



bearracing

Walt Sipp



www.waltsipp.com

Sponsorship Opportunities for Walt Sipp Buell 1125R Race Bike #221

We are currently seeking a title sponsor for our team. Title sponsorship can generate efficient media and consumer exposure in the motorcycle and other markets.

Title Sponsor Benefits:

1. ★AMA Pro Racing is a national race series with a historically strong fan base. As well as targeted TV, print and electronic media coverage. Our team has generated more than 1-million impressions the past two seasons.
2. ★As a title sponsor, your name and logo will be featured on the race bike, crew shirts and riders racing leather suit, Along with space on the trailer. Your company name/logo would be on a rolling billboard traveling all across the country to each race event and mentioned during all interviews.
3. ★Team sponsorship provides name and brand visibility on all team apparel and equipment as well as marketing materials and personal appearances, autograph sessions. We would even be willing to appear in TV commercials for your company! (Posters, banners, flyers, decals, etc.).
4. ★Team sponsorship enables distribution of your marketing and promotional products (brochures, flyers, products, etc.) during AMA race weekend events and other racing events the team enters. You may also join us at the track for a race weekend experience; take in all the sights and sounds of AMA Pro Racing.
5. ★You will receive regular national editorial coverage in targeted motorcycle media. The series is promoted by AMA Pro Racing (Daytona Motorsports Group, owned by NASCAR) and is covered regularly in motorcycle publications such as Road racing World and Cycle News as well as Cycle World and Motorcyclist Magazines. Speed TV will broadcast races and highlights each race weekend on TV.
6. ★We can connect you with our other team sponsors for potential added value marketing partnerships. Buell Motorcycle Company, Bison Racing, Erik Buell Racing, Textport USA, Royal Purple Motor Oil, EBC Brakes, ProCharger, Vortex Sprockets, Fulmer Helmets, Dunlop Tires, Woodcraft and Sidi Boots are current products and sponsors the team uses.

Every one of our sponsors has contributed to our success on the track. Some sponsorship is tax deductible! Here's your chance to support the sport and get visibility/ advertisement for your company name and logo! No support too large or too small.

Cost per race for motorcycle to get on track:

Tires: Dunlop spec racing tire \$400.00 per set (Front and Rear) 3 sets of tires are basically needed during race weekend. 1 set practice/ race set up, 1 set for qualifying, and 1 set for the race. \$400.00 X 3sets of tires for race weekend = **\$1,200.00**

Entry Fee for Rider and Motorcycle: to enter the race at each race event. **\$250.00**

Sunoco 260 GTX race fuel:For the weekend (\$8.50 a gallon) 5 gallons each fill up for the race bike. Weekend consists of about 3 to 4 fill ups. **\$170.00**

AMA requires each person that will be on the “Hot Pit” side of the track and in the garage area to have a credential. Each person must have a yearly membership to AMA. The cost of a membership is \$100.00. The cost of each race credential is \$75.00 for a total of \$175.00 for the initial race event then \$75.00 for 1 crew man at each event-race. Or \$700 for the entire season for 1 crew man. The basic team crew consists of 8 people and is listed by:

1. Crew Chief: / Mechanic/ Lap Times/ Fuel Mileage/ List duties to crew
2. Front Wheel: / Mechanic
3. Rear Wheel: / Mechanic/ Pit box set up
4. Gas Man: / Pit box set up
5. Fire Person:
6. Pit Sign:
7. Umbrella (Girl):
8. Team Rider/Racer

First race event of the season for crew credentials:\$175.00 x 8 crew = **\$1,400.00**

9 races remaining in full race season \$75.00 x 5 crew = **\$375.00****

* Note not all race events will require 8 crew at each race. This may be decided by the team rider and crew chief. A min crew would be about 5 with rider/crew at most race events.

** not added in total season, race to race basis only if a member of AMA. Other wise the cost would be \$175.00 for a new crew member credential at race event.

Rider to Crew communication is vital during the race. If the team does not have there own radio communication system. They may rent one from private companies that show up at race events. The basic cost of helmet radio/ communication, rider to crew during race weekend.

Radio weekend Rental: **\$500.00**

Oil, Lube, Shop Towels, Cleaners and race weekend items **\$200.00**

Race Weekend Total Cost: **\$3,720.00**

AMA Road Racing Series consist of a 10 race season Full season cost: **\$37,200.00**

5 Races of the 10 race season: **\$18,600.00**

Prices listed on this page are firm as this is what the team must purchase during each race weekend to compete at the track.

Cost for Crew during race weekend:

It's important that our crew get well taken care of. Without people none of this can operate that way it should. Being fed and well rested is just as important as the mechanics of the race bike on track. We estimated the following costs of food and hotel stay per person during each race weekend. Any thing above that would be provided on their own terms.

Food allowance: \$50.00 per person per day X 4 days at the track \$200.00 for 7 crew men and 1 rider of the team = \$ 200.00 x 8= **\$1,600.00**

Hotel Cost: 1 Night \$200.00 X 3 Nights for race weekend for 7 crew personal and 1 rider \$200.00 X 8= **\$4,800.00**

Travel Fuel: to get from Home/Race shop to Race Event and back home. This cost may vary due to gas prices and distance to each event. We estimate a cost of: **\$5,000.00**

Team Emergency/ Unexpected Events and Happenings: **\$ 500.00**
\$11,900.00

AMA Road Racing Series 10 race full season \$11,900 **\$119,000.00**
5 races of the season **\$59,500.00**

10 race season for motorcycle to be on track **\$37,200.00**
10 race season for crew to be at each race event with needs **\$119,000.00**
To compete in 10 race season with full crew and needs for race weekend **\$156,200.00**

5 Races of the 10 race season: **\$78,100.00**

Prices listed on this page are negotiable on race to race basis and crew members needed.

Rider: Walt Sipp and Crew before race during AMA weekend in Topeka Kansas. 2009



New Race Bike Prices and gear for rider and crew

New Buell 1125R race ready Daytona Sport bike from Erik Buell Racing	\$16,900.00
New Buell 1125RR race ready American Superbike from Erik Buell Racing	\$41,900.00
New Buell 1190RR race ready Superbike from Erik Buell Racing	\$44,900.00

Buell Motorcycles are our preferred racing bike of choice! Buell Sport bikes are an American base company right here in the U.S.A. Buell American Motorcycles is a sport bike base through the Harley-Davidson motorcycle brand. Buell has huge motorcycle fan base through its American brand name.

New Race parts, spare body work, sponsor decals, motorcycle race supplies	\$5,000.00
New Rider racing leather suit with sponsor patches logos	\$3,000.00
New custom sponsor helmet	\$1,000.00
New racing gloves	\$200.00
New racing boots	\$400.00
New rider sweat proof under suit	<u>\$100.00</u>
	\$9,700.00

New Crew shirts with sponsor patches \$200.00 per shirt X 7 crew 1 rider	\$1,600.00
New Crew man pants may or may not contain sponsor logo \$115.00 X 7	\$800.00
New Crew man hats with sponsor logo for race weekends and appearances	\$2,000.00
New crew man gloves to protect hands during race events X7	\$700.00
New Crew man sturdy comfortable shoes for race weekends X7	<u>\$700.00</u>
	\$5,800.00

To start race season off with new sponsor/ gear for rider new bike and full crew with All basic race needs listed above with your company logos on bike and crew uniforms:
\$32,400.00

1125R DSB



New Erik Buell Racing Daytona Sport bike Buell 1125R
Bike would be repainted in your company colors and dressed with your logo decals.

The following amounts listed below are the total cost to start a full season or a 5 select race season with full benefits of your company logo and advertisement at AMA Pro Racing Daytona Sport bike events. We can even do one race deals, or race to race deals as well. With all the details listed above. While our team would like to run a full race season and compete for a series title championship with your company support. We fully understand the economic times we all have been faced with. You can still be involved with the sport and our team and benefits with 5 race schedule. One race or race to race sponsorship deals are also a option we can talk about as well which still able you to be involved as a sponsor for much less.

Total start to race team with full 10 race season = \$188,600.00
Total to start race team with select 5 races = \$110,500.00

Also in this package is race detail from AMA of demographic material. These are listings of company logos and mentions and the market value of that advertisement. Fans in attendance and influenced to products and companies that support riders and teams in the series. We hope you find this information beneficial to your company. We appreciate your time and consideration and look forward to your decision in signing a sponsorship package and joining our race team.

We have also added a few pictures of us at past race events with some on track shots. Our rider Walt Sipp is a young eager professional licensed racer. He can promote your company and product very well on and off the track. Walt's racing resume is listed here in this packet as well. Also please take some time to take a look at Walt Sipp's personal website on the world wide web at www.waltsipp.com. Your company logo will also appear on the website as well as links to your website.

The year 2012 is approaching us fast. Our first race of the season is during bike week in Daytona Beach Florida March 2012 at the World Famous Daytona International Speedway for the 71st running of the AMA Sport bike Daytona 200. We hope to be there with your support!



Walt Sipp and Bertus De Jong Daytona 200 March 5th 2010 Start 29th Finished 20th Place.

If the AMA Sport bike package is too much for your budget?

AMA also has a spec class that we can race in as with lower cost. It doesn't provide much TV support or advertisement but is still a great way for your company logo and presence to be felt at the track and be noticed. Details of this class series and costs are listed below. For more information about race weekend cost please contact us for more details if your interested in taking this route.

AMA Pro Vance and Hines XR1200 Series

The AMA Pro Vance & Hines XR1200 Series is a spec-bike race series featuring specially modified Harley-Davidson XR1200 motorcycles. Vance & Hines is the title sponsor and official kit supplier for the class. The special kits consist of a Vance & Hines XR1200 exhaust system, a Fuelpak fuel management system, race bodywork including number plate, single-seat tail section and belly pan, 17- inch front wheel with matching front fender, steering damper, oil cooler relocater and race decal package. The cost for the complete kit, which does not include the price of the motorcycle, is \$3,500.00. A new 2010-2012 Harley-Davidson XR1200 Sportster motorcycle from any local Harley-Davidson dealer. Can be purchased for about \$12,000.00 for standard black, or \$13,000.00 for orange or silver. Not including taxes. Then with Vance & Hines kit is converted over to the new AMA spec racing class. Total kit and bike price about \$15,000.00.

This new spec series featuring Vance & Hines modified Harley-Davidson XR1200 motorcycles will once again provide Harley-Davidson enthusiasts the opportunity to race the iconic brand in a road racing format under the halo of an AMA Pro Road Racing event.

As in all AMA Pro Road Racing divisions, Dunlop will provide the spec tire for the class and Sunoco will fuel the racers with their Sunoco 260 GTX fuel. (Teams purchase at the track each race weekend.)

In addition to the Vance & Hines supplied kit parts, teams will be able to upgrade their suspension, hand and foot controls, brake components and instrumentation.

This exciting new series will provide loyal Harley-Davidson owners, dealers and enthusiasts a chance to join the action at selected AMA Pro Road Racing weekends throughout the country. Harley-Davidson will be posting a recently-announced contingency program for competitors that will add \$5,000 a weekend to the existing race purse.

In addition to the announced \$5,000 AMA Pro Vance & Hines XR1200 Series prize money, Harley-Davidson will also contribute \$5,000 to the top ten finishers in each race: \$1,250 for the win; \$1,000 for second; \$750 for third; \$500 for fourth and \$250 for fifth through tenth places. The purse for each race of the series now totals \$10,000 and pays down to tenth position. \$3,750 will go to the winner of each race, \$2,000 to second place, \$1,500 to third place, \$1,000 to fourth, \$500 to fifth and \$250 to sixth through tenth places. Harley- Davidson will also match the purse placement money!

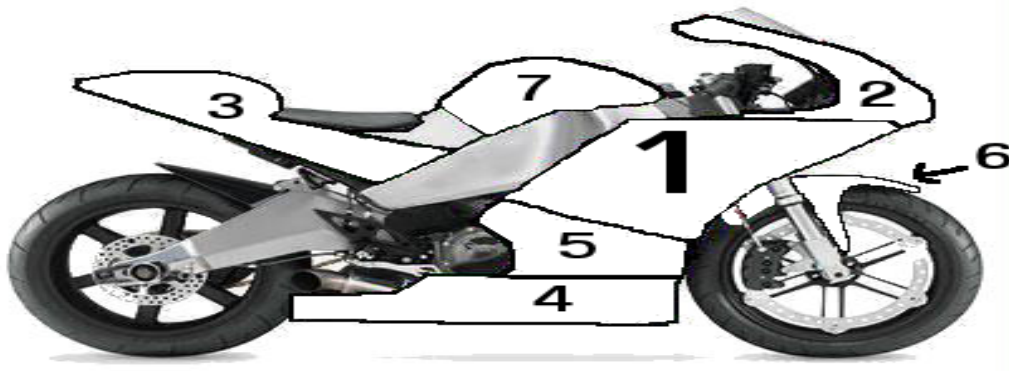


New Harley-Davidson XR1200 Spec motorcycle standard black.

Walt Sipp at Heartland Park Topeka Kansas AMA Race Aug. 2009



Side view layout of bike for logo placement specs pricing:



1. Your company name/ logo in section 1 for one race maximum logo exposure: \$ 5,000.00
1a. Also includes your logo on rider's leather racing suit, crew shirts and hats, as well as motorcycle trailer. Also renames the bike with you as title sponsor "your name' Buell 1125r #221 Sportbike".
Mentioned in all interviews and promotions, appearances autograph signings and more!
2. Your company name/ logo in section 2 for one race. Front Fairing on the bike: \$3,000.00
2a. Also includes your logo on rider's leather racing suit, crew shirts, as well as motorcycle trailer.*
3. Tail section of the bike section 3 for one race: \$1,000.00 you provide logos any company apparel for crew and rider to wear at the track.*
4. Belly pan section 4 one race: \$500.00 you provide logos and team apparel for rider and crew to wear at the track.*
5. Side fairing section 5 one race: \$300.00 you provide logos and team apparel for rider and crew to wear at the track.*
6. Top of the front fender section 6 one race: \$100.00 you provide logos and team apparel for rider and crew to wear at the track.*
7. Side & top of air box tank section 7 one race: \$ 50.00 you provide logos and team apparel for rider and crew to wear at the track.*

Your own apparel to provide can be any appropriate t-shirt, button up shirt, polo shirt, baseball style hat, visor, with you company logo on it. * Please keep in mind outside temperatures *

*= If a title sponsor is signed/ found their company logo and hats will be worn during race weekends during a majority of the race day activities as their rights to title sponsor.

All locations and prices for race sponsors on the bike is negotiable, so please call us with any questions.

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Kansas City MO 64155

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Walt Sipp Racing

Rider: Walt Sipp

Objective	To campaign a successful operation in the AMA Superbike or Daytona Sportbike Championship.
Race experience	2011 ASRA..... Currently competing 2010 AMA.....1 Start(5 th Straight) Daytona 200 start 29 th finish 20 th 2009 AMA.....Twenty fifth in season points 2008 ASRA.....Third in season points 2007 AMA.....Twentieth in season points 2006 ASRA.....Eighth in season points (injury) 2006 CCS.....Champion 2005 FUSA..... Seventh in season points 2004: FUSA..... Eighth in season points 2003: FUSA.Tenth season points 2002: AMA.....Twelfth season points 2001: AMA.....Fifteenth Place season points (Rookie Season) 1999: ADBA.....S/S Buell Champion (Rookie Season) 1999: NASB.Fourteenth season points (Rookie Season) 1988: MAMX.....Junior Motocross Champion
Professional memberships	Currently hold licenses to CCS, ASRA, AMA, AHDRA
Personal	First rider in history to finish the Daytona 200 on a Buell. Fifteen wins, 30+ podiums and 2 championships in both Pro and Pro-Am levels.
Current Sponsors	Bison Racing, EBC Brakes, LP USA, SIDI, Dunlop, Fulmer Helmets, Texport Leathers, Royal Purple, Ohlins USA
Expectations	A sponsorship deal with a results oriented, promotional scale

Please check out: www.waltsipp.com for all the latest news and photos!

Walt Sipp ready for start of the race and on the starting grid.



bearracing

Crew Chief/Crew man: Bertus De Jong

- Objective To campaign a successful operation on board a full time team as pit crew personal in the AMA Daytona Sportbike and/or Vance and Hines XR1200 Spec Class.
- Race experience
- 2011 ASRAMichelin Pro Series Thunderbike Class** (Crew Chief for rider Walt Sipp #221 Buell Firebolt XB9R race bike) Duties: check tire pressures, tires warmers and race stand during starting grid. Basic pit area set up. Team Qualified 3rd Finished 1st. Still holds track record for fastest lap time. Track: Heartland Park Topeka Kansas
- 2011 ASRA.....ASRA Team Challenge** (Fuel man for Team Thrashed Bike Racing #222 Buell 1125r) Team Owner Tim Ivanoff, Riders Walt Sipp & Joel Spaulding. Qualified: 4th Finished: 3rd. Track Heartland Park Topeka Kansas.
- 2011 AMA..... Daytona Sportbike Class** (Fuel man for AMA rider Pat Mooney #41 Buell 1125r race bike). Duties: Pit stall selection for race, Pit box set-up and tear down, small mechanics on the race bike, monitor AMA radio headset- relay info to team, Pre-race set up, Hot grid/pit work, Tire warmers, tire pressures, race stand, change wheels, Re-fueling during live green flag racing, timed pit stop to refuel race bike during racing action, Handling race fuel, refueling dump cans. Qualified 24th Finished 22nd Track: Daytona International Speedway Daytona Beach Florida
- 2011 AMA..... Vance & Hines XR1200 Spec Class** – Worked as crew mechanic for my debut on the Harley- Davidson XR1200 Vance & Hines Spec Class. Duties: Change tires, shocks, replace rear swing arm bushings, safety wire, hot grid race prep and practice, starting grid prep, race stands and tire warmers tech. Team was Richie Morris Racing, worked on all 3 team race bikes. Qualified : Bike #55= 2nd, Bike #33= 4th and Bike #15= 11th Team Finished: Bike #33= 1st, Bike #55= 2nd and Bike #15= 9th Track: Inaugural event at Daytona International Speedway Daytona Beach Florida. Attended team victory lane celebration!.
- 2010 AMA.....Vance & Hines XR1200 Spec Class** Attempted to enter final race event at Barber Motorsport Park in Alabama with rider Walt Sipp Ran out of funding to enter race due to lack of sponsorship.
- 2010 CCS.....Expert GT Lights** (Crew Chief for rider Walt Sipp #221 Buell Firebolt XB9R race bike) Duties: Change sprocket for gearing, check tire pressures, tires warmers and race stand during starting grid. Re-fuel race bike, Check lap times, and Basic pit area set up. Team Qualified 1st Finished 1st Track: Heartland Park Topeka Kansas
- 2010 CCS.....Expert GTU** (Crew Chief for rider Walt Sipp #221 Buell Firebolt XB9R race bike) Duties: Change sprocket for gearing, check tire pressures, tires warmers and race stand during starting grid. Check lap times, Basic pit area set up. Team Qualified 2nd Finished 2nd Track: Heartland Park Topeka Kansas
- 2010 ASRAMichelin Pro Series Thunderbike Class** (Crew Chief for

rider Walt Sipp #221 Buell Firebolt XB9R race bike) Duties: Change sprocket for gearing, check tire pressures, tires warmers and race stand during starting grid. Basic pit area set up. Team Qualified 7th Finished 2nd. Rider set new track record fastest lap time. Track: Heartland Park Topeka Kansas

2010 AMA.....Daytona Sport Bike Class (Fuel Man for AMA rider Walt Sipp #221 Buell 1125r race bike). Duties: Take bike through AMA tech inspection, change tires, change oil, check lap times, calculate fuel mileage-laps, clean race bike, pit set up, inspect body work, check tire pressures, tire warmer and race stand work on the starting grid, Fuel man for live timed pit stops during the race (Daytona 200) Team Qualified 29th Finished 20th place. Track: Daytona International Speedway Daytona Beach Florida

2009 AMA.....Daytona Super Bike Class (Crew Chief AMA rider Walt Sipp #221 Buell 1125r race bike) Duties: Instructing crew members and listing duties detailed to the performance of the race bike. Change tires, Change Oil, inspect body work, pit set up, check tire pressures, tire warmer and race stand work on the starting grid, some umbrella duties to keep rider in the shade. – In race #1 Team Qualified 18th Finished 21th. Race #2 Qualified 18th Finished 18th place. 21st overall payout. Track: Heartland Park Topeka Kansas

2009 AMA.....Daytona Sport Bike Class (Crew Chief AMA rider Walt Sipp #221 Buell 1125r race bike) Duties: Instructing crew members and listing duties detailed to the performance of the race bike. Change tires, Change Oil, inspect body work, pit set up, check tire pressures, tire warmer and race stand work on the starting grid, some umbrella duties to keep rider in the shade. – In race #1 Team Qualified 18th Finished 30th place. DNS Race #2 rider injury. 26th overall payout. Track: Heartland Park Topeka Kansas

2009 AMA.....Moto GT Class (Worked with the James Gang Hoban Brothers Race Team #70 Buell 1125r for riders Paul James and Jeff Johnson- Crew Chief Mike Kirkpatrick) Duties: Sprocket changes for gearing, tire changes, Keeping the bike clean, Pit road box set up, tire pressures, tire warmers and race stand work on the starting grid, pit sign duties during pit stops for Moto-GT series- Team Qualified 8th finished in 6th place. Track: Heartland Park Topeka Kansas.

Professional memberships

Pit crew man during AMA, CCS and ASRA motorcycle race events. AMA membership for Hot Pit credentials during AMA race events.

Personal

In my 1st time being a crewman working with AMA Pro Road Racing Harley-Davidson XR1200 Vance and Hines race bikes for that class event race. Myself and team produced a 1st and 2nd place team finish at Daytona in 2011. Also rider Walt Sipp is the first rider to ever finish the Daytona 200 on a Buell who I crew for.

Current Sponsors

Bearracing, Go- Hard Sportswear,

Expectations

A sponsorship deal with a results oriented, promotional scale

Please take a look at www.bear-racing.com for all my latest news and photos!

Bertus De Jong –aka B.J. replacing parts on Buell race bike.



Crew Chief B.J. in action during the race.





2009 ROAD RACING SEASON RECAP

(9/10/09)

2009 Recap Breakdown

1. 2009 AMA Pro Road Racing Event Weekend Attendance

2. 2009 TV/Media Exposure

3. 2009 Magazine/Media Exposure

- AMA Pro Road Racing National Magazine Advertisements

- Cycle World

- Motorcyclist

- Road Racing World

- Road Racer X

- 2009 AMA Pro Road Racing Official Series Program

- 2009 Mazda Raceway Laguna Seca, Moto GP Event Program

4. 2009 Website/Media Coverage

5. 2009 Press/Media Coverage

- Monthly Event Coverage in Various Publications Including

- Road Racing World, Cycle

- World and Road Racer X

- Event Media Coverage

1. 2009 AMA Pro Road Racing Event Weekend Attendance

Date	Event Approximate	Attendance
3/4-3/6	Daytona International Speedway	53,800
3/20-3/22	Auto Club Speedway	25,200
4/3-4/5	Road Atlanta	47,500
5/1-5/3	Barber Motorsports Park	60,000
5/15-5/17	Infineon Raceway	30,000
6/5-6/7	Road America	50,000
7/3-7/5	Laguna Seca	105,800
7/17-7/1	19 Mid-Ohio	50,000
7/31-8/2	Topeka	25,000
8/14-8/1	16 VIR	50,000
9/4-9/6	NJMP	85,000
		Total: 582,300
		Average: 52,930

2. 2009 TV/Media Exposure on SPEED

Air Date	Time (EST)	Event	Length	# Laps
Friday 3/6	8:30pm	Daytona 200	2.5 hrs	57
Saturday 3/21	11:00pm	Daytona ASB	1 hr	15
Saturday 3/28	10:00pm	Auto Club Day #1	2 hrs	42
Saturday 4/4	10:00pm	Auto Club Day #2	2 hrs	42
Saturday 4/11	10:00pm	Road Atlanta Race #1	1 hr	20
Saturday 4/18	10:00pm	Road Atlanta Race #2	1 hr	20
Saturday 4/25	10:00pm	Road Atlanta Race #3	1 hr	20
Saturday 5/2	10:00pm	Road Atlanta Race #4	1 hr	20
Saturday 5/9	10:00pm	Barber Day #1	2 hrs	42
Sunday 5/17	10:00am	Barber Day #2	2 hrs	42
Saturday 5/23	10:00pm	Infineon Day #1	2 hrs	44
Saturday 5/30	10:00pm	Infineon Day #2	2 hrs	44
Saturday 6/13	10:00pm	Road America Day #1	2 hrs	26
Saturday 6/20	10:00pm	Road America Day #2	2 hrs	26
Sunday 7/5	12:00am	Laguna	2 hrs	46
Sunday 7/19	12:00am	Mid-Ohio Day #1	2 hrs	42
Monday 7/20	12:00am	Mid-Ohio Day #2	2 hrs	42
Saturday 8/1	10:30pm	Topeka Day #1	2 hrs	40
Monday 8/3	12:00am	Topeka Day #2	2 hrs	40
Saturday 8/15	8:00 p.m.	VIR Day #1	2 hrs	46
Monday 8/17	12:00 a.m.	VIR Day #2	2 hrs	46
Saturday 9/5	7:30 p.m.	NJMP Day #1	2 hrs	46
Monday 9/7	12:30 a.m.	NJMP Day #2	2 hrs	46

**Average Viewership for AMA Pro Road Racing events is 150,000 per Episode
Totaling: 3,450,000**

3. 2009 Magazine/Media Exposure

2009 AMA Pro Road Racing Media Plan

Magazine	March	April	May	June	July	Aug	Circulation
Cycle World	X	X	X	X	X	X	1,944,600
Motorcyclist			X		X		480,000
Road Racing World	X	X	X	X	X	X	96,000
Road Racer	X			X		X	30,000
AMA Pro Road Racing Program			XX	X	X	X	30,000
Mazda Raceway Laguna Seca Event Program					X		15,000
Total:							2,595,600

4. 2009 Website/Media Coverage

2009 Season Monthly Web Visits www.amaproring.com

Date	Events	# Page Views	CPM Value
March	Daytona & Auto Club Speedway	1,156,095	\$23,100
April	Road Atlanta	704,468	\$14,100
May	Barber & Infineon	1,091,180	\$21,800
June	Road America	944,243	\$18,900
July	Laguna & Mid-Ohio	922,711	\$18,450
August	Topeka & VIR	1,009,197	\$20,180
September (through 9/9)	New Jersey	419,532	\$8,390
Total:		6,247,426	\$124,920

5. 2009 Press/Media Coverage

AMA Pro Road Racing Editorial Coverage

Magazine	March	April	May	June	July	Aug.	# Pgs	Impressions*
Cycle World				X			6	1,944,600
Motorcycle Racer				X	X		12	1,408,000
Road Racing World	X	X	X	X	X	X	88	1,152,100
Road Racer	X	X	X	X		X	74	1,110,000
Total:								5,614,700

**Impressions based on number of pages of editorial and circulation numbers*

6. 2009 Press/Media Exposure*

2009 AMA Pro Road Racing Topeka News Coverage

<u>Newspaper</u>	<u>Circulation</u>
USA Today	2,113,725
Topeka Capital-Journal	39,784
Kansas City Star	234,667
Cleveland Plain Dealer	291,630
Denver Post	371,728
The News Tribune	102,200
Online Coverage includes: ESPN.com & FoxSports.com	
	Total: 3,465,852

2009 AMA Pro Road Racing VIR News Coverage

<u>Newspaper</u>	<u>Circulation</u>
USA Today	2,113,725
Mercury News	227,119
Florida Today	70,097
Register & Bee	17,944
Online Coverage includes: ESPN.com & FoxSports.com	
	Total: 2,428,885

2009 AMA Pro Road Racing NJMP News Coverage

<u>Newspaper</u>	<u>Circulation</u>
USA Today	2,113,725
Philadelphia Inquirer	550,400
Press of Atlantic City	74,061
Cherry Hill Courier Post	63,301
The Vineland Daily Journal	16,999
The News of Cumberland County	6,691
Online Coverage includes: ESPN.com & FoxSports.com	
	Total: 2,825,177

*Tracking began following the Topeka race

***Total number of impressions in 2009:
27,209,940***

B.J. De Jong Crew Chief pre-race prep work to Walt's race bike.



Walt Sipp's unsponsored #221 Buell 1125R Daytona SportBike in the garage.



Walt Sipp #221 Buell 1125R Daytona Sportbike racing with another rider.



PRO RACING 2009 Demographics & Attendance

AMA Pro Road Racing Demographics

The average AMA Pro Racing fan is affluent, passionate, loyal and satisfied:

- Average household income of \$89,000
- More than 70% consider themselves enthusiasts or experts in motorcycles and/or racing
- More than 73% are positively influenced to purchase a sponsor product because of the product's association with AMA Pro Racing
- More than 80% are likely to purchase a product or service over an unaffiliated brand
- More than 95% agree that they feel positively about companies that sponsor AMA Pro Racing
- More than 95% of AMA Pro Racing fans feel the entertainment value of the race is good, very good or excellent.

Age

Under 25	12.7%
25-39	40.8%
40-54	33.7%
55 +	12.8%

Gender

Male	80.6%
Female	19.4%

Marital Status

Married	6.8%
Single	30.1%
Other	13.1%

Annual Household Income

\$50,000 +	74.7%
\$75,000-\$99,999	22.1%
\$100,000-\$249,999	19.7%
\$250,000 +	3.6%

Occupation

Business Owner/Exec	25.3%
Skilled Trade	16.3%
Military/Govt	7.9%
Tech/Computers	7.5%
Sales/Marketing	6.1%
Multiple	24.0%
Other	12.9%

2009 AMA Pro Road Racing Event Weekend Attendance

<u>Date</u>	<u>Event</u>	<u>Approximate Attendance</u>
3/4-3/6	Daytona International Speedway	53,800
3/20-3/22	Auto Club Speedway	25,200
4/3-4/5	Road Atlanta	47,500
5/1-5/3	Barber Motorsports Park	60,000
5/15-5/17	Infineon Raceway	30,000
6/5-6/7	Road America	50,000
7/3-7/5	Laguna Seca	105,800
7/17-7/19	Mid-Ohio	50,000
7/31-8/2	Topeka	25,000
8/14-8/16	VIR	50,000
9/4-9/6	NJMP	85,000

Total: 582,300**Average: 52,930**

Walt Sipp's unsponsored #221 Buell 1125R Daytona Sport Bike ready to race the Daytona 200!



Walt Sipp's unsponsored #221 Buell 1125R Daytona Sportbike on the starting grid at Daytona!



THE SUPERBIKE FANS



The Concept of a Superbike & Daytona Sportbike...

Today, AMA Superbike racing means Olympic-level athletes pushing the laws of physics as they lean through corners, dragging their knees at 100-plus miles per hour with just inches between their bodies and the pavement. AMA Superbike racers represent the pinnacle of world-class international road racing. They are young, intense, charismatic and fearless—the best of the best. They race for years at local tracks throughout America and all over the world—from Japan to Australia to Italy and France— aspiring to someday become an AMA Superbike Champion or Daytona Sportbike Champion. In the road racing arena, being the AMA American Superbike Champion or Daytona Sportbike Champion is equivalent to being an American hero. AMA Pro Racing brings this high-profile internationally acclaimed racing series to state-of-the-art road courses and super speedways throughout North America. Many of these facilities are nestled in destination locations like Sonoma in California's beautiful wine country, coastal Monterey and Florida where Superbike racing originated—Daytona International Speedway. Fans travel hundreds of miles to attend these races—many of whom ride to and from—and make vacations of the event, whether they camp at the track or stay in a five-star hotel nearby.

How It Works...

AMA Superbike Championship events include the following bike classes:

- 1 AMA American SuperBike
- 2 AMA Daytona SportBike
- 3 AMA Supersport
- 4 AMA Vance & Hines XR1200

The most popular of these are the Superbikes and Sportbikes which begin as showroom bikes and are then heavily modified through millions of dollars and high-tech trickery from top OEM race teams including Honda, Suzuki, Ducati, Yamaha, Kawasaki and Buell. The goal is to increase their power by as much as 50%, and decrease their weight by almost as much. The AMA Superbike and Daytona Sportbike Championships are defined as some of the closest and most heated competition in motorsports, where fans sit on the edge of their seats as racers battle it out to the very end—even after racing over 150 miles—so closely that photo finishes are a regular occurrence.

The Reach...

The motorcycle category and motorcycle road racing is booming in popularity, fueled by a live coverage television package on Speed Channel that includes over 40 hours of original programming and features AMA Superbike racing exclusively. In addition to Speed Channel's 60 million household distributions, AMA Superbike action is regularly featured on television programs 'Bike Week,' 'Motorcyclist' and ESPN's 'Sportscenter and 'Motoworld'. The international television market is also well-served with AMA Superbike racing distributed to nearly every major international market. Also, radio listeners in the U.S. and abroad get weekly updates on AMA Superbike racing via the syndicated 'SpeedFreaks' program every Sunday night.

Some of the most thorough coverage of AMA Superbike racing comes from enthusiast print media. Publications such as Cycle World, Motorcyclist, Cycle News (weekly), Sportbike and American Motorcyclist feature regular articles and coverage on AMA Superbike racing to their

combined millionplus subscribers. Coverage in mainstream media continues to grow with features in major market newspapers including the LA Times, USA Today and racers are also appearing more regularly on nationally syndicated television programs.

The end result...

In the end, you want to know how many eyeballs have been exposed to your brand. Our promotional horsepower for the motocross and Superbike Championship mean that you've got the potential to expose your brand to millions of Superbike fans all over the U.S. through the following:

- 1 Cycle World's 325,000+ readers
- 2 American Motorcyclist's 245,000 readers
- 3 Cycle News' 40,000 readers
- 4 Sportrider's 90,000 readers
- 5 cyclenews.com's 7.5 million visitors (monthly)
- 6 Racer X's 75,000 readers
- 7 Speed Channel's 60 million viewers
- 8 racerxill.com's 1.5 million visitors (monthly)
- 9 ESPN2's 80 million+ viewers
- 10 Motorcyclist's 255,000 readers
- 11 ABC Sports' 75+ million viewers
- 12 amasuperbike.com's 200,000 visitors (monthly)
- 13 Sportbike's 150,000 readers

What are you waiting for? Get in the race!





Once again thank you for your time!

Bertus De Jong
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