



32 96

NASCAR

TEAM BACKGROUND

STRATEGY

PROPOSAL





For PPI Motorsports, Bigger Isn't Necessarily Better



Being a smaller operation amidst today's multi-car, multi-disciplinary programs is an advantage we relish. Our operations are more focused; our employees are more connected; and our attention to detail is more evident. We like to think of ourselves as a "boutique" among today's multi-car "supershops."

As a boutique we can provide unparalleled opportunities for our partners, including valuable access to the industry and top-notch client service. We continue to evolve our sponsor-centric, in-house marketing platform to both support and grow our partners' involvement with us and NASCAR.

We've been a supershop in the past, with state-of-the-art facilities on both coasts and teams in 5 different race series simultaneously. We don't discount the value it can bring, but we also recognize that in a sport where creating an identity and building your business is your priority, a more focused, efficient and marketing-driven team can provide an outstanding and often unmatched level of attention and service to your goals.

Big enough to execute, small enough to truly care. We are proud to be of service to you.







NASCAR

NASCAR





A New Look for NASCAR in 2005



NASCAR NEXTEL Cup Series

- One of America's premier sports
- Embracing the future and technology
- Expanding the reach of NASCAR
- Chase for the Championship - a ratings success story
- Shared passion for performance, innovation, loyalty and excellence

Sunoco – Official Fuel of NASCAR

- Provider of racing fuel for the NNCS, NBS and the NCTS
- Worldwide leader in performance racing fuels
- 10 Year partnership



2005 Schedule Realignment

- Additional races in Texas and Phoenix
- Expanding NASCAR to the widest possible audience
- More prime-time racing starts (NNCS-7, NBS-10, NCTS-10)
- Greater sponsor value

Toyota

- New manufacturer in the NASCAR Craftsman Truck Series
- Full-size American made Toyota Tundra truck
- Continuing to enhance the #1 truck racing series
- Nearly 35,000 North Americans are directly employed by Toyota





New Title Sponsor - Fresh New Look

NEXTEL Communications - World's "#1 Info Tech Company"*

- Commitment to respect and honor NASCAR heritage
- Will activate in ways Winston never could

Launched multi-level platform marketing campaign in 2004

- First for NASCAR Cup Series
- 10 NASCAR NEXTEL themed ads will break in '04

NASCAR and its partners will benefit from non-traditional exposure and youth-oriented marketing efforts

Bringing new technologies that provide race-related information and entertainment to fans

* Nielsen Media Research





1 Spectator Sport

- 17 of 20 highest-attended sports events in the U.S. in 2003 were NASCAR events

#2 Rated regular season televised sport in the U.S.*

- In 2003, NASCAR television ratings up 11% vs. 2002 season

One of the top leaders in major sports licensed sales

- \$2 billion in licensed product sales annually

75 Million fans coast to coast***

6.7 million fans attended NASCAR NEXTEL Cup Series events in 2003

The NASCAR NEXTEL Cup Series was the most watched event for 17 weekends in 2003

A NASCAR NEXTEL Cup Series event attracts larger crowds than the Super Bowl, a World Series game and the NBA Finals game combined

The 10 month racing season is one of the longest of all U.S. major sports

* Nielsen Media Research

***Ipos Reid, NASCAR Brand Review, 2004

The NASCAR NEXTEL Cup Series

NASCAR NEXTEL Cup Series Tracks

**36 point events at 23
different tracks all over the nation**



Distance = 180 mile track radius

02 20 05	Daytona 500
02 27 05	California 400
03 13 05	Las Vegas 400
03 20 05	Atlanta 500
04 03 05	Bristol 500
04 10 05	Martinsville 500
04 17 05	Texas 500
04 23 05	Phoenix 500
05 01 05	Talladega 500
05 07 05	Darlington 500
05 14 05	Richmond 400
05 29 05	Charlotte 600
06 05 05	Dover 400
06 12 05	Pocono 500
06 19 05	Michigan 400
06 26 05	Infinity/Sonoma 350
07 02 05	Daytona 400
07 10 05	Chicago 400
07 17 05	New Hampshire 300
07 24 05	Pocono 500
08 07 05	Indianapolis 400
08 14 05	Watkins Glen 220
08 21 05	Michigan 400
08 27 05	Bristol 500
09 04 05	California 500
09 10 05	Richmond 400
09 18 05	New Hampshire 300
09 25 05	Dover 400
10 02 05	Talladega 500
10 09 05	Kansas City 400
10 15 05	Charlotte 500
10 23 05	Martinsville 500
10 30 05	Atlanta 500
11 06 05	Texas 500
11 13 05	Phoenix 500
11 20 05	Miami-Homestead 400



- Feeling part of the NASCAR family plays an important role in the behavior of NASCAR fans. Attitudes such as, "I feel I am part of the NASCAR family," are powerful predictors of behavior.
- NASCAR fans who agree strongly with the statement, "I feel I am part of the NASCAR family," consume 10 hours of NASCAR related media each week and spend over \$1,200 per year on NASCAR related products.

"I Feel I Am Part Of The NASCAR Family"

Attitude

(Responses)

Agree Strongly

Agree Moderately

Disagree Moderately

Disagree Strongly

Behavior

(# Media Hours on
NASCAR Per Week)

10 Hours

6 Hours

3 Hours

1 Hours

Value

(\$ Spent on NASCAR
Products last year)

\$1,255

\$ 442

\$ 219

\$ 91

NASCAR is a national sport, with fans spread broadly across the United States

- 75 Million adults, 1/3 of the U.S. adult population are NASCAR fans
- NASCAR fans have attractive demographics and have discretionary income

Gender

- 60% Male / 40% Female

Age

- 32% of NASCAR fans are between the ages of 18-34 (100 index vs. U.S. pop)
- 58% of NASCAR fans are between the ages of 18-44 (109 index vs. U.S. pop)

Income

- 42% of NASCAR fans earn \$50,000+ per year (108 index vs. U.S. pop)

Children / Families

- 40% of NASCAR fans have children under the age of 18 (111 index vs. U.S. pop)

Regions	US Population	NASCAR Fans	Index NASCAR Fans vs. US Population
Northeast	20%	20%	100
Midwest	23%	24%	104
South	35%	38%	109
West	21%	19%	90

NASCAR fans understand the need for sponsorship

NASCAR drivers could not run their cars without sponsors' support



NASCAR is the kind of sport that needs corporate sponsorship



 Hardcore Fan
  Casual Fan

0% 20% 40% 60% 80% 100%



- NASCAR fans are three times as likely to try and purchase NASCAR sponsors' products and services
- NASCAR fans are 94% more likely to have positive feelings about NASCAR sponsors

Source: Ipsos Reid, NASCAR Brand Study 2004

Fan Loyalty Toward Sponsors

Sponsorship Exposure



- The NASCAR NEXTEL Cup Series is the premier motorsport opportunity in the U.S. for sponsors with nearly 70% of all motorsports sponsor exposure being generated from the NASCAR NEXTEL Cup Series*
- In 2003, the NASCAR NEXTEL Cup Series sponsors received nearly \$3.7 billion in total exposure value

*(Includes: NNCS, NBS, NCTS, IRL, NHRA, CART, IHRA, Trans-Am Series and ARCA)



Media Coverage & Results

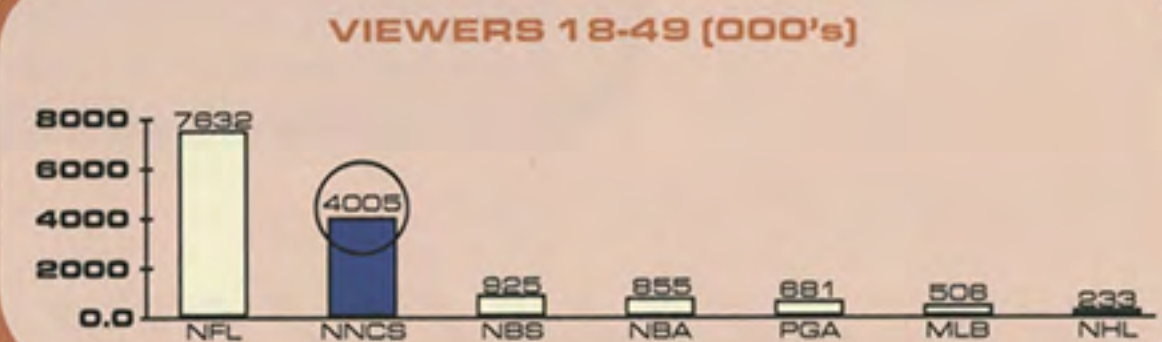
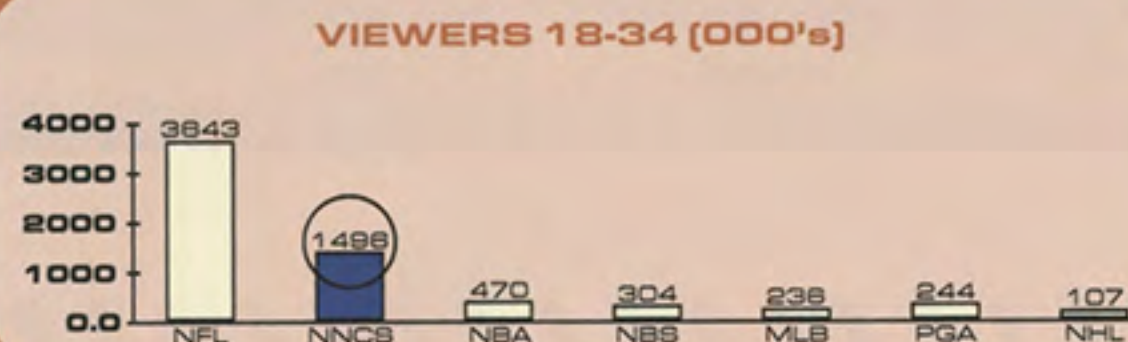
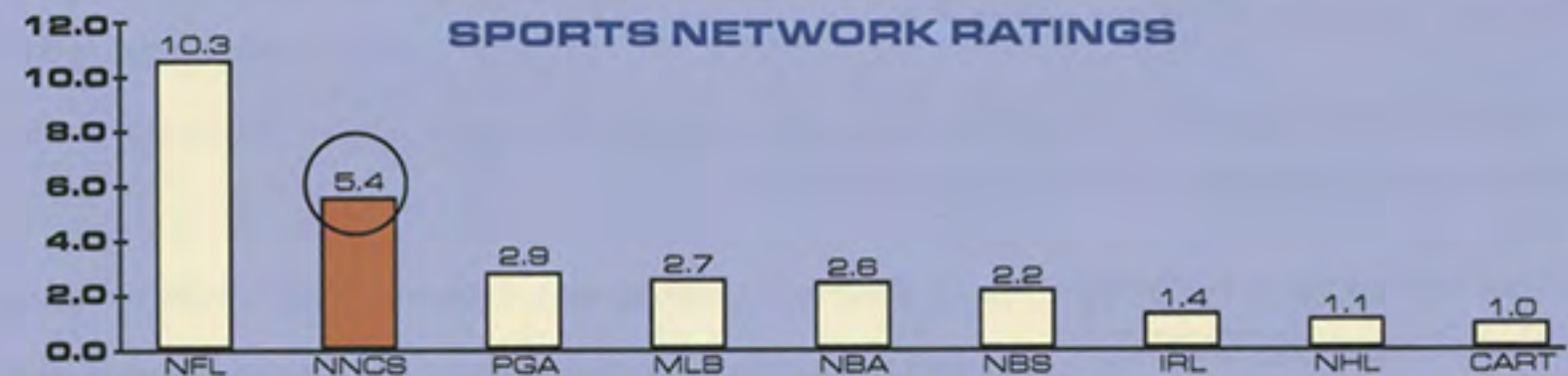
- Fourth year with television partners FOX, FX, NBC and TNT who provide strong graphics, production values, music and talent which all add up to an exciting broadcast experience
- Easy-to-find consistent programming for NASCAR fans
- Multimillion dollar promotion plan driving interest and tune-in to NASCAR - including spots during NFL, MLB, NBA and other broadcasts
- Quality shoulder programming including Qualifying, Happy Hours, race re-airs and other licensed programs

- Additional focus on the sights and sounds of the sport which gives viewers a real life-like experience along with cutting edge graphics and enhancements never before seen in sports
- The NASCAR NEXTEL Cup Series is the #2 rated sport on television
- The NASCAR Busch Series produces strong network ratings and is competitive with other major sports on network television

- **NASCAR holds a strong position among viewers 18-34 and 18-49.**

- **The NASCAR NEXTEL Cup series is the second largest sport among total viewers, males and females.**

- **The NASCAR Busch Series is the third largest sport among viewers 18-49.**



Media Coverage & Results

Competition

- 17 Different race winners, 15 Different Bud Pole winners and an average of 18 lead changes per race
- Every fan's favorite driver can be competitive & run for the pole as well as the win

Television Results**

- NASCAR NEXTEL Cup Series television ratings have remained consistent in recent years after the strong increases between 2000 and 2001.
- The NASCAR NEXTEL Cup Series delivered nearly 190 million total households and over 280 million total viewers during 2003.

**Source: Nielsen Media Research

	2003	2002	% Change
Average Network Rating	5.4	5.7	-5%
Average Cable Rating	4.3	4.5	-4%
Total HH's For The Season	189 million	184 million	+3%
Average HH's Per Event (000)	5227	5241	0%
Total Viewers For The Season	281 million	282 million	0%
Average Viewers Per Event (000)	7788	8054	-3%

Additional Media Outlets

NASCAR fans have the opportunity to follow their favorite sport 7 days a week, 24 hours a day

- NASCAR.COM – The ultimate destination for NASCAR fans consistently ranks among the top sports sites on the Internet
- NASCAR on AOL (AOL Keyword: NASCAR) – Provides access to our sport to AOL's 35 million subscribers
- The mainstream media are covering NASCAR like never before, from the major dailies and USA Today to network affiliates in the top 20 U.S. markets
- NASCAR licensed publications reach the hardcore fan including the Official NASCAR Preview and Press Guide, NASCAR NEXTEL Cup Scene, NASCAR NEXTEL Cup Illustrated, NASCAR Tech, and the NASCAR Official Member magazine
- NASCAR TV on SPEED Channel – Television destination for hardcore NASCAR fans with a dedicated block of daily NASCAR programming
- NASCAR's global television distribution reaches more than 65 countries across Europe, the Middle East, Asia, Australia and New Zealand. American Forces Radio and Television takes NASCAR to more than 170 countries
- NASCAR IN CAR on IN DEMAND is a multi-channel, season long television enhancement package that offers fans for the first time ever flag-to-flag in-car camera coverage for NASCAR NEXTEL Cup Series events
- NASCAR Licensed Radio, including Motor Racing Network (MRN) and Performance Racing Network (PRN), provide live flag-to-flag coverage
- NASCAR Radio on XM Satellite Radio – The first 24-hour radio channel dedicated to a single sport

NASCAR.COM

**SPEED
CHANNEL**

EUROSPORT

NASCAR TV

MRN
MOTOR RACING NETWORK

NASCAR RADIO
ON XM SATELLITE RADIO

PRN
PERFORMANCE RACING NETWORK

**NASCAR
IN CAR**
ON DEMAND

From the Highest Circulated National Newspapers to the Highest Circulated Sports Publications



- **NASCAR IS A TOP PREMIER SPORT IN THE UNITED STATES**
 - #2 rated regular season sport on TV
 - 75 million fans
 - \$2 billion in licensed sales products
 - 17 of the top 20 largest attended sporting events
 - 6.7 million fans attended the NASCAR NEXTEL Cup Series in 2003
- **THE NASCAR FAN BASE HAS ATTRACTIVE DEMOGRAPHICS, UNDERSTANDS THE NEED FOR SPONSORSHIP AND IS ULTRA-LOYAL TO NASCAR SPONSORS**
- **THE FUTURE IS BRIGHT**
 - Large, attractive and valuable fan base
 - NASCAR 3D: The IMAX Experience, bringing NASCAR to a whole new audience in 2004
 - New lifestyle shows such as FX NASCAR reality series, NBS 24/7 on SPEED Channel, Travel Channel's Thunder Road, and features on Animal Planet highlighting the people and places of NASCAR

A NASCAR team sponsorship has never been more valuable!

TEAM BACKGROUND



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TEAM BACKGROUND





MARKETING STRATEGY

MARKETING STRATEGY





XYZ Partnership Marketing

XYZ
*DigitalCameras
& Film*

- ***Product Tactics***
- ***Retailer Tactics***
- ***Cross Marketing***



Marketing Strategy Thought Starters

Product Tactics



Digital Camera System

- Pictures taken by driver are posted on specified websites and printed at track for autographs, all using the Digital Camera System.
- Sweepstakes

Web-Based Digital Photo Management

- Use Web for all PR photos for media purposes, etc.
- Direct fans to Web Site for pictures (hot links, etc.)

Retail Image Maker

- Make your own hero cards at favorite retailer
- Put yourself in the picture with the race team

Film/Film Development

- Multiple retail initiatives addressed under Retailer Tactics
- Mammogram awareness promotion (XYZ Medical Imaging)
- Special Pink Paint Scheme, die cast fundraiser (October is cancer awareness month)
- Susan G Komen Foundation
- Leverage XYZ Cinematography Division for celebrity spokeswoman

New product development

- Is there a role for the team in strategizing roll-out tactics from the ground floor?



Marketing Strategy Thought Starters

Retailer Tactics

Show Car Program

- Continue to leverage successful program
- Potential to cross-promote with other retail-based partners
- Increase consumer interaction with the show car program
- Photo opportunities with show car allowing consumer to interact with digital products, printers and prints (includes coupon opportunity)

Hospitality

- Retailer entertainment/rewards program
- Sales incentives
- Consumer sweepstakes

Displays/POP

- Leveraging race team association for in-store displays
- Merchandise/premiums utilized for incentives and gifts
- Target programs towards race market retailers and consumers



Marketing Strategy Thought Starters



Cross-Marketing Opportunities

Tide, Downy, Mr. Clean AutoDry

- Target Demographics are very similar
- Large-format retailer opportunities are very similar
- Show car program delivers 4,000 appearances across the country annually, generating over 4,000,000 off-track impressions
- Sweepstakes cross-promoted
- Downy possible medical film promotional partner?

Chevrolet

- Good demographic match across brand (Monte Carlo skews younger, male, and digitally savvy) Digital Camera System and Web-Based Digital Photo Management promotional partner (possible database initiatives)

Super 8

- What better platform than travel and capturing the memories?
- Multi-platform promotions/sweepstakes
- Possible frequency card opportunities (offers or database use)
- In-room table tents and possible camera/film sales opportunities at participating Super 8 locations

Craftsman

- Buy a set of tools, receive a camera, film or similar offer

Blair.com

- Internet-driven promotion, possible branded partnership via mammogram program

MARKETING PROPOSAL



MARKETING PROPOSAL





XYZ Partnership Marketing Proposal

XYZ
*DigitalCameras
& Film*

- ***Major Associate with Primary Opportunities***
- ***Sponsor Identity Placement***
 - *Clothing Placement & Options*
 - *Vehicle Placement & Options*





Partnership Marketing Proposal

Level

#96 Primary

Investment

Yr 1 -----\$11,500,000*
Yr 2 -----\$12,000,000*
Yr 3 -----\$12,500,000*

All pricing is net to the race team

Race Car Logo Placement

#96 XYZ Chevrolet

31 Full-Car XYZ Paint Schemes

#96 XYZ Chevrolet

- Full XYZ Paint schemes for 31 of 37 Nextel Cup races (PPIM would reserve certain space/rights on the #96 in order to generate associate sponsors for the program. Space may include front & rear lower quarters, B, C Pillar space & 6 paint schemes)
- Creative control of car, uniform, pit equipment, and hauler designs
- Participation in the driver selection process (to ensure Brand fit and performance expectations)
- Exclusive sponsor category with all PPIM teams
- Full promotional rights to utilize the team, car, crew, driver name, signature and likeness in any promotional or advertising elements including endorsement agreements for both drivers (#96 driver and the #32 driver if applicable)
- At-track driver appearances during race weekend. Availability of driver based on weekend race schedule and subject to PPIM's at-track requirements (scheduled in advance)
- Fifteen (15) full-day, off-track driver appearances for publicity or promotion within continental U.S. during season. All normal travel expenses associated with the appearances to be paid by Sponsor (first-class airfare, ground transportation, hotel, meals, etc.). Availability subject to advance scheduling notice

- At-track owner appearance at each race weekend. Availability of owner based on weekend race schedule and subject PPIM's at-track requirements
 - Ten (10) full-day, off-track owner appearances for publicity or promotion within continental U.S. during season. All normal travel expenses associated with the appearances to be paid by Sponsor (first-class airfare, ground transportation, hotel, meals, etc.). Availability subject to advance scheduling notice
 - Annual NASCAR licenses and weekend SELs – quantity TBD.
 - Complete PR and Client Services support including dedicated staff
 - PPIM Marketing and Client Services support to develop cross-promotional and B2B opportunities with other team sponsors
- * Driver salary is not included in the annual cost. Driver requirements are unique to each sponsor's needs and cannot be factored accurately until driver candidates are selected



Partnership Marketing Proposal

Performance Based Incentives (2005-2007)

In an effort to improve performance of the team and reward enhanced exposure, a performance bonus program is part of the sponsorship package. Outlined below are the incentive levels that will apply. Please note that the levels and payouts change as we work together as a team.

2005 Performance Based Incentive (Payout cap \$750,000 in 2005, Season Championship not in cap)

Description	Payment
First Pole of year	\$50,000
Subsequent pole	\$10,000
First Win	\$100,000
Subsequent Win	\$50,000
Position 2-5 finish	\$20,000
Position 6-10 finish	\$15,000
Position 11-15 finish	\$10,000
Top 10 points/week	\$5,000
Season Champ	\$750,000
2nd-10th year end points	\$250,000
11th-15th year end points	\$100,000

* Specific incentives adjusted over time at a 10% escalator annually



Firesuit & Crew Shirt Logo Inclusion



Firesuit

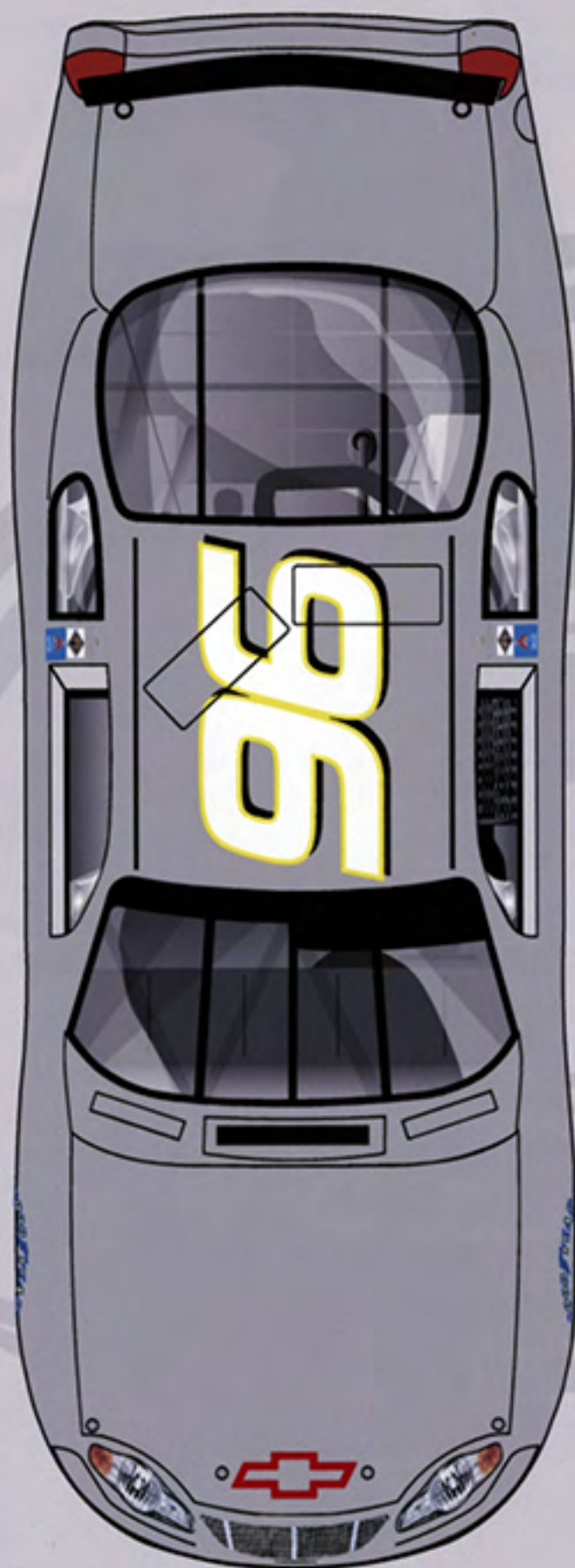


Crew Shirt



Partnership Marketing Proposal







Partnership Marketing Proposal

References

PPI Motorsports has a winning tradition that spans a wide variety of motorsports disciplines. We have a demonstrated record of increasing business for sponsors through our understanding of and commitment to their motorsports goals.

It is easy for a company to list accomplishments, but how can you be sure the statements are entirely accurate? In our case, we want you to be confident that what we say about PPI Motorsports is true.

Listed below are current and past sponsors of our racing programs. Please call them and ask about our on-track performance, client service, promotional opportunities, B2B efforts, and the people at PPIM.

When we race, the results are easy to see – but we all know that motorsports sponsorships involve much more than track performance. We want you to know that with PPIM, you receive added value in the motorsports business arena as well. Please call these folks and find out more about us.

Dave Illingworth
Senior Executive Vice President
Toyota Motor Corporation
310.468.4779

Ed Sachs
Executive Vice President
Pioneer Electronics Corporation
213.746.6337

Doug Duchardt
Manager, Motorsports
General Motors
313.667.1902

Andrew Craig
Former CEO, Championship Auto
Racing Teams, The Craig Company
248.988.9935

Dan Newsome, Jr.
Former Manager, Motorsports
Michelin
864.458.4566

Steve Saunders
Sports Marketing Manager
Coors Brewing Company
303.277.6111

Karen Grow
Tide Sports Manager
Procter & Gamble Co.
513.983.7141

Les Unger
Motorsports Manager
Toyota Motor Corporation
310.468.4709

Brian McNamara
Former Tide Brand Manager
Procter & Gamble Co.
513.983.6510



PPI Motorsports Contact Information

*Michael K Arthur
Managing Director
Partnership Marketing
828.267.0250 x5568
marthur@ppi-racing.com*

***PPI Motorsports
3051 1st Ave Ct SE
Hickory, NC 28602***



To gather and apply
the best of our collective knowledge, skills, and passion
in a focused, deliberate effort to achieve the highest possible return
on our partners' investment in motorsports.

NASCAR

TEAM BACKGROUND



www.ppi-racing.com