



SCAR

STEVE CAUNT *Racing*



WELCOME TO THE FAST WORLD OF SPRINTCAR RACING!



"GET YOUR NAME ON THIS SPACE AND GET YOUR PRODUCT ON THE PACE!"

Introduction

Welcome to Steve Caunt Racing, an emerging Sprintcar team based out of Albion Park, New South Wales.

Check out this marketing proposal to view the benefits of using Steve Caunt Racing as a key marketing tool for your business.

Here at Steve Caunt Racing we invite you to be part of the A.C.T # 9 Sprintcar team.

A mutually satisfying relationship with our sponsors is most important to us. Please read through this proposal knowing we have considered the benefits to your business in relation to the exposure we can offer.

We appreciate your time and consideration.

Daniel Powell
(Public Relations Manager for Steve Caunt Racing)





Snapshot of a Sprintcar!

A Sprintcar is a specially crafted chrome molly frame (chassis) with a 410 cubic inch aluminium, 800 plus horsepower engine fuelled by methanol. As they are reliant on a power to weight ratio comparable to a Formula One race car they have no dead weight, if a part does not contribute to the performance it is not put on the car. The outer panels are lightweight fibreglass and the wings are light aircraft aluminium. The wings and panels are perfect for showing sponsors name from all angles.

GREAT EXPOSURE FOR YOUR BUSINESS PRODUCT SERVICE





Marketing within Sprintcar Racing

The professional image of Sprintcar racing throughout the world, and particularly in Australia, has recently experienced a significant transformation. Sprintcars are the draw card of Australian Speedway, so much that rounds of the World of Outlaws Championship are now being held in Australia, which showcases some of the best Sprintcar drivers in the world.

Detailed below is a taste of the professional image makeover Sprintcar Racing has undergone



1. Frequent coverage on free to air television throughout the season (eight months), alongside substantial coverage on several pay television networks and their specialty channels.
2. Coverage has increased in national and international newspapers and magazines, where Sprintcar Racing receives extensive editorial space – a testament to the fascinating sport and its many personalities.
3. Local (South Coast of NSW) and interstate media outlets have given Sprintcar Racing plenty of coverage on a daily and weekly basis.
4. Venues throughout the nation have lifted the image of Sprintcar Racing to an unprecedented professional level that now rivals the V8 Supercars. This includes media rooms, corporate suites and state of the art spectator facilities.
5. Speedway Publications have also stepped up to the plate, as Speedway magazines have permanent features dedicated to Sprintcar Racing, which is just one of many car specific publications that contain lengthy, splashy features and profiles that are circulated on a fortnightly, monthly and bi-monthly basis.
6. Professionally built and maintained Sprintcar websites which receive frequent hits, have large memberships or loyalty bases, plus active discussion forums.
7. Websites of note include: www.stevecaunt.com and www.sprintcarworld.com.au



Advantages of using Steve Caunt Racing as a Key Marketing Tool

Funding to get Steve Caunt Racing at the top of their game is of paramount importance to the team. Working towards the pointy end of the field simply cannot happen without the financial backing from businesses. Financial assistance is necessary to survive in this ruthless, competitive sport that has ever increasing costs.

By becoming a marketing partner of Steve Caunt Racing you will have your logo on the pace with a Sprintcar team. Your logo will be seen by a brand loyal fan base that is recognised for supporting the companies that support their Sprintcar heroes.



Trackside billboard signage along with sponsor acknowledgment in competition commentary is also available.

Your company cannot afford to miss this thrilling marketing offer and the benefits that it can bring to your company, its profile and profits.

Marketing Strategies

Well aware of the importance of giving exposure to their marketing partners, Steve Caunt Racing has employed the services of Redline Media, who will manage their public relations affairs.

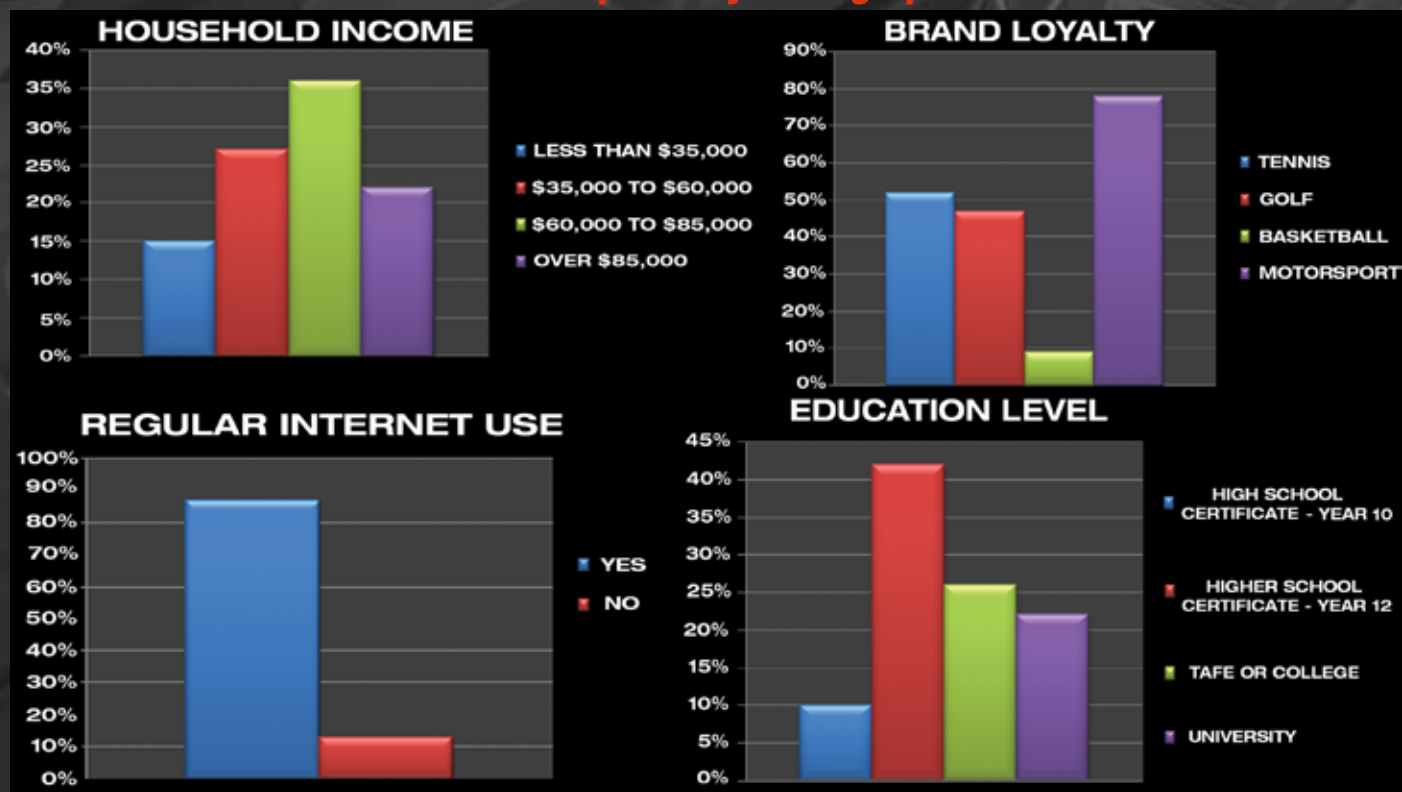
Redline Media services will involve regular media releases to local, national and international media organisations in addition to providing more network opportunities to a large portfolio of valued marketing partners.

Caunt also has his very own official website: www.stevecaunt.com





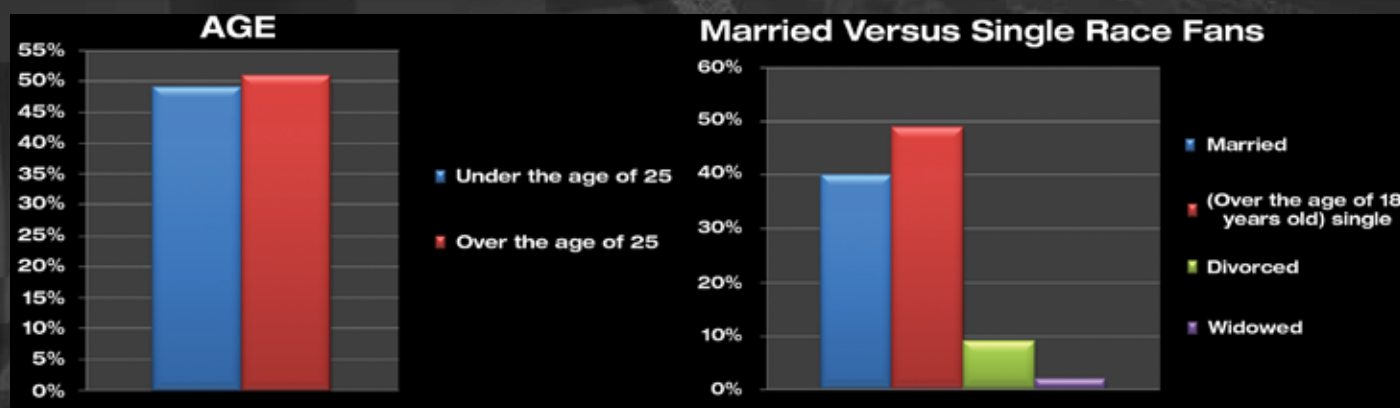
Australian Speedway Demographics



Gender

Over the last 15 years the gender scale has leveled out quite considerably according to new statistics released by Australian Speedway. The continual rise in female attendance figures is primarily due to regular race fans requesting their partners or families to accompany them to the track and see for themselves what motorsport is all about.

According to a survey conducted by mid way through the 2006/07 season, 59% of spectators over the age of 26 bring along children under the age of 18 to Speedway tracks across Australia.





Important Information

What is a Sprintcar?

Ever since their formulation in the late 1970s, Sprintcars have continued to grow a larger and increasingly supportive fan base that was once typically reserved for V8 Supercars. Producing in excess of 800 horsepower from the 410 cubic inch engine, the not so humble Sprintcar boasts a better power-to-weight ratio than a Formula One car.

A truly unique form of motor racing, Sprintcars are renowned for their two wing (top and front) structure which stabilises the car, keeping it grounded as experienced drivers hurtle around the race tracks at phenomenal speeds.



One of the major attractions for spectators of Sprintcar Racing is the close racing that drivers (and their teams) produce on a regular basis. The local competition continues to hot up this season, plus state and nation wide Sprintcar events are continually invaded by international imports from the United States, New Zealand and Canada, who all bid to edge out the Aussies on their home soil.



Important Information

What are the costs of running a competitive Sprintcar?

At Steve Caunt Racing a large amount of money has been invested directly in the sport of Sprintcar racing, and includes one complete race ready Sprintcar, along with an endless amount of spare parts and tools needed to be a competitive force week in and week out.

Steve Caunt Racing has recently invested in a current specification Sprintcar which is decked out in all of the latest state of the art equipment.

Travelling interstate on a regular basis comes at a substantial cost as the six team members of Steve Caunt Racing require accommodation, fuel and food in addition to track entry fees.

In order to produce a competitive race team a substantial financial input from business sponsors like you is required.



Season 2008/09 Budget Extract

Tyres - \$ 25,000

Fuel - \$ 4,000

Engines - \$ 30,000

Chassis - \$ 6,000

Signage and advertising - \$ 2,000 plus

Season 2009/10 Australian Budget Projection - Estimate

\$120,000.00

(Not including accident budget)

All income earned by the Steve Caunt Racing team is re-invested in equipment and advertising opportunities.

With the support of your business, Steve Caunt Racing will be able to fine tune, develop and update their state of the art engine technology, tyres and chassis. With sponsorship your business can make a substantial difference to the Steve Caunt Racing team as they chase success.



Important Information

Where do we Race?

Based in Albion Park, New South Wales; the Steve Caunt Racing team competes throughout Australia, contesting up to 35 race meetings a season that begins in October and goes right through to April which includes all the major shows such as the 2009/10 season World Series Sprintcar (WSS) Championship.

2009/10 Season WSS Championship Calendar:

November 21 Saturday Brisbane International Speedway (Brisbane, QLD) **Round 1**

November 28 Saturday Charlton Raceway (Toowoomba, QLD) **Round 2**

December 5 Saturday Parramatta City Raceway (Sydney, NSW) **Round 3**

(SPEEDWEEK)

December 26 Saturday Speedway City (Adelaide, SA) **Round 4**

December 27 Sunday Murray Bridge Speedway (Murray Bridge, SA) **Round 5**

December 28 Monday Borderline Speedway (Mt. Gambier, SA) **Round 6**

December 30 Wednesday Avalon Raceway (Geelong, VIC) **Round 7**

January 1 Friday Premier Speedway (Warrnambool, VIC) **Round 8**

January 8/9 Friday/Saturday Brisbane International Speedway (Brisbane, QLD) **Round 9**

January 10 Sunday Charlton Raceway (Toowoomba, QLD) **Round 10**

January 15/16 Friday/Saturday Parramatta City Raceway (Sydney, NSW) **Round 11**

February 3 Wednesday Premier Speedway (Warrnambool, VIC) **Round 12**

February 5/6 Friday/Saturday Perth Motorplex (Kwinana, WA) **Round 13 (finale)**





Steve Caunt Driver Profile

Age: 40

Resides: Albion Park, South Coast of NSW

Occupation: Proprietor of Fire Service Plus

Car / Engine: A.C.T # 9 Maxim that is powered by a 410 cubic Inch Chev engine.

Biography

Steve Caunt is never someone that does anything by halves and how he goes about his Sprintcar racing is certainly no different.

In a short space of time in Sprintcars, Caunt has picked up speed quite quickly and is earning the respect of his peers with each and every race meeting.

Prior to stepping into Sprintcars; Caunt enjoyed success in Micro Sprints and Formula 500s and has set his focus on the Formula One class of Speedway, Sprintcars. In Formula 500 Caunt has recorded a number of major wins, along with podium finishers in Australian Championships, and has also competed over in America.

With just a season in Sprintcars under his belt, Caunt has finished within the top five of numerous feature races and recorded a number of heat races win.

The plans for the future is to work his way towards the pointy end of the field on a consistent basis and begin to challenge the established teams wherever he chooses to compete whether it is a local or a major race meeting in Australia.

With a professional team and attitude, Caunt is certainly one driver to watch over the coming years as he strives to make a success of his foray into the world of Sprintcar racing in Australia.





In Closing

Please feel free to contact Steve Caunt Racing via either Steve Caunt 0418 612 300 or PR Manager Daniel Powell 0432 126 210 if you require any further information or you would like to discuss this marketing proposal further.

We anticipate your company's enthusiasm can match ours in reaching mutual goals in the future, both on and off the track.

-ENDS-



Package 1 – Naming Rights - \$25,000:

1. Logo predominantly on both race cars (Sprintcars and Formula 500s), along with race suits and team transporter.
2. Tyrepower Parramatta City Raceway, the team's home track, corporate box on selected race nights.
3. Be invited to the annual corporate day at Nowra Speedway where you can get the opportunity to drive either a Sprintcar or Formula 500.
4. Acknowledgment over the PA on race nights and also during interviews on television and radio.
5. Race cars available for promotion days and special events (time allowing).
6. A complimentary framed photo of the race car in special thanks for all your support.
7. Steve Caunt Racing merchandise which includes t-shirts, caps and stickers.
8. Logo included on team poster.
9. Regular updates via media releases sent directly to email addresses.
10. Logo added to each media release.
11. Logo and link added to the official website: www.stevecaunt.com

Package 2 - \$15,000:

1. Logo on both race cars (Sprintcars and Formula 500s), along with race suits and team transporter.
2. Tyrepower Parramatta City Raceway, the team's home track, corporate box on selected race nights.
3. Race cars available for promotion days and special events (time allowing).
4. A complimentary framed photo of the race in special thanks for all your support.
5. Steve Caunt Racing merchandise which includes t-shirts, caps and stickers.
6. Logo included on team poster.
7. Regular updates via media releases sent directly to email addresses.
8. Logo added to each media release.
9. Logo and link added to the official website: www.stevecaunt.com

Package 3 - \$10,000:

1. Logo on both race cars (Sprintcars and Formula 500s), along with race suits and team transporter.
2. Tyrepower Parramatta City Raceway, the team's home track, corporate box on one selected race night.
3. A complementary framed photo of the race car in special thanks for all your support.
4. Steve Caunt Racing merchandise which includes t-shirts, caps and stickers.
5. Logo included on team poster.
6. Regular updates via media releases sent directly to email addresses.
7. Logo added to each media release.
8. Logo and link added to the official website: www.stevecaunt.com

Package 4 - \$5,000:

1. Logo on both race cars (Sprintcars and Formula 500s), along with race suits and team transporter.
2. Steve Caunt Racing merchandise which includes t-shirts, caps and stickers.
3. A complementary framed photo of the race car in special thanks for all your support.
4. Logo included on team poster.
5. Regular updates via media releases sent directly to email addresses.
6. Logo added to each media release.
7. Logo and link added to the official website: www.stevecaunt.com

Package 5 - \$2,500:

1. Logo on both race cars (Sprintcars and Formula 500s), along with race suits and team transporter.
2. Steve Caunt Racing merchandise which includes t-shirts, caps and stickers.
3. Race cars available for promotion days and special events (time allowing).
4. A complementary framed photo of the race car in special thanks for all your support.
5. Logo included on team poster.
6. Regular updates via media releases sent directly to email addresses.
7. Logo added to each media release.
8. Logo and link added to the official website: www.stevecaunt.com