



## **Bush Motorsports Racing Sponsorship 2010 Racing Season**

Sponsors are welcome to join the Bush Motorsports Racing team to advertise and promote their products and/or business at the race track, car shows and other social events.

An auto racing sponsorship is a unique advertising tool. Sponsorship is much more than the placement of your company name on a race car. Rather, it can become the focus of a total marketing/sales program aimed at a key buying audience while providing name recognition and goodwill to potential customers. Utilization of a racing sponsorship in product marketing offers your company a highly visible method of developing product and brand name awareness to both the consumer and the industry.

### **Objective:**

At Bush Motorsports Racing, we are developing a sponsorship program that mutually benefits the marketing goals of your organization through a partnership with Michael Bush and his racing team as well as implementing a branding program which will co-exist with the rapidly growing popularity of Sprint Car racing throughout the Northeast. The sponsorship would join the current major sponsors of the #31 Sprint Car & Sportsman Modified, Tomkins Cove Plumbing & Heating, CM Landscaping Inc. and K.A.W. Enterprise.

Sponsorship funds and/or products would be used to allow the #31 car to race a full schedule providing for tires, fuel, pit entries, general maintenance and repair. These funds would enable the #31 cars to attend all regularly scheduled point races and open shows allowing the team to chase the point championships.

### **Race Series:**

Our sprint car team will compete in the Capital Region Sprint car Agency (CRSA – [www.crsasprintcars.com](http://www.crsasprintcars.com)) and the Empire Super Sprint (ESS – [www.empiresupersprints.com](http://www.empiresupersprints.com)) series. Our Sportsman Modified Team will be competing with the CVRA ( Champlain Valley Racing Association at Albany Saratoga Speedway in Malta, NY & Devils Bowl Speedway in Fair Haven VT as well as Airborne Speedway in Plattsburgh, NY Racing begins in April 2010 at various tracks around the Albany region and Southern NY, Pennsylvania as well as Canada. These are traveling series that runs approx. 15 - 20 races during the season.

### **Benefits of Sponsorship:**

As a sponsor of the Bush Motorsports Racing team, a large loyal and enthusiastic audience will see your company's name or logo on a weekly basis. They will also hear your name on a weekly basis from the track announcer and race fans. Your name will not only be delivered to this audience on a weekly basis, but it will also be associated with the audience's fun and leisure activities. Your name and/or product as a sponsor will be seen by fans at the race tracks, in the newspapers and on television. Your business and product can be displayed on our sprint car trailer as well.

Weekly race results are broadcast on local news and announced on local radio stations. The car is displayed in front of thousands of race fans at the Motorsports Expo, Exposition and Trade Show held in the at the New York State Fairgrounds in Syracuse, N.Y and Middletown Motorsports Car Show at the Orange County Fair Speedway in Middletown, N.Y. each year in March and the Wilton Mall Car Show, in Wilton NY

As any advertising consultant will tell you the amount of frequency that your name is exposed to a given audience plays a major role in the effectiveness of name and product awareness. This adds up to the following for your business:

- Enables you to reach a wide audience profile outside your local area.
- Provides long term exposure.
- Strengthens consumer knowledge of your company, and your market position.
- Creates and improves sales and distribution.
- Sets you ahead of competition.
- Builds your company image as strong, powerful and aggressive.

Thank you for your interest in joining our racing team and the opportunity to be a part of one of the largest growing spectator sport. For more information, please contact us:

Michael Bush  
Bush Motorsports Racing  
P.O. Box 89  
Chestertown, NY 12817  
Phone: 518-744-5353  
Email: [info@bushmotorsportsracing.com](mailto:info@bushmotorsportsracing.com)  
Web: [www.bushmotorsportsracing.com](http://www.bushmotorsportsracing.com)