

***BRUCE KINDBERG***  
***BRUCE KINDBERG***

***2011 ADVERTISING PROPOSAL***

[www.brucespeedmotorsports.com](http://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

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

## **PARTNERSHIP LEVELS**

### **Our levels of advertisers and sponsorship**

#### **Associate members \$100.00**

This entitles the associate to listing on the web as associate member you will receive weekly updates via email and you will be welcome as a premier member at races and will be treated with the utmost enthusiasm and you will be welcome at team meetings and at race shop and at the races in pit area.

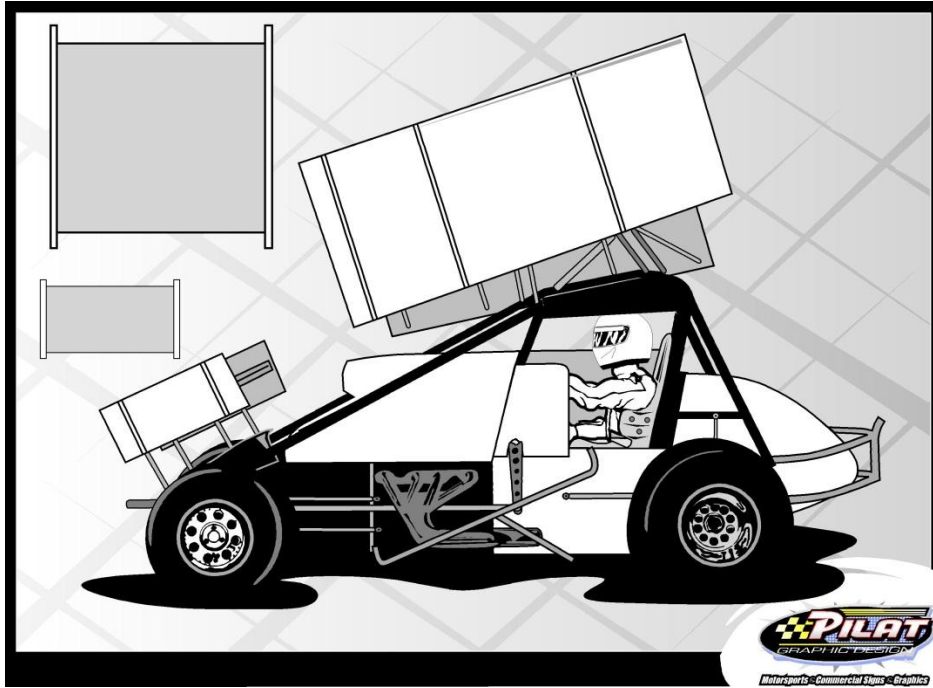
#### **Gold members \$1000.00**

This will entitle these members all benefits of associate membership and to free admission to our end of year banquet and a team Bruce's speed jacket.

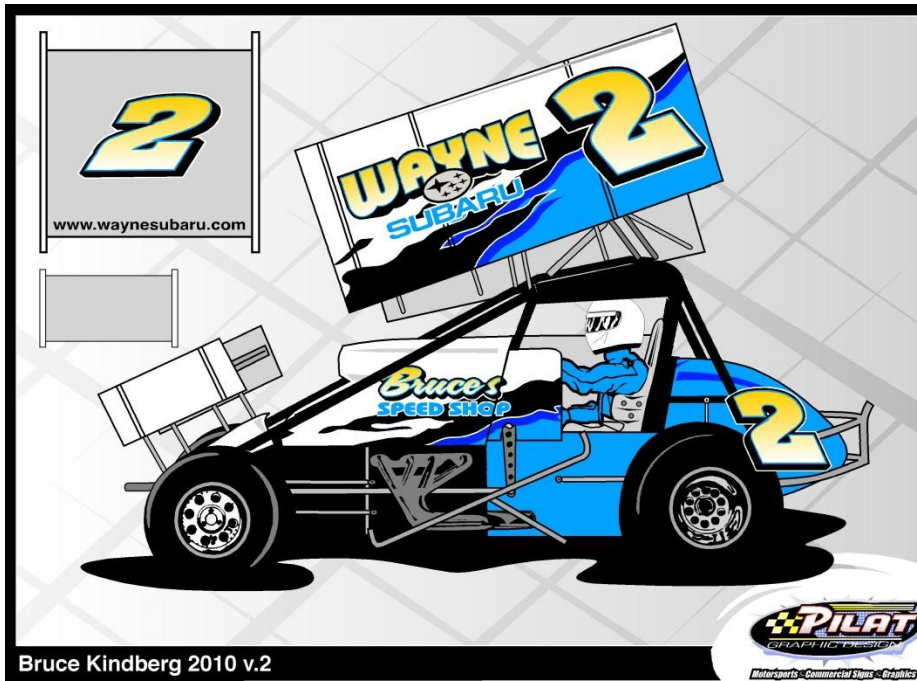
**Product sponsors** will be advertised on our web site and car with their stickers and or logos and all benefits of associate members.

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. En masse. 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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