCAR is broadcast in over 150 countries in 20 languages.
- More Fortune 500® companies rely on NASCAR to build their brands than any other sport.
- NASCAR Sprint Cup Series events typically add \$100-\$200 million to local and regional economies.
- Forbes magazine ranks the Daytona 500 as the world's #4 most valuable sporting event brand (and the #2 most valuable among annual sporting events).



Why NASCAR

Auto racing promotions have a proven track record of attracting target consumers to a company's product. Considering the appeal of auto racing, both nationally and worldwide, more fans follow auto racing than any other sport. Consider the following:

- NASCAR events typically carry a single day attendance number that exceeds any single sporting event.
- Since 1995, 17 of the top 20 attended sporting events were NASCAR racing events.
- The rise in popularity of NASCAR in general has increased awareness and attendance at regionally sanctioned Hometown Track 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 the most brand loyal to sponsors' products. Surveys reveal that a higher percentage of race fans buy sponsors' goods and services than that of any other sport. Virtually every business market sector is represented in a racing program. Often, competing companies find themselves competing not only in the market place, but on the track as well.

The conclusion should be that by gaining sponsorship in a NASCAR team, your company will yield an advertising campaign that targets a large enthusiastic and loyal audience with a unique platform to market your products and services... again more "horsepower for your buck" when compared to any other advertising campaign.



NASCAR CAMPING WORLD TRUCK SERIES

A RACING SERIES LIKE NO OTHER

A popular NASCAR national series since its debut in 1995, the high-profile NASCAR Camping World Truck Series features full-size, American-made trucks in tough, side-by-side racing. With 25 points events at 23 different tracks across the country, the NASCAR Camping World Truck Series is a favorite among fans who like powerful, fast trucks. The NASCAR Camping World Truck Series is all about tough, powerful and durable trucks. This exciting, aggressive, side-by-side racing brings thrills to our most passionate fans. The unique nature of racing trucks, the combination of veteran and up-and-coming drivers, and the down-to-earth feel of the series all create a property that avid NASCAR fans can call their own.

THE POWER OF THE NASCAR CAMPING WORLD TRUCK SERIES

- #1 rated motorsports series on SPEED
- #3 rated motorsports series on cable television (trailing only the NASCAR Sprint Cup Series and NASCAR Nationwide Series)
- SPEED is the home of live NASCAR Camping World Truck Series racing (broadcasting all 25 events in 2010)
- An average of 30,000+ attendees at each NASCAR Camping World Truck Series race, with multiple events attracting nearly 50,000 or more
- NASCAR Camping World Truck Series events are held in 19 different states across the country
- 10-month racing season is one of the longest of all U.S. major sports, creating sustained marketing opportunities throughout the year
- 15 NASCAR Camping World Truck Series races are scheduled as companion events with the NASCAR Sprint Cup Series in 2010

2010 ON-TRACK COMPETITION RESULTS

- 2010 NASCAR Camping World Truck Series Champion: Todd Bodine
- 11 different Keystone Light pole winners
- 9 different race winners
- 14 races with a margin of victory under 1 second
- 6 different leaders, on average, per race
- 35 drivers led at least one lap
- Average of 12 green flag passes for the lead all along the track (most since this data was first captured in 2005)



2010 TELEVISION VIEWERSHIP RESULTS

- #1 rated motorsports series on SPEED and #3 rated motorsports series on cable television
- The 2010 season was the most viewed season in SPEED history, with an average of more than 800,000 viewers tuned in per event
- Network rating on FOX of 1.3, while cable (SPEED) events averaged a 0.8 coverage rating in 2010

SPONSORSHIP AND LOYALTY

- NASCAR is #1 in fan brand loyalty – fans are 3 times as likely as non-fans to try and purchase NASCAR sponsors' products and services
- Nearly 4 out of 5 avid NASCAR fans agree that NASCAR Camping World Truck Series team sponsors are just as important as NASCAR Sprint Cup Series team sponsors
- Half of NASCAR fans say that during tough economic times, they will continue to support NASCAR sponsors more than other brands because of the commitment they show to the sport.

MEDIA COVERAGE

- **Television:** SPEED
- **Radio:** SIRIUS XM Radio and Motor Racing Network (MRN)
- **Internet:** NASCAR.COM, offering news and statistics, as well as live streaming video and other rich multimedia content
- **Licensed Publications:** "NASCAR Illustrated", "NASCAR Pole Position", "The Sporting News NASCAR Preview", and the "NASCAR Official Member Magazine"

FAN BASE DEMOGRAPHICS

- **Fan Base Size:** Half of all NASCAR fans are fans of the NASCAR Camping World Truck Series
- **Gender:** 63% male / 37% female
- **Age:** 46% of NASCAR Camping World Truck Series fans are 18-44
- **Income:** 38% of NASCAR Camping World Truck Series fans earn \$50,000+
- **Family:** 36% of NASCAR Camping World Truck Series fans have children under the age of 18
- **Geographic Distribution:** NASCAR Camping World Truck series fans live in regions that mirror the U.S. population



NASCAR Racing as an Advertising Medium

Increased Corporate Visibility

- NASCAR racing generates more than \$1.0 Billion in annual corporate investment within the United States alone with “rolling billboards”.

Interact with Key Clients and Employees

- NASCAR racing enhances business relationships and builds “spirit” among employees, key clients and targeted customer groups.

Achieve Unparalleled Exposure

- NASCAR racing exposes your company and your products to more “Brand Loyal” fans than any other sport.

Target Preferred Customers

- NASCAR fans are diverse and loyal to the brands that sponsor cars and drivers, and the races enable sponsors to interact directly with target consumers.

Create Merchandising and Sales Promotion Opportunities

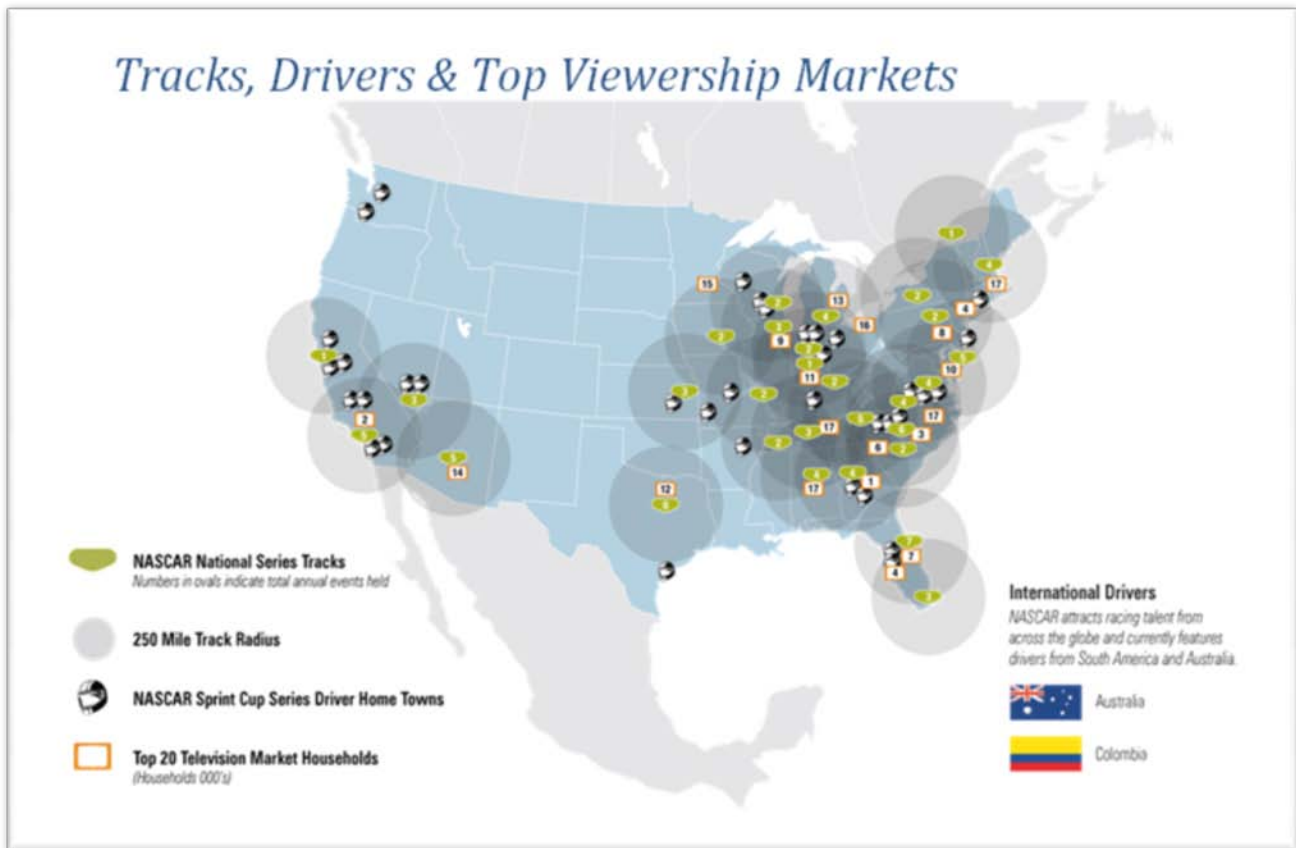
- NASCAR events and special scheduled corporate events provide a unique opportunity to bring racing to your customers and employees.



Media Partnerships

TELEVISION	PRINT	RADIO	MULTIMEDIA

Track Locations and Viewership Markets



Demographic Breakdown

GENDER DISTRIBUTION

- The NASCAR Camping World Truck Series fan base is more likely to be male.

Gender	NASCAR Camping World Truck Series Fans
Male	63%
Female	37%

AGE DISTRIBUTION

- NASCAR Camping World Truck Series fans are just as likely as the U.S. population to be 18-44 (100 index).

Age	U.S. Population	NASCAR Camping World Truck Series Fans	Index NCWTS Fans vs. U.S. Population
18-24	11%	11%	100
25-34	20%	16%	80
35-44	15%	19%	127
45-54	23%	28%	122
55-64	13%	13%	100
65+	18%	13%	72
18-44	46%	46%	100

INCOME DISTRIBUTION

- Nearly two out of five (38%) NASCAR Camping World Truck Series fans earn \$50,000+ per year.

Income	U.S. Population	NASCAR Camping World Truck Series Fans	Index NCWTS Fans vs. U.S. Population
Under \$30,000	31%	37%	119
\$30,000-\$50,000	22%	25%	114
\$50,000-\$70,000	15%	14%	93
\$70,000-\$100,000	14%	12%	86
\$100,000+	18%	12%	67
\$50,000+	47%	38%	81

PRESENCE OF CHILDREN

- The NASCAR Camping World Truck Series is a series for the whole family: 36% have children under the age of 18 (97 index vs. U.S. pop).

Children	U.S. Population	NASCAR Camping World Truck Series Fans	Index NCWTS Fans vs. U.S. Population
% of families with kids under 18	37%	36%	97

GEOGRAPHIC DISTRIBUTION

- NASCAR Camping World Truck Series fans live in regions that mirror the U.S. population.

Region	U.S. Population	NASCAR Camping World Truck Series Fans	Index NCWTS Fans vs. U.S. Population
Northeast	18%	16%	89
Midwest	21%	23%	110
South	39%	43%	110
West	22%	18%	82

Source: 2009 ESPN Sports Poll, a service of TNS. (18+) Note: Fandom is determined using a 4-point interest scale in which respondents indicate their interest level in the NASCAR Camping World Truck Series: "very interested", "somewhat interested", "a little bit interested", or "not at all interested". NASCAR Camping World Truck Series fans are those respondents who indicate they are "somewhat" or "very" interested in NASCAR (i.e. Top 2 Box) and "somewhat" or "very" interested in the NASCAR Camping World Truck Series.



2011 Sponsorship and Benefits

Camping World Truck Series

The Sponsorship

The following is a summary of the sponsorship options for the 2011 racing season.

Brand Exposure

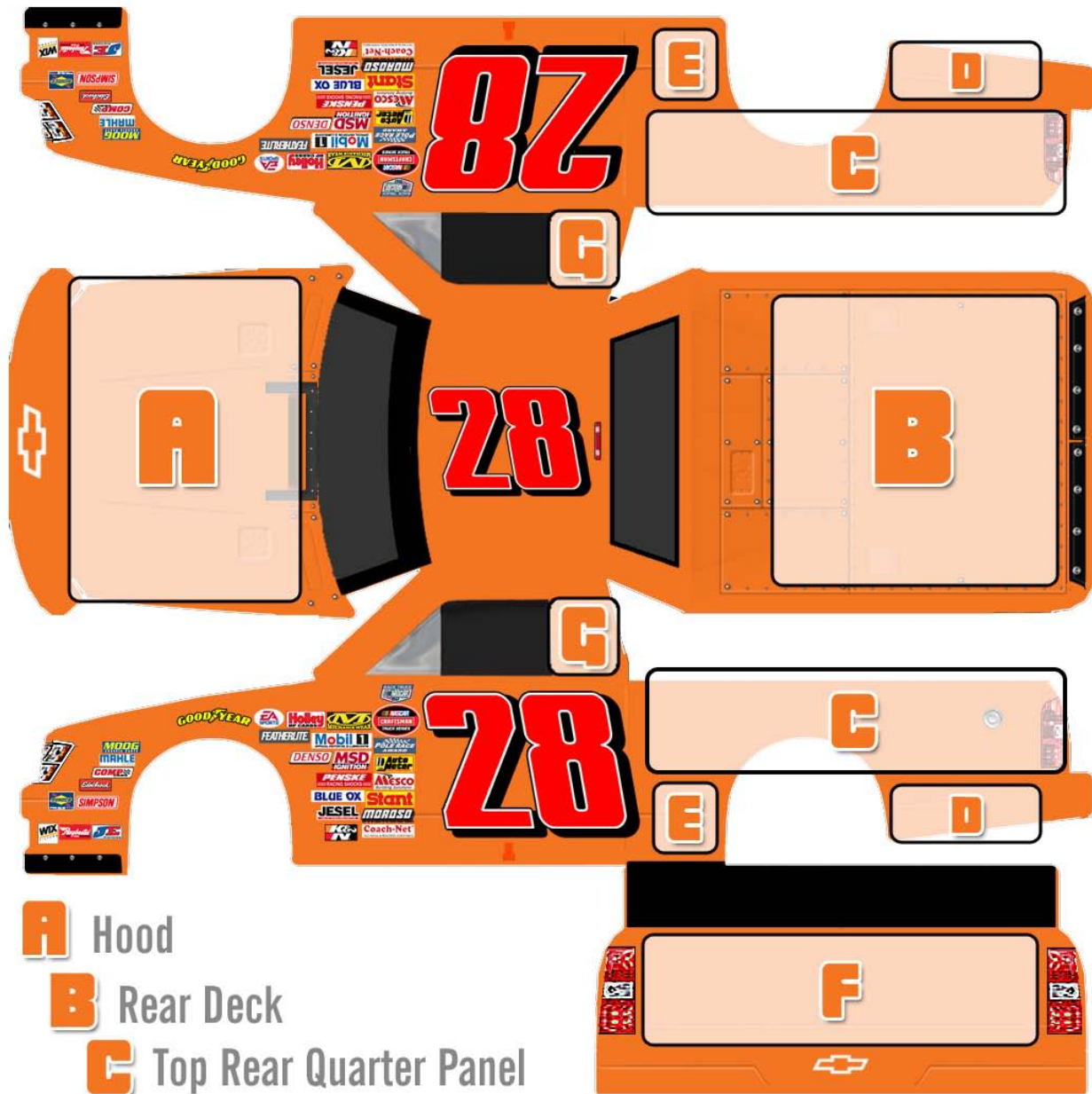
- Brand exposure on vehicle – you may choose multiple placements of logos, text and products.
- Brand mentioned by driver during interviews, arranged announcements at the track and during special events.
- Personality of the driver becomes a voice for your company and your products.
- Sponsorship brands on Wiseman Motorsports website, weekly newsletter and on driver “Hero Cards” given to fans with autographs.
- Priority access to car and driver for scheduled special events, employee meetings and or trade seminars/shows.

Full Sponsorship Benefits

- Your company logo prominently displayed on race car (via automotive wrap) and on driver’s uniform.
- Logo placement on driver’s uniform, fire suits and track uniforms.
- Maximum visibility on Wiseman Motorsports website.
- Custom color scheme to enhance your company’s logo and products.
- Media coverage as provided by race venues and news print.
- Distribution of your materials at each venue, as permitted.
- Drive and car appearances at your events (schedule permitting).
- Announcements and promotions by track announcer.
- Entertainment options for your employees, clients and guests.
- Special access tickets to all 2011 race events
- Pit passes to venues, as permitted.



Truck Sponsor Layout



- A** Hood
- B** Rear Deck
- C** Top Rear Quarter Panel
- D** Lower Rear Quarter Panel
- E** Lower Rear Panel
- F** Rear Panel
- G** Driver B Post



Contact Information



www.WisemanMotorsports.com

19223 Country Village Dr.

Spring, TX 77388

Phone: (832) 250-7386

E-mail: kevin@wisemanfire.com

