

REENMACHINE RACING

2004 SPONSORSHIP INFORMATION



WHO WE ARE AND WHAT WE'RE DOING

Peter Waydo of **reenmachine racing** is looking to acquire sponsorship to fund his 2004 Racing Season, not only as a means to raise funds, but as a joint marketing activity with his sponsors. Peter has been racing in the PRO7 class of the Cal Club region of the SCCA since obtaining his competition license in October 2002. The aim of the PRO7 class is to provide an affordable, highly competitive racing series by allowing limited modifications in order to ensure close competition.

Peter and his wife and Crew Chief, Christa Hastie, one of the final 6 castaways on last fall's #1 TV show **Survivor: Pearl Islands**, intend to attend 1-2 regional races per month as well as local and regional practice events and other social events to help network information between experienced and new racers. We anticipate having a prominent and influential position in the SCCA Club Racing and PRO7 racing communities during the upcoming season.

For 2004 we are hoping to secure a range of sponsors who will offer:

- Financial support for race entry fees
- Product or financial support for consumables, wear-and-tear and regular maintenance items
- Other lifestyle products or services
- Product discounts

SPONSORSHIP OPPORTUNITIES AND BENEFITS

We intend to provide our sponsors with maximum value in return for sponsorship dollars. We will help build recognition and identity for the sponsor's business in this segment of the racing and automotive enthusiast market that is far too important to ignore.

Based on the level of support, **reenmachine racing** will provide YOUR Company with some combination of the following:

- Celebrity **Survivor** Christa Hastie will be in attendance at ALL races to sign autographs at the **reenmachine racing** booth. In March 2004, Christa will be featured in an article in SportsCar Magazine which will be available for signing at our booth in the months following. The booth will have YOUR company's logo prominently displayed, with your company's promotional materials on the table to be handed out by Christa herself
- Logo placement on race car
- Logo placement and a link from our Web site, www.reenmachine.com, to yours
- Logo placement on any flyers and promotional material
- Logo placement on racing suit and helmet
- Casual wear brand exposure by both Peter and Christa (i.e, wearing sponsor t-shirts before and after events)
- Exposure to a wide audience of racers and race attendees - we will be participating in races, practice and social events, and car shows throughout the season

KEY STATISTICS AND OTHER RELEVANT INFORMATION

- ✔ www.reenmachine.com, the official website of **reenmachine racing**, is the #1 ranked racing website listed in all top search engines for PRO7 racing. The website has gathered an extensive mailing list of racers and fans. The website receives an average of 1,000 unique visitors per month
- ✔ SCCA (Sports Car Club of America) is the largest, most diverse automotive sanctioning authority in the U.S.
- ✔ 70,000+ members throughout the country and Canada are a valuable market
- ✔ The average SCCA member's household income is \$67,742
- ✔ Over half of the SCCA members hold professional and/or managerial occupations and 60% hold college degrees
- ✔ The median age for an SCCA member is 36.5 years with 64% falling between the ages of 24 and 44
- ✔ The average SCCA member spends \$4,992 every year on parts, maintenance and aftermarket accessories for their automobiles...representing a total market of well over \$100 million annually
- ✔ There are approximately 500 licensed Competition Drivers in the Southern Pacific Division
- ✔ In the Southern Pacific Division, six National races and 35 Regional races are held on tracks such as California Speedway, Willow Springs International Raceway, Buttonwillow Raceway Park, Firebird International Raceway, Phoenix International Raceway, Hawaii Raceway Park, and Spring Mountain Motorsports Park
- ✔ About 1300 members in the Southern Pacific Division currently hold crew licenses and generally attend races to support their favorite drivers and teams
- ✔ In the Southern Pacific Division, 48 drivers raced in the PRO-7 class in the 2003 season

The following is demographic information for *Grassroots Motorsports* Magazine – a representation of the typical racers and attendees at an SCCA racing event:

- ✔ **46%** of *Grassroots Motorsports* readers are **SCCA members**
- ✔ Age, Occupation & Education: Over 69% of *Grassroots Motorsports* readers are aged 25 – 49; 0% are under 18; Over 82% are in managerial, sales, technical or professional positions; Over 95% have attended college; 40% have gone on to post-graduate studies
- ✔ Income: Over 88% have an annual income over \$50,000, and 56% have an annual income over \$75,000; 31% have an annual income over \$100,000
- ✔ Automobiles: 81% of readers own three or more automobiles. Over 80% of readers are considering purchasing a new automobile in the next year; over 95% do some or all of the maintenance & repairs on their cars
- ✔ 90% say they are considering purchasing or have purchased springs and/or anti-roll bars in the past year; shock absorbers 61%, suspension bushings 45%, exhaust components 52%, ignition systems 41%, induction components 35%, tools 55%, wheels 53%, driving schools 33%, driving suit and/or misc. safety equipment 80% and driver's seats 29%; 44% bought or considered an automobile purchase; 28% purchased or considered purchasing engine components; and 18% looked at or bought radar detectors; 67% have bought or are planning on purchasing lubricants and additives
- ✔ An overwhelming 99% of *Grassroots Motorsports* readers buy one or more sets of tires every year — which is not so surprising when you consider that 69% travel more than 500 miles a year to auto events

REFERENCES

Statistics & Information References:

<http://www.scca-sopac.org/>

<http://www.scca.org/>

<http://www.calclub.com/>

<http://www.grmotorsports.com/>

Red Lion Press, SCCA Demographics Survey

Peter Waydo Information:

<http://www.reenmachine.com/>

<http://zipcodemars.jpl.nasa.gov/bio-contribution.cfm?bid=123&cid=119&pid=119>

<http://www.nasatech.com/Briefs/Feb03/NPO30366.html>

Christa Hastie & Survivor Information:

<http://www.cbs.com/primetime/survivor7/survivors/bio/christa.shtml>

<http://www.christahastie.com>

CONTACT INFORMATION

Please contact us at your earliest convenience to discuss sponsorship opportunities with **reenmachine racing**! Thank you for your time!

- Peter and Christa, **reenmachine racing**

Peter Waydo

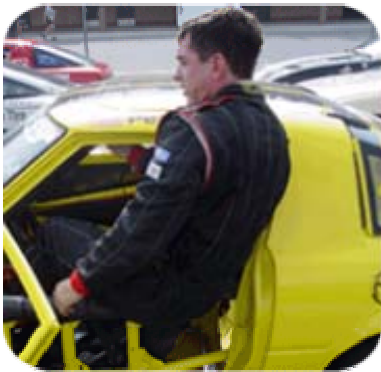
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