

Wiseman
MOTORSPORTS



2012

Whelen All-American
360 Truck Series
Sponsorship Packet



Table of Contents

Help fuel the drive for the 2012 Season	2
NASCAR Overview	3
Why NASCAR	4
NASCAR Whelen All-American Series	5
Whelen All-American Series – 360 Motorsports Truck	6
NASCAR Racing as an Advertising Medium	7
Demographic Breakdown	8
2012 Sponsorship and Benefits	9
Truck Sponsor Layout	10
Contact Information	11



Help fuel the drive for the 2012 Season

Kevin Wiseman founded Wiseman Motorsports, based in Houston, TX, in late 2009. Kevin has 11 years of engineering experience, as well as extensive expertise and knowledge of oval track NASCAR racing. In 2010, Wiseman competed in 19 races with 12 Top 10's, runner-up for Rookie of the Year, placed 7th in the series final standings and had 1 DNF. Building



on the success from his rookie campaign Wiseman has 1 top 3, 3 top 5, and 7 top 10 finishes in 2011. He currently sits 5th locally in the 360 Motorsports Series Standings and 30th in the Whelen All-American Series national standings. For 2011, Wiseman Motorsports has aligned with Gerald Boyd of Pro Star Performance, and will be one of three trucks racing from this Shop. Pro Star performance operates from a State of the Art 6,600 sq ft shop located on the northwest side of Houston.

As with any new and growing program, there needs to be a detailed understanding of the benefits and opportunities that you or your company should expect to receive before making a final investment decision to advertise with a NASCAR race team. Wiseman Motorsports will work with you to develop a marketing package that meets and exceeds your goals, budget, and advertising needs. We want to give you the most "horsepower for your dollar". Aligning your company with Wiseman Motorsports in support of the 2012 Whelen All-American Series will provide you with a unique level of exposure. This form of advertising reaches virtually any target audience and a wide range of demographics in multiple markets across the country. Lastly, you will help in "fueling" a team that is looking to make major steps to becoming a series champion, which would put your organization in the Winners Circle. Wiseman Motorsports looks forward to collaborating with you in 2012 and beyond!



NASCAR Overview

- NASCAR is the #1 sport in brand loyalty. Fans are three times as likely as non-fans to try and purchase sponsors' products and services.
- NASCAR is the #1 spectator sport, with more of the top 20 highest attended events in the U.S. than any other sport. On average, more than 100,000 spectators attend NASCAR Sprint Cup Series events.
- NASCAR is the #2-rated regular-season sport on U.S. television.
- NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico.
- NASCAR has three national racing series, four regional racing series, a local racing series with over 50 participating tracks throughout North America, and two international racing series.
- NASCAR is broadcast in over 150 countries in 20 languages.
- More Fortune 500® companies rely on NASCAR to build their brands than any other sport.
- NASCAR Sprint Cup Series events typically add \$100-\$200 million to local and regional economies.
- Forbes magazine ranks the Daytona 500 as the world's #4 most valuable sporting event brand (and the #2 most valuable among annual sporting events).



Why NASCAR

Auto racing promotions have a proven track record of attracting target consumers to a company's product. Considering the appeal of auto racing, both nationally and worldwide, more fans follow auto racing than any other sport. Consider the following:

- NASCAR events typically carry a single day attendance number that exceeds any single sporting event.
- Since 1995, 17 of the top 20 attended sporting events were NASCAR racing events.
- The rise in popularity of NASCAR in general has increased awareness and attendance at regionally sanctioned Hometown Track events.

The question to ask is, "Does the audience match your target customer?" Contrary to popular belief, the racing audience is quite diverse, is truly nationwide, rather than regional, and narrowly segmented as is commonly assumed.

Racing fans tend to be the most brand loyal to sponsors' products. Surveys reveal that a higher percentage of race fans buy sponsors' goods and services than that of any other sport. Virtually every business market sector is represented in a racing program. Often, competing companies find themselves competing not only in the market place, but on the track as well.

The conclusion should be that by gaining sponsorship in a NASCAR team, your company will yield an advertising campaign that targets a large enthusiastic and loyal audience with a unique platform to market your products and services... again more "horsepower for your buck" when compared to any other advertising campaign.



NASCAR Whelen All-American Series

For more than 25 years, racing at short tracks throughout the country has provided the foundation for NASCAR. The tradition continues in 2011 as the NASCAR Whelen All-American Series will crown champions at the track, state, and national level.

The Whelen All-American Series is NASCAR's national championship program for short-track racing. Connecticut-based, Whelen Engineering, leading manufacturer of automotive, aviation, industrial and emergency vehicle lighting, is the series sponsor. More than 10,000 drivers compete at NASCAR-sanctioned short tracks throughout the U.S. and Canada.

- The track champions are determined by local points. A competitor does not have to be a track champion in order to win a state or national championship.
- State/province champions are those competitors who accumulate the most NASCAR points at any NASCAR-sanctioned track within a state or province. Points will not transfer between states or provinces, but a competitor may compete for more than one championship.
- The national champion is the competitor who accumulates the highest total of NASCAR points. Drivers are able to compete at any NASCAR-sanctioned facility in North America.
- The national champion earns a reserved spot in the NASCAR Toyota All-Star Showdown

In addition, drivers will be competing to put their name on the handcrafted trophy commissioned by NASCAR to honor the national champion. The perpetual trophy, which was introduced in 2007, displays the names of all the previous national champions. Beginning in 2009, NASCAR recognizes the rookie of the year in each state and province, and the NASCAR Whelen All-American Series national rookie of the year

The NASCAR Whelen All-American Series national champion, along with U.S. state and Canadian province champions, track champions, and special award winners are honored at the season ending NASCAR Whelen All-American Series Awards Banquet at the Concord, NC Convention Center.

The local racing program was founded in 1982. Since its inception, the series has been a successful starting point for the careers of many top drivers. NASCAR stars Greg Biffle, Clint Bowyer, Jeff Burton, Kurt and Kyle Busch, Dale Earnhardt Jr., Carl Edwards, Denny Hamlin, Kevin Harvick, Bobby Labonte, Jamie McMurray, Elliott Sadler, and Brian Vickers all began their careers in this series.



Whelen All-American Series – 360 Motorsports Truck

What is the 360 Truck Series? It's a production model pickup truck racing series operated out of Houston Motorsports Park in Northeast Harris County. The 360 Truck Series got its start with the All-star Race Truck Series (ARTS) and was governed by ARTS, a national organization. After ARTS folded in 2005, the United States Racing Association (USRA) became the governing body and operated the series out of San Antonio Speedway. When the San Antonio Speedway closed in 2007, the series was in jeopardy of being canceled. The trucks became more of a "track" class than a "series". They ran at Thunder Hill Raceway (THR) in Kyle, TX and Houston Motorsports Park (HMP) in Houston, TX, with an occasional trip to Corpus Christi Speedway (CCS) in Corpus Christi, TX running under the old USRA rules.

In 2009, HMP formalized the current Truck Series rule package, as the facility became Nascar Sanctioned. The rule package falls in line with the Nascar Whelen All American Series – Division III – Asphalt rule package that was adopted nationally for Nascar Sanctioned classes. Thunder Hill, though an American Speed Association sanctioned facility, has adopted the same rule package. In 2009, the trucks ran a partial schedule at HMP; however, because of fan support and great racing, the schedule was expanded to a 17-race schedule for 2010. For the 2011 season, the NASCAR 360 Pro Truck Series are running a 18-race schedule beginning February 12, 2011 and will finish October 18, 2011.

For the 2011 season, Wiseman Motorsports plans to race in all 18 events held at Houston Motorsports Park, the only NASCAR sanctioned short track in Texas. In addition, Wiseman Motorsports is making plans to race at THR and CCS. The team will also continue to keep its eyes and ears open for other exciting racing events, locally and nationally.



NASCAR Racing as an Advertising Medium

Increased Corporate Visibility

- NASCAR racing generates more than \$1.0 Billion in annual corporate investment within the United States alone with “rolling billboards”.

Interact with Key Clients and Employees

- NASCAR racing enhances business relationships and builds “spirit” among employees, key clients and targeted customer groups.

Achieve Unparalleled Exposure

- NASCAR racing exposes your company and your products to more “Brand Loyal” fans than any other sport.

Target Preferred Customers

- NASCAR fans are diverse and loyal to the brands that sponsor cars and drivers, and the races enable sponsors to interact directly with target consumers.

Create Merchandising and Sales Promotion Opportunities

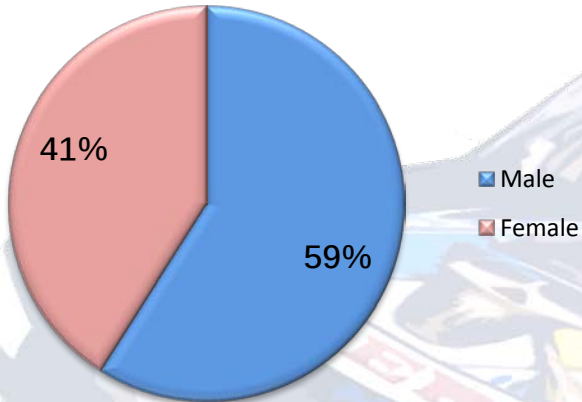
- NASCAR events and special scheduled corporate events provide a unique opportunity to bring racing to your customers and employees.



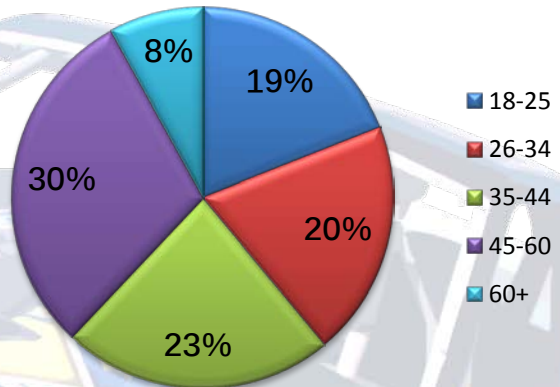
Demographic Breakdown

Houston Motorsports Park

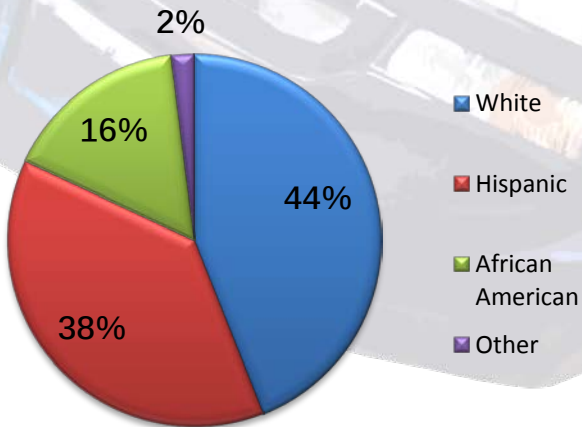
Gender



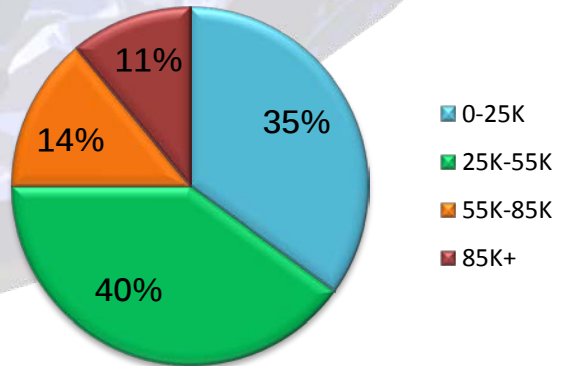
Age



Ethnicity



Avg. Annual Income



2011 projected attendance: 850,000

*Statistical Data provided by Houston Motor Sports Park



2012 Sponsorship and Benefits

Whelen All American Series

The Sponsorship

The following is a summary of the sponsorship options for the 2012 racing season.

Brand Exposure

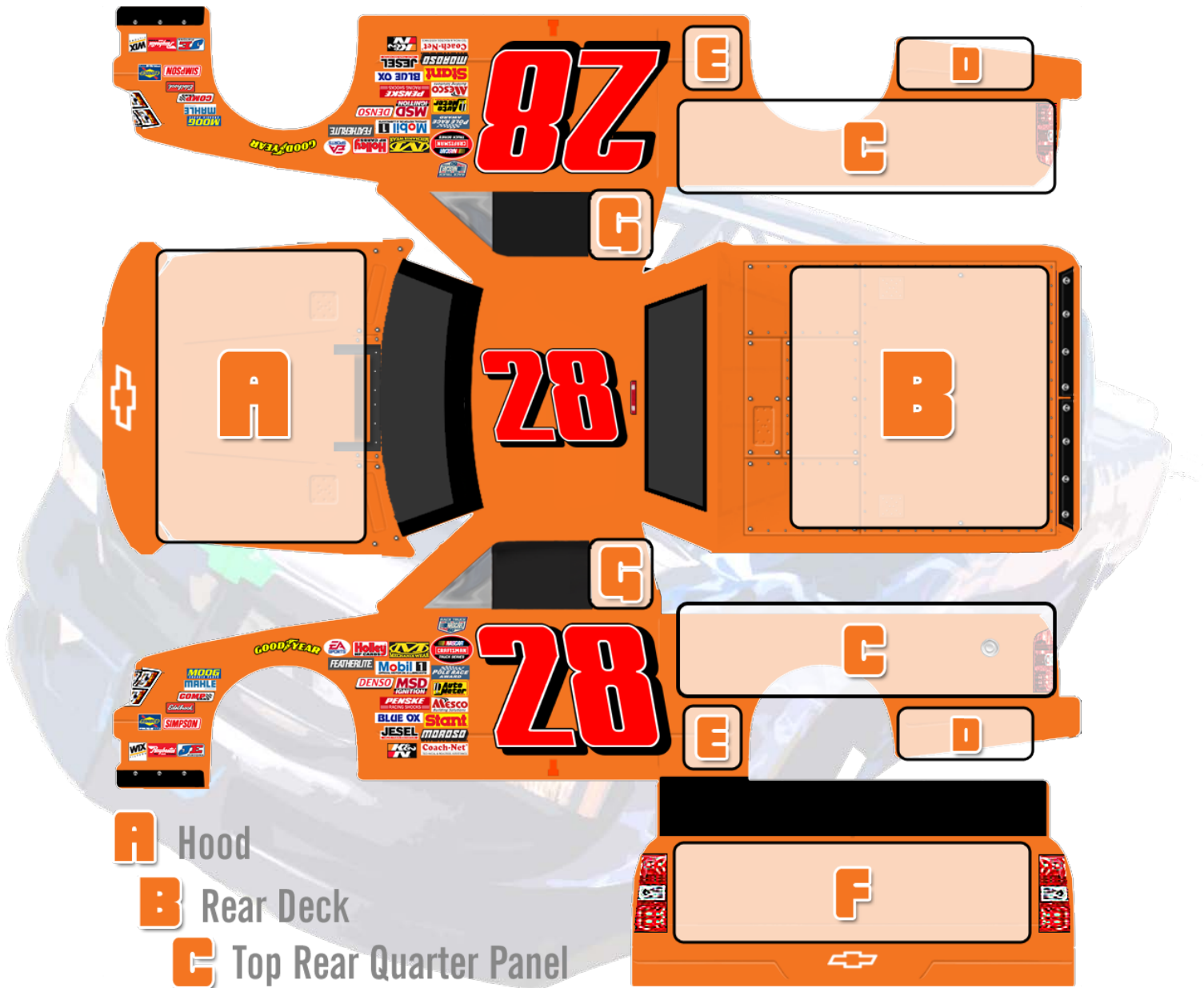
- Brand exposure on vehicle – you may choose multiple placements of logos, text and products.
- Brand mentioned by driver during interviews, arranged announcements at the track and during special events.
- Personality of the driver becomes a voice for your company and your products.
- Sponsorship brands on Wiseman Motorsports website, weekly newsletter and on driver “Hero Cards” given to fans with autographs.
- Priority access to car and driver for scheduled special events, employee meetings and or trade seminars/shows.

Full Sponsorship Benefits

- Your company logo prominently displayed on race car (via automotive wrap) and on driver's uniform.
- Logo placement on driver's uniform, fire suits and track uniforms.
- Maximum visibility on Wiseman Motorsports website.
- Custom color scheme to enhance your company's logo and products.
- Media coverage as provided by race venues and news print.
- Distribution of your materials at each venue, as permitted.
- Drive and car appearances at your events (schedule permitting).
- Announcements and promotions by track announcer.
- Entertainment options for your employees, clients and guests.
- Special access tickets to all 2012 race events
- Pit passes to venues, as permitted.



Truck Sponsor Layout



- A** Hood
- B** Rear Deck
- C** Top Rear Quarter Panel
- D** Lower Rear Quarter Panel
- E** Lower Rear Panel
- F** Rear Panel
- G** Driver B Post



Contact Information

Wiseman MOTORSPORTS

www.WisemanMotorsports.com

19223 Country Village Dr.

Spring, TX 77388

Phone: (832) 250-7386

E-mail: kevin@wisemanmotorsports.com

