



2011 Late Model Stock Car Sponsorship Packet



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Help fuel the drive for the 2011 Championship Season

Wiseman Motorsports, based in Houston, TX, was founded in late 2009 by Kevin Wiseman. Kevin has 11 years of engineering experience, as well as extensive expertise and knowledge of oval track NASCAR racing. For the 2010 season, Driver Kevin Wiseman finished the season with 14 top tens in 17 races including 10 consecutive top 10 finishes and only 1 DNF during the season. Wiseman was 2nd in rookie of the year standings and finished 7th overall nationally.

For the 2011 season, the Wiseman Motorsports family is undertaking a new program by adding the Whelen All-American Late Model Series. The Whelen All-American Series competes nationally at small local NASCAR sanctioned speedways across the United States. Since the series is broken down by region, drivers within each region compete against each other by earning points during weekly races. Points are compiled and a National Champion is crowned in October of each year.

As with any new program, there needs to be a thorough understanding of the benefits and advertising exposure for Brush Country Camo & Quality Land Clearing would expect 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 matches your goals, budget, and advertising needs. It is our goal to give you the most “horsepower for your dollar”. Aligning your company with Wiseman Motorsports in support of the 2011 Whelen All-American Series will provide you with a unique and highly beneficial level of exposure. This publicity reaches target audiences with a wide range of demographics in multiple markets across Texas and in the Southern United States. Lastly, you will be “fueling” a winning team in search of motivation to take the right steps to put your organization in the Winners Circle. Wiseman Motorsports looks forward to partnering with you in 2011 and beyond!



NASCAR Whelen All-American Series

For more than 25 years, racing at short tracks throughout the country has provided the foundation for NASCAR. The tradition continues in 2011 as the NASCAR Whelen All-American Series will crown champions at the track, state, and national level.

The Whelen All-American Series is NASCAR's national championship program for short-track racing. Connecticut-based, Whelen Engineering, leading manufacturer of automotive, aviation, industrial and emergency vehicle lighting, is the series sponsor. More than 10,000 drivers compete at NASCAR-sanctioned short tracks throughout the U.S. and Canada.

- The track champions are determined by local points. A competitor does not have to be a track champion in order to win a state or national championship.
- State/province champions are those competitors who accumulate the most NASCAR points at any NASCAR-sanctioned track within a state or province. Points will not transfer between states or provinces, but a competitor may compete for more than one championship.
- The national champion is the competitor who accumulates the highest total of NASCAR points. Drivers are able to compete at any NASCAR-sanctioned facility in North America.
- The national champion earns a reserved spot in the NASCAR Toyota All-Star Showdown.

In addition, drivers will be competing to put their name on the handcrafted trophy commissioned by NASCAR to honor the national champion. The perpetual trophy, which was introduced in 2007, displays the names of all the previous national champions. Beginning in 2009, NASCAR recognizes the rookie of the year in each state and province, and the NASCAR Whelen All-American Series national rookie of the year

The NASCAR Whelen All-American Series national champion, along with U.S. state and Canadian province champions, track champions, and special award winners are honored at the season ending NASCAR Whelen All-American Series Awards Banquet at the Concord, NC Convention Center.

The local racing program was founded in 1982. Since its inception, the series has been a successful starting point for the careers of many top drivers. NASCAR stars Greg Biffle, Clint Bowyer, Jeff Burton, Kurt and Kyle Busch, Dale Earnhardt Jr., Carl Edwards, Denny Hamlin, Kevin Harvick, Bobby Labonte, Jamie McMurray, Elliott Sadler, and Brian Vickers all began their careers in this series.



Whelen All-American Series Late Model Stock

What is a Late Model Stock Car? Late Model Stock cars resemble their Sprint Cup and Nationwide Series brethren; however, are typically older models retrofitted to operate on short tracks less than one mile in length. Late Model Stock Cars run with a “Crate” motor, or sealed motor to prevent tampering, thus allowing for a equal playing field across a national series.

The Whelen All American Series is a NASCAR Sanctioned series that is broken down into states. Drivers within each state compete at sanctioned speedways for championship points. After 16 events, a champion is crowned. The National Champion is crowned at the annual NASCAR Championship Banquet held each year in December. For the 2011 season, Wiseman Motorsports plans to field a late model in all 17 events held at Houston Motorsports Park, the only NASCAR sanctioned short track in Texas. In addition, Wiseman Motorsports is planning to field a car at several national level events around the Southern United States. As of now, these events include the Snowball and Blizzard Rallies in Pensacola, FL, the Rattler 200 in Mobile, AL, the Ice Cold Shiners Bowl in Lanier, GA and the “Show Me the Money” event in Montgomery, AL with a \$25,000 prize to the winning team. The team will also continue to keep eyes and ears open for other exciting racing events, locally and nationwide.



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 events, such as the Whelen All-American Series.

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 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

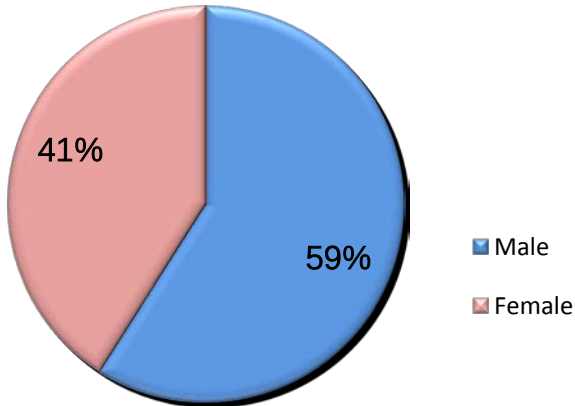
- NASCAR events and special scheduled corporate events provide a unique opportunity to bring racing to your customers and employees.



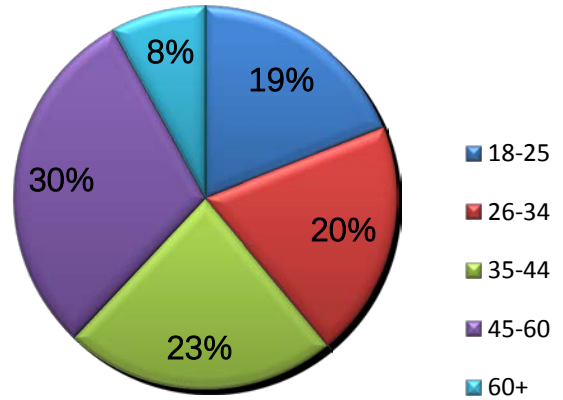
Demographic Breakdown

Houston Motorsports Park

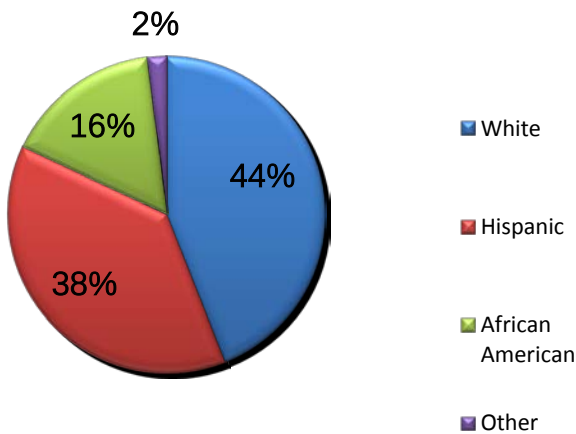
Gender



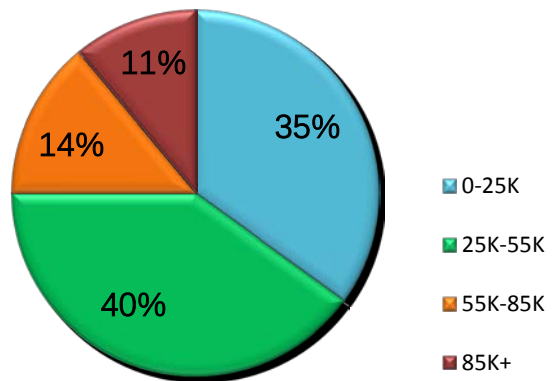
Age



Ethnicity



Avg. Annual Income



2010 attendance was 825,528

*Statistical Data provided by Houston Motor Sports Park



2011 Sponsorship and Benefits

Whelen All American Series

The Sponsorship

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

Brand Exposure

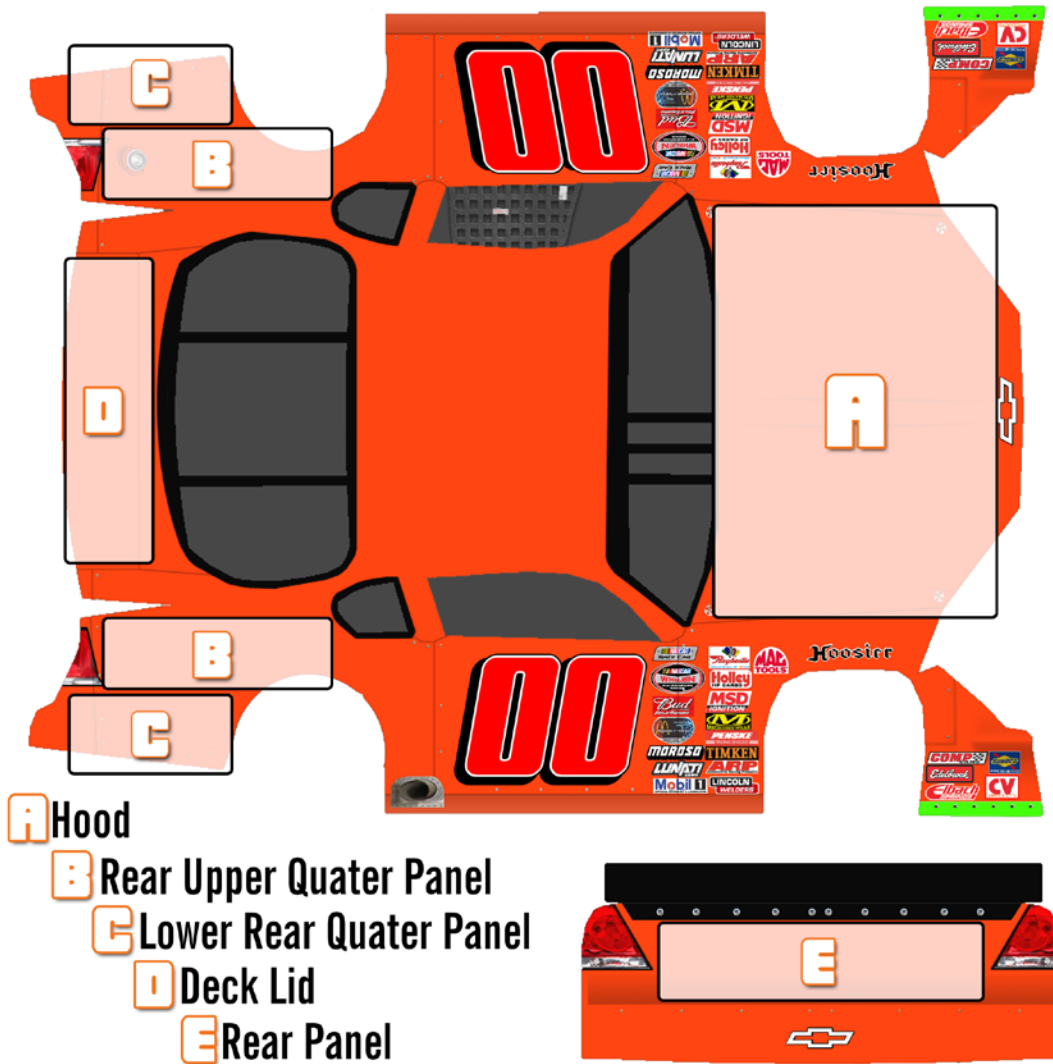
- Brand exposure on vehicle – you may choose multiple placements of logos, text and products.
- Brand mentioned by driver during interviews, arranged announcements at the track and during special events.
- Personality of the driver becomes a voice for your company and your products.
- Sponsorship brands 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.



Late Model Stock Car Sponsor Layout



Title/Full Sponsor

- Investment: \$75,000
- Sponsorship Placement: Entire Car, Trailer, Drivers Suit
- Promotion: Web, Hero Cards, Press, at venue where permitted
- Signage: At venue where permitted
- Tickets: 10 Pit Passes Per race



Contact Information



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