

The logo for Perris Auto Speedway is a yellow banner with a black and white checkered border, containing the text "Perris Auto Speedway" in a red, cursive font.

*Perris Auto Speedway*

The year "2010" is written in large, bold, red 3D block letters, centered in the upper middle of the page.

**2010**

The words "Marketing and Sponsorship Program" are written in a bold, yellow, italicized sans-serif font, centered in the middle of the page. The background features a collage of racing vehicles: a white and purple car with number 22, an orange car with number 92, a yellow car with number 10, a large red sprint car with number 03, a red sprint car with number 38, a red sprint car with number 75, a blue truck with "SP50" branding, and a blue and orange sprint car with number 77. The background also includes a black and white checkered pattern and a dark, textured surface.



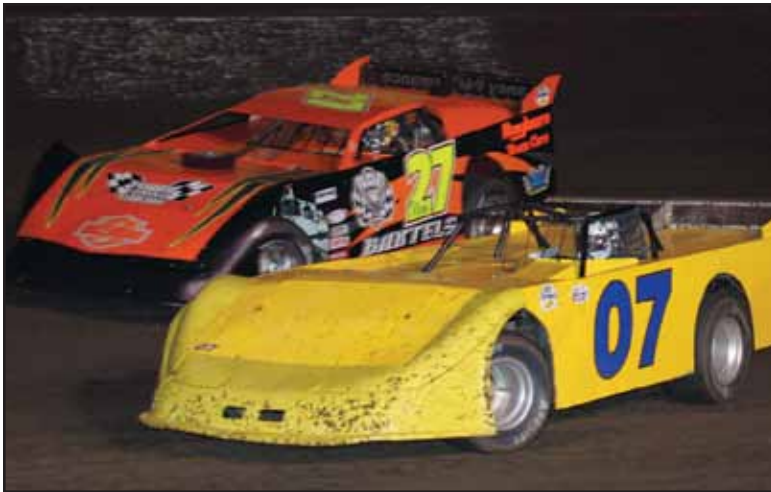
*Perris Auto Speedway*

# Welcome

to Perris Auto Speedway (The PAS!), one of America's finest Short Track Facilities and home track to over 350,000 fans. Be a part of the fastest growing trend in Sports Marketing. Perris Auto Speedway, since it's opening in 1996, has become nationally known as one of the most exciting and innovative facilities in the dirt track industry. Terrific on track action and open pits after every event make this race facility up close and personal to fans of all ages.

Some of the features and amenities offered at the Perris Auto Speedway include:

- A ½ mile multi groove, progressive banked clay oval raced over 30 nights a year
- 8000+ unobstructed, close to the action grandstand seats including 500 seats with back rests
- Skybox hospitality tents located above the main grandstand
- Unique trackside corporate hospitality settings with the availability to accommodate parties for all sorts of occasions
- Well-lit parking lot with 4000 close, paved parking spaces
- 20,000 sq. ft. of prime billboard space
- 100,000 sq. ft. of prime paved product display space
- 60,000 watt digital sound system



Recognized by the Los Angeles Times Magazine as, "one of the best weekend attractions in Southern California," the PAS continues to bring fast paced

entertainment in a clean, wholesome, family-friendly environment. Located on the beautiful Lake Perris Fairgrounds, the PAS is easy to reach from anywhere in Southern California.



*Perris Auto Speedway*

# Saturday Night Dirt Track Racing

The PAS is home to the best dirt track racing in the industry. The PAS offers an extensive variety of dirt track racing with over 30 events per year which attract 350,000 fans.

*"It's time to get excited!"* – Shav Glick, The Late Great Sports Writer of Los Angeles Times

Slated for the 2010 schedule will be the return of the popular USAC/CRA 410 Sprint cars, USAC National 410 Sprint Cars, USAC National Midgets, and USAC Western States Midgets. The PAS also hosts some of



their own PASSCAR divisions of Super Stocks, Street Stocks, American Factory Stocks, and Modifieds. We will also see the California Lightning Sprints and California Dwarf Cars as well as a couple Speedway Motorcycle races in 2010. In 2009, the PAS also held their first series of Stadium Off Road racing in over a decade and is excited about the continuing return of this racing to the track

In addition to the weekly events, the PAS also hosts a handful of special events including the unbelievable July 4th fireworks sky concert. The PAS once again presented drivers nationwide with the opportunity to participate in one of the most exciting, fun-filled, Non Wing Sprint Car races in the nation – “The Oval Nationals.”



*Perris Auto Speedway*

# Media Recognition

With success comes recognition and the PAS has got it!

*“The prospect of watching race cars sliding through the corners at the Perris Auto Speedway, wheel to wheel, and side by side with other cars, at speeds of over 100 miles per hour leaves fans salivating,” - raves Joe Vargo of the City of Perris PR.*



*“One of the best weekend attractions in Southern California,” – Los Angeles Times Magazine.*

*“Perris is quite simply the best and most modern sprint car facility in the country,” – Open Wheel Magazine.*

In 2009, National Magazines such as Circle Track, Performance Racing Industry Magazine, Popular Mechanics and even Flat Out have published major photo articles on the PAS. In addition, we receive regular coverage in such industry stalwarts as National Speed Sport News, Racing Wheels and Racing West.

Perris Auto Speedway has also been featured in over 50 newspapers including: The Los Angeles Times, The Press Enterprise, Inland Valley Daily Bulletin, The Long Beach Telegram, and the San Bernardino County Sun.

Websites catering to the motorsports lifestyle are a quick way for fans to get results and race info. Some of these sites featuring PAS include: [usacracing.com](http://usacracing.com), [scrafan.com](http://scrafan.com), [dirtlatemodelracer.com](http://dirtlatemodelracer.com), [goracing.com](http://goracing.com), [stockcarracing.com](http://stockcarracing.com), [youtube.com](http://youtube.com), [perrisautospeedway.com](http://perrisautospeedway.com), [desert-racer.com](http://desert-racer.com) and countless others.

In addition to the thousands of live fans you will reach every week, the ever increasing print media exposure for PAS and its sponsors, your company may also be featured in 100,000 season schedules, emails, and programs

Auto racing draws more spectators than any other sport in the United States. The PAS itself attracts over 350,000 energized fans through the gates each year! With motorsports events drawing higher attendance figures than the NBA, NFL, and the MLB, it is easy to see why so many national companies are, “Off to the Races!”



Getting top value for your advertising dollars takes more than just publicity. You need to reach the right people and Perris Auto Speedway will do just that! According to Performance Research, 55% of short track racing fans are between 35 and 54 years of age, the Golden Demographic. 42% make over \$60,000 a year. Most importantly though, PAS fans are extremely loyal, 58% of this audience said that their buying decisions are influenced by the sponsor!\*

iTi Performance Motorsports states that advertising at the PAS is helping to, “reach our targeted market and improve our overall sales,” and, “reach our customers as well as suppliers. The addition of the off-road series helped us break into a whole different market.”

Racing fans are passionate about their sport and they want to do business with companies that care as much as they do. This makes for a great opportunity to brand your product as a lifestyle choice for thousands of race fans every week.

Southern California has grown to be one of the most successful economic regions in the world. With one of the largest and most diverse economic bases in the country, the Southern California region is expected to continue growing.

Southern California maintains one of the largest concentrations of population, employment, income, business, industry and finance compared with other leading urban areas in the United States. In addition to its strength in the manufacturing and service sectors, Southern California has led the United States with the greatest concentration of high tech industries, mathematicians, scientists, engineers and skilled technicians in recent years. This resource has attracted top public companies in the Southern California area.

\*For more demographic info from Performance Research, check out our Knowing Your Customers section at the back of this package.

Outdoor advertising at the PAS can help put your company in, "The Winner's Circle". A Perris Auto Speedway sponsorship can help your company with growth and branding, while remaining cost effective, through opportunities such as:

- Exclusivity • Event Title Sponsorship
- Billboard Space • Vendor Space
- Web Site Links • PA Announcements
- Publication Advertising • Product Sampling • Promotions • Program Ads • Corporate Hospitality Parties
- Tickets to reward customers and employees



All of the sponsorship packages offered at the Perris Auto Speedway can be tailored or expanded to better suit your companies needs. In addition to the packages listed below, the PAS also offers special event and series sponsorship as well as trade opportunities. Sponsorship at the Perris Auto Speedway, the hottest track in Southern California, provides countless opportunities to expand your business exposure. It is also ideal for rewarding and entertaining clients, vendors, employees and friends with the most exciting form of dirt track racing at a state-of-the-art facility.

### Outdoor Advertising

Billboards communicate with dramatic, colorful impact, and a sense of prestige that pre-sells your product or service. Our billboard space provides prime display locations which makes your company clearly visible to over 350,000 fans each year. These spectators experience the thrill and excitement of watching a pack of high powered race cars skimming and sliding sideways over a slippery dirt surface at over 30 events each season.

***IF YOU CAN IMAGINE IT, ODDS ARE, WE CAN MAKE IT HAPPEN!***

Amenities	Bronze	Silver	Gold	Platinum
Billboard Size	n/a	12' x 14'	12' x 20'	12' x 24'
General Admission Tickets	100	250	400	500
PA Announcements - per event	1	1	2	2
PAS Website Link	yes	yes	yes	yes
VIP Access - (4 passes)	n/a	n/a	4 events	6 events
Corporate Night - (50 people)	n/a	n/a	1	n/a
Corporate Night - (100 people)	n/a	n/a	n/a	1
Program Ad Space	1/4 page	1/4 page	1/2 page	1 page
Logo Placement - Victory Stand	n/a	n/a	yes	yes
Banner placements (4' x 10')	2	2	4	6
Sponsor Promo Nights	n/a	1	2	3
Company Name in press release	n/a	yes	yes	yes
Display Space	<b>ALL SPONSORS HAVE DISPLAY SPACE OPPORTUNITIES!</b>			
PRICE	\$1,500	\$5,000	\$7,500	\$10,000

*Join the PAS Team of Sponsors! Enjoy the benefits of partnering with an industry leader, and begin racing towards your company's goals today!*

*Perris Auto Speedway*

# Programs & Parties

## PAS Programs

Program Advertising puts your company's message right into the customer's hands, providing priceless name recognition. As a sponsor of the PAS Program your company will be a part of historical memorabilia that drivers and fans will cherish for years to come. It also provides the opportunity to distribute targeted coupons to your customers. Ticket packages and special event program advertising rates are also available. Prices listed are for the entire racing season and annual distribution is over 5,000 programs a year.

Ad Size	Black and White	Color
Full Page	\$1,000.00	\$1,250.00
Half Page	\$500.00	\$650.00
Quarter Page	\$250.00	\$325.00
Business Card	\$100.00	\$150.00

### Display Space

Display space is available on a per race package. Prices vary per event.

Contact the track for more information.



## Party at the PAS!

The Perris Auto Speedway provides a unique party experience! These fully catered events include a delicious all you can eat and drink buffet followed by over three hours of first class racing excitement. The Perris Auto Speedway is an excellent venue to host your next party and see some great racing while enjoying wonderful food. We are able to host your party any Saturday that we race, February through November, and there is only a 30 person minimum. Your party has a great view of the race track and the PAS will welcome your guests with a PA announcement. You are also encouraged to bring a banner to further decorate your party area. Your party starts at just \$20 per person and includes a fun souvenir. (\$40 Value) For complete menu options call our office or visit our website at [www.perrisautospeedway.com](http://www.perrisautospeedway.com). Whether it is for your company or just a bunch of your closest friends, we can help you host the hottest racing party around.

Sponsorship at the Perris Auto Speedway, the hottest track in Southern California, provides countless opportunities to expand your business exposure. It is also ideal for rewarding and entertaining clients, vendors, employees and friends with the most exciting form of dirt track racing at a state-of-the-art facility.

Join the PAS team of sponsors and start taking part in the benefits and begin racing towards your company's goals today!



# Knowing Your Customers

## AGE

18 – 24.....	19%
25 – 34.....	32%
35 – 44.....	23%
45 - 54.....	14%
Over 55.....	12%

## GENDER

Male.....	53%
Female.....	47%

## COUNTY DEMOGRAPHICS

Riverside.....	40%
San Diego.....	11%
Los Angeles/Orange.....	24%
San Bernardino.....	25%

## MARITAL STATUS

Married.....	52%
Single .....	48%

## OCCUPATION

Professional.....	24%
Skilled Labor.....	19%
Customer Service.....	9%
Management.....	15%
Sales/Marketing.....	7%
Other.....	26%

## EDUCATION

High School Graduate.....	38%
Some College.....	34%
College Graduate.....	22%
Trade School.....	6%

## INCOME

Under \$24,000.....	9%
\$15,000-\$30,000.....	10%
\$31,000-\$45,000.....	11%
\$45,000-\$60,000.....	28%
Over \$60,000.....	42%

## Own a recreational Motorsport Vehicle

Yes.....	61%
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## Own a Recreational Watercraft Vehicle

Yes .....	40%
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## Drink Energy Drinks

Yes .....	82%
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## Purchase Merchandise at Events

Yes .....	58%
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## Have Aftermarket Vehicle Mods.

Yes .....	62%
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## SPONSOR INFLUENCE PURCHASES

Yes.....	58%
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## In the next year plan on:

Purchasing airline tickets for a race..	46%
Stay at a hotel for a race event.....	63%
Purchase or refinance a home.....	27%
Purchase a new car or truck.....	40%
Purchase tires for a vehicle.....	76%
Purchase a racing magazine/paper....	67%
Purchase an oil change .....	78%
Purchase goods from a home	
Improvement store .....	80%
Purchase Racing Apparel .....	74%
Purchase Riding/ Safety Gear .....	51%
Purchase items from an	
Auto Parts Store .....	88%

## TYPES OF VEHICLES OWNED

Truck.....	70%
Car.....	87%
Motorcycle.....	25%