

RICKY MCGOUGH RACING



*Thank you for taking the time to look
through our marketing proposal,
You won't be disappointed!*

Sponsorship Proposal For *'Ricky McGough Racing'*

Are you aware that motorsport advertising and sponsorships have become one of the most effective marketing venues in the corporate world? Nothing grabs and holds the public attention more than a true race-car. Speedway Midget racing is one of the most untapped motorsport opportunities. With the incredible speed and precision driving, and the 'spectacular' crashes, this is what brings the large crowds, and this is what will give your business maximum exposure to thousands of potential new customers.

Speedway is one of the most exciting motorsports that can be viewed with clear and uninterrupted views, which gives a sponsor the full potential of 100% exposure for the entire event.

Not only do you get the trackside spectators, with the technology available these days, you also have the potential of broadcast viewing such as One News, Sky Sport Television, You Tube, etc as well as Western Springs Speedways TV show 'The Dirt' bringing in more potential customers both Nationally and Internationally as well! Also, there is the internet and media coverage which captures your business in frame and print! So with word of mouth, TV coverage and media print, what more advertising coverage could you ask for? Except there is more! Team shirts & hats, sandwich boards with your business name & logo displayed outside team tents where the cars are on display to the public, the car & trailer with your name proudly on display travelling across the country serving as a moving billboard, team posters and so much more – everyone will know all about your business! There is huge potential here!

Ricky McGough Racing has experienced full media coverage as we have been featured on the TV show 'The Dirt' frequently and have had a one-on-one interview shown on this show, and have also featured in national speedway magazines and internet forums. This is all separate to the teams own website and social media sites, which generates a lot of interest from all over the world!

Our home track is Western Springs Speedway, which is considered '*the*' place to see the best open wheel speedway drivers compete, including the international drivers who make the trip to New Zealand specially to race at this track. It has been running since 1929 and is located in the heart of Auckland beside the Auckland Zoo and MOTAT, and just like its neighbouring attractions it is an affordable and safe, family friendly environment for people of all ages. Western Springs also boast a large outdoor television screen showing the racing as well as replays, advertisements and interviews, as well as having at its disposal a corporate box overlooking the track named 'The Legends Lounge' which can cater for over 200 VIP guests. Although the crowds are large on normal nights, the track is packed on the international nights as the spectator's love the country rivalry as their drivers take on the worlds best.

We know how important the *right* sort of advertising is and we will strive to make sure that you and your business get the best possible exposure and value from every dollar spent. We would be more than happy to work with any promotional companies you may already use to ensure a professional image is displayed. This is only the beginning of Ricky's racing career.

All About Our Speedway Midget

A speedway midget is a purpose built race car designed specifically to go anticlockwise around a dirt speedway oval as quickly as possible. The design makes them incredibly fast and great for the spectators as its very close competitive racing that requires a very precise driving style, and the crashes are SPECTACULAR! A midget weighs only 410kg's and has a four cylinder engine that can develop up to 400 horsepower depending on the engine type. The light weight chassis mixed with the high horsepower engines makes these machines incredibly quick so to keep the driver safe the cars are installed with the most technically advanced safety gear, and the drivers wear a large assortment of protective clothing and other fire resistant protective gear. Our midget is powered by a Garage 9 factory built Honda race engine which uses the very latest technology. This midget was supplied brand new from the race factory two seasons ago and runs the very best gear to ensure that we are always competitive. This also includes a very complete spares package to make sure that we are always on the track racing!

Recently the team was racing in Australia and we received a lot of publicity and interest due to running the Honda engine, as this is considered by many as "the future engine of midget racing" and as a result we have a lot of extra spectator's focusing on our race team. Many race teams world-wide are keeping a close eye on our racing because we are running this new Honda engine. Honda in support of these engines have become the primary sponsor for the USAC series in America, which is one of the largest series for midget racing in the world.

All About the Ricky McGough Racing Team

Ricky McGough: *Team Owner and Driver:* Has been racing since he was 12 years old in a variety of motorsports such as dirt track, rally sprints, drag racing and speedway. He has an impressive haul of race and championship trophies that fill an entire room at the race workshop.

Stuart McGough: *Team Manager:* Ricky's father looks after all aspects of the team both on race night and between meetings. Stuarts has an extensive motorsport background in racing, rally and speedway, and has also been "Team Manager" running a Super Touring GT car in Australia.

Shannon Cargill and Wendy Thornton: *Team Photographers:* Shannon and Wendy are the team's very enthusiastic photographer's, who know how to get those great shots of the team working on the midget in the pits as well as those awesome action shots on the track. They also are not afraid to get their hands dirty and the team can count on them to help with whatever tasks need to be done during the night.

Ian Richards: *Engineer and Strategist:* Ian has been involved in the speedway racing scene for many years, both as a competitor and crewman. Ian's current background is in business management and these skills have helped in how we operate as a team, keeping us focused on the things that ensure improvement for both on the track and in the pits.

Karen McGough: Very important person who keeps the car clean and polished, ready to present to the spectators. She also looks after the food and drink for the team to make sure everyone can perform their tasks proficiently.

For more information about both the team and the car as well as more information on the teams accomplishments, take a look at our website www.rmrcing.co.nz

What You Will Receive for Your Sponsorship

Our Sponsorship Program is run as a business. This includes progress and update reports (including pictures of every win/trophy and promotional events) for all participating sponsors. When you become a sponsor you are buying advertising. In this case, your advertising would be on a very exclusive race-car, seen at Western Springs, Huntly Speedway, Stratford Speedway and other New Zealand Speedway tracks, car shows, promotional events and community appearances. The majority of our racing will be at Western Springs Speedway as this is where New Zealand's best drivers compete and these events are also shown the following Tuesday night on Sky Sports 'The Dirt'. Having already competed last season in Australia, we plan to compete the international series in **New Zealand, Australia** and **America** this season, which greatly increases our exposure to the public.

We pride ourselves on quality, service, technology and professionalism in the management of our business. We know how to get our Race Team and our Sponsor's name in print. Some of our accomplishments have included having our Race Team and current sponsors on nationwide television including footage from the 2010 New Zealand Midget Championship, one-on-one interview on 'The Dirt' TV show, spectacular pictures and commentary on the front page of 'Magors' Speedway forum website, the car on display in various automotive trades showrooms, photos of the car and driver in the local newspapers displaying its sponsors at a local race track, and more spectacular photos and commentary in the New Zealand Dirt Track Racing June 30th Issue. We know how to 'get ink'.

Presenting a professional appearance and attitude at all times, especially when representing our sponsors, is crucial to our success. At every appearance we are there in uniform, which prominently displays our sponsors names and logo's, to answer the multitude of questions and to autograph pictures of the car. Because of this, the team won the Best Presented car and team award for the 2012/13 race season. Additional exposure is also being given to each sponsor on our web site 'www.rmrracing.co.nz' and our Facebook page (Ricky McGough Racing) including links to our sponsor's websites. We take pride in getting the word out there about our team and our sponsors. The attention our race car gets at these events is phenomenal!

The 2014/15 race season will see the team also looking to compete all rounds of the POWRi World Series, which is contested in **New Zealand, Australia** and **America**. The team competed the New Zealand and Australian rounds in 2013/14 after being selected as part of the New Zealand team, and have received many more fans and followers already.

In short, for your sponsorship, you will receive the following:

- Prominent advertising to thousands of trackside spectators at a variety of different speedway tracks.
- The potential of broadcast viewing such as One News, Sky Sport Television, etc bringing in more potential customers both Nationally and Internationally.
- Internet and media coverage which captures your business in frame and print!
- Acknowledgement on our website including links to your business.
- Advertising of your name & logo on the Team shirts & hats.
- Sandwich boards with your business name & logo displayed outside team tents.
- The car & trailer with your name proudly on display, travelling across the country serving as a moving billboard.
- Team posters showing your name & logo, which are also signed when handed out.
- Progress reports with photo's.
- Signed & framed photo, thanking you for your sponsorship, for you to display.

We are currently pursuing Sponsorship for the upcoming race season, and we can create a package to suit your needs. Our packages range from \$1,000 personal sponsors to premier primary sponsorship of \$50,000. We can also negotiate custom sponsorship packages for product or a similar situation.

(Where else would you get this much advertising value? For such an amount?)

Thank you in advance for your time and consideration into our marketing proposal for the Ricky McGough Racing Team. I believe that together we can bring huge potential bonuses to both your business and the Ricky McGough Racing Team. Your thoughts and comments with regard to this proposal will be greatly appreciated. I will give you a call over the next several weeks to follow up and answer any questions that you may have. I look forward to an opportunity to discuss this project with you in further detail.

Sincerely,

Ricky McGough

Team Owner/Driver

Ricky McGough Racing

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