

BRUCE KINDBERG
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2011 ADVERTISING PROPOSAL

www.brucespeedmotorsports.com

Bruces Speed Shop
Bruce Kindberg
305 RT. 46
Rockaway Boro, NJ 07866
Phone 973-664-0192
Fax 973-664-0194

The Driver



Years Racing: 35

Car No. 10

Division: 305 Sprint Car

Town/Residence: Mine Hill, NJ

Age: 52

Birthday: April 10, 1958

Height: 6' 2"

Weight: 210

Marital Status: Married

Children/Ages: None

Career Wins/Championships: Over 100+ Wins

Car Owner: Bruce Kindberg

Chassis: Maxim

Engine: Bruces Speed Shop

Crew: Margaret, Ted, Big John

Favorite TV Show: "Big Love"

Favorite Movie: Talladega Nights

Hobbies and Interests: Racing

Occupation: Owner of Bruces Speed Shop

Favorite NASCAR Driver: Dale Earnhardt

Favorite Music Artist: Def Leopard

Favorite Sports Team: NY Yankees

Favorite Food:

2011 Race Schedule

Date	Track	Finish
April		
9	New Egypt	
23	New Egypt	
30	Bridgeport	
May		
7	New Egypt	
14	Bridgeport	
21	New Egypt	
28	Bridgeport	
June		
4	New Egypt	
18	New Egypt	
25	Bridgeport	
July		
2	Lincoln (Regional)	
9	New Egypt	
15	Accord (Co-Sanc)	
16	Bridgeport	
August		
6	New Egypt	
20	New Egypt	
27	Bridgeport	
September		
3	Nationals (Virginia)	
5	New Egypt	
10	Bridgeport	
17	New Egypt	
24	Accord (Regional)	
October		
1	Bridgeport	
9	Georgetown	
November		
20	Bridgeport	

PARTNERSHIP LEVELS

Primary Sponsorship

Naming rights or perceived ownership of the teams, complete race car, pre-runner, chase vehicle, personal truck, logos and ideas along with race suits, race clothing and crew uniforms. Work with sponsor and their advertising team to create the ideal look and feel for the product being displayed for each individual vehicle. Sponsorship announcements and updates throughout the race season. Appearances at sponsor requested events. Opportunity to involve sponsor's preferred www.brucesspeedmotorsports.com. Distribute sponsor provided product and paraphernalia at all events where possible and represent the product when in public displaying sponsor logos. Company has merchandising rights and endorsements.

Major Sponsor for contracted time usually 1 year contract or perceived race season.

1 or 2 cars directly on this team associates representing us at other tracks are available.

Advertising amounts are subject to involvement.

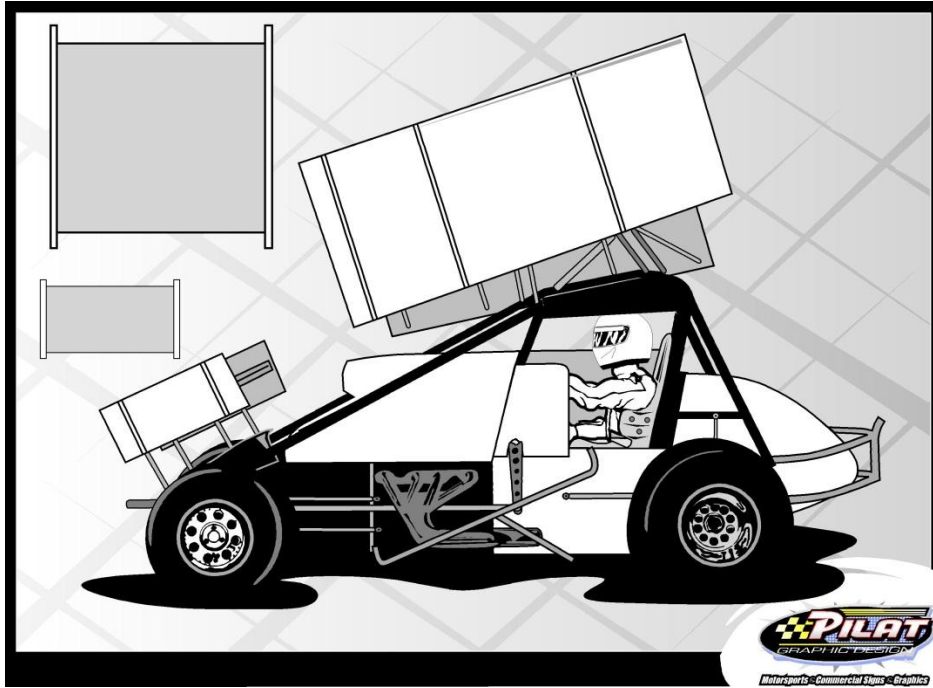
Why Sponsor a Racing Team?

Motorsports attracts a considerable amount of public attention and its popularity continues to increase. Auto racing in general, is the fastest growing spectator sport in North America. Marketing in the motorsports arena has been widely accepted by corporate America of late due to the increasing exposure that is being seen from the growth and popularity of racing.

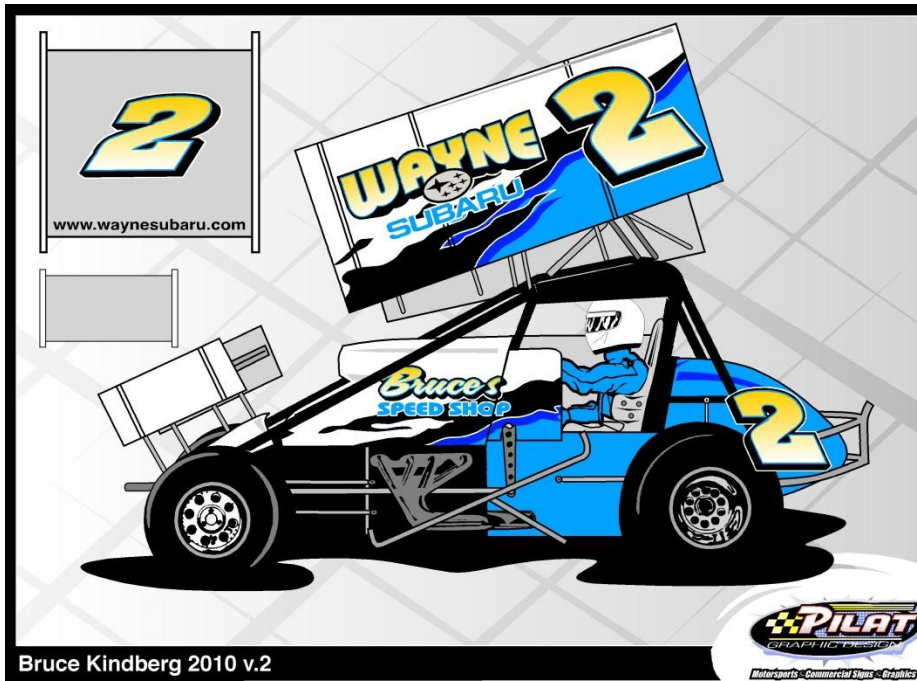
Joyce Julius, the founder and owner of a sports marketing research company, specializes in tracking the success of sports marketing programs. She stated in a USA Today article that over her fifteen years of research, "Dollar for dollar, auto racing is the best bargain in sports marketing." Her research also shows that racing sponsorships are the most economical means of reaching a specific market. Recent statistics show that motorsports fans are affluent, educated, upscale, and brand loyal consumers. Studies have also shown that three-fourths of all race fans consciously purchase the products and services of businesses involved in motorsports.

Available Advertising Space

Before



After



Demographics, Psychographics, Purchasing Power. The Kind Of Numbers Most Sports Would Kill For.

Racing gives its sponsors the focus of fan loyalty that other sports lavish on hometowns or schools. They cheer for your company, On TV, On the track. Baseball, football, hockey and other team sports do not permit the direct commercial association that is offered and nurtured in motorsport.

Unlike other sports, direct support and recognition of the sponsor and its products or services is an accepted way of life in motorsport.

Age and Gender

- Average age – 46.8
- Males – 87.1%
- Females – 12.9%
- Average years as a race fan – 27.5

Marital Status

- 66.1% married
- 25.5% single
- 8.5% widowed/divorced

Annual Household Income

- More than \$75,000 – 48.2%
- Between \$75,000 - \$100,000 – 23.8%
- More than \$150,000 – 9.7%
- More than \$250,000 – 2.3%

Occupation

- Science/Engineering – 15.3%
- Tradesman – 13.3%
- Retired – 13.1%
- Business owner/executive – 12.9%
- Manager – 8.6%
- Sales/Marketing – 8.6%
- Administration – 6.1%
- Medical – 5.5%
- Teacher – 5.1%

Education

- College or trade school – 88.9%
- Graduate Degree – 18.1%

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