



IMCA Stock Car Racing Sponsorship Proposal

Welcome to **JP Motorsports #28** IMCA Stock Car team. For the 2005 season, we will be competing in the International Motor Contest Association (IMCA) sanctioned events in the Stock car division. For wheel to wheel racing, IMCA provides the most cost effective manor in which to race today. With the rules that IMCA have in place, costs are kept down while competition is kept high. We expect to be much more competitive our second year as soon as we hit the track in March of 2005.

Sponsorship is a critical element in order to remain competitive in current auto racing. Expected expenses to maintain that racing edge, include regular and routine maintenance of the racecar, racing tires, entry fees, traveling expenses and many other expenses.

Our racing objective for 2005 is to pick up where the 2004 season ended. It took most of our rookie season to reach the consistency level we were expecting, but all in all our first year was a relative success. In the final 7 races of the year we had 3 heat wins with 2 top ten finishes with 1 top 5 finish and just missed out on a feature win. With the assistance from some key sponsors, we can expect to see much more success in 2005.

IMCA History

The International Motor Contest Association (IMCA), organized in 1915, is the oldest active automobile racing sanctioning body in the United States. J. Alex Sloan, a native of Pittsburgh, Pa., was instrumental in establishing IMCA and ran more races than all other promoters in the United States combined, all under IMCA sanction. After Sloan's death in 1937, his son John continued the IMCA tradition. Under his leadership, IMCA continued to grow and held its first Late Model race on November 9, 1947 in Lubbock, TX. In the late 1970's Keith Knaack introduced the IMCA Modified division. Few knew then that Keith's vision and innovation would result in the largest class of racecars in the country.

In 1990, Kathy Root was named president of IMCA and in 1996 purchased IMCA from the Knaack family. Using the vision and innovation of Keith Knaack, IMCA is based on enforcing fair and consistent rules that promote affordability as the foundation of racing in America. Through the promotion of the "grass roots" weekly racer, IMCA has continued to see remarkable growth throughout the last decade.

Driver Introduction

The driver for the **JP Motorsports #28** team will be James Proctor. This will be his second year in a professional form of motorsports. However, for the past few years he has been attending road course racing schools and has been doing some instructing for road course drivers' education classes. After being a long time fan of racing, he decided it was time to start professional racing in the IMCA Stock Car class and began working towards building a race team for the 2004 season. As a young boy he raced moto-cross across Northeast Texas and this early competition as always fueled his desire to race autos since that time.

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.

The Cost of Sponsorship

We have several opportunities for your participation. Please take a look and choose a plan that works best for you or your organization. See illustration of location on the car below.

At the \$100 sponsorship level, you will receive:

- Your company name/logo on our racecar in a standard size.
- Your company name/logo on our racing website - *JPMotorsports.biz* in a standard size.

At the \$250 sponsorship level, you will receive:

- Your company name/logo on our racecar in a **medium** size.
- Your company name/logo on our racing website - *JPMotorsports.biz* in a **medium** size.
- **A photo of the racecar for your own promotional use.**

At the \$500 sponsorship level, you will receive:

- Your company name/logo on our racecar in a **large** size.
- Your company name/logo on our racing website- *JPMotorsports.biz* in a **large** size.
- A photo of the racecar for your own promotional use.

At the \$1,000 or more sponsorship level, you will receive:

- Your company name/logo on our racecar in a **large size and in a prime position on the racecar.**
- Your company name/logo on our racing website - *JPMotorsports.biz* in a large size.
- A photo of the racecar for your own promotional use.
- **Any Publicity opportunities such as car shows, etc.**

The left side of the racecar.



The right side of the racecar.



For more information how you can participate contact:

James Proctor

www.JPMotorsports.biz

james@jpmotorsports.biz

6815 Pine Mill Road

Paris, Texas 75462

903-737-4733

903-517-6312

