



Monetary Sponsors

Monetary Sponsors are the primary funding source for our race team. This consists of a negotiated monetary investment based on a contractual obligation of promotional services from us. We develop a sponsor needs package WITH the sponsor so we clearly understand their ROI and can be successful in generating it. We incorporate all levels of investment and have a payment plan if needed. The initial installment of 60% is due when the contract is agreed upon and (2) performance based payments of 20% are due at the halfway and $\frac{3}{4}$ mark of the race season.

Some ROI possibilities:

- Design control over the racecar, logo placement in a specific area or logo incorporated on the racecar (determined by level of sponsorship)
- Design control over the driver uniform, pit crew uniforms or logo placement on uniforms (determined by level of sponsorship)
- 16 race events at Houston Motorsports Park, March - November
- Your information on our web site with a sponsor to your web site
- Your logo and information on the autograph cards used at all race events and outside promotional events with the team. Incorporate a discount coupon or special ad campaign on this card and utilize it for your internal needs as well

- Get involved on race days at the track, set up a display booth, hand out information or coupons, have employees there in your shirts to cheer for your car and promote your business
- Host your employees, vendors or partners at the race track – incorporate your vendors or partners in the design on the racecar for that event
- Unlimited general admission to every race event as needed, give them to your partners, sales reps can give them to your customers, give them to your employees
- Use your racecar and driver at any company events, charity events, trade shows, car shows, promote at partner events
- Email updates from us to you and any email addresses you supply, after every race event and before any promotional events as you may need
- Offer any charity you support additional donation by promoting them on the racecar with a special paint scheme, added tax benefit
- Ongoing relationship with us for any unexpected promotional needs that may come up in the year

ALL SPONSOR PACKAGES HAVE GREAT TAX BENEFITS AS WELL!

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