

Shon Elk Motor Sports

www.elkmotorsports.com

2009 Marketing Proposal



OWNER/DRIVER:

SHON ELK

HOMETOWN:

SINKING SPRING, PA

Background

Shon Elk is a stock car driver/ owner from Sinking Spring, PA. Being a third-generation driver, he has been involved in racing for nearly 30 years. Shon competes in Enduro Class events in Pennsylvania and New Jersey. Working as a Sales Manager for Savage 61 Dodge has given Shon many years of sales and marketing experience, vital to promotion of the team and sponsors. Shon is also quite busy at home with his wife Jessica, daughters Alexis and Sarah, and dog Chile. If he has extra time, Shon likes to golf as well.

2008 Team Highlights

The 2008 season was the Elk Motor Sports teams second full year with a best finish of 2nd at Grandview Speedway (after a 38th place start). A season long fight landed the team 6th place in the point battle at Big Diamond Raceway, missing a top-five finish by a mere 5 points. Out of 8 starts, Shon completed over 750 laps, coming home with 3 top five and 5 top ten finishes. Twice in 2008, Shon started dead last in the field of over 50 cars and raced to respectable finishes of 4th and 13th. Shon's average starting position was 28.75 with an average finish of 9.5.

Plans for 2009

In 2009, Elk Motor Sports will be hitting the track with Shon at the wheel of a 1984 Chevy Monte Carlo #10x. The Ford Crown Victoria (pictured on the main page) campaigned in 2007 and 2008, was sold after the last race at Grandview in October. The team is excited to build on the successful 2008 season with a new car.

Shon will again be running the 6/8 Cylinder Enduro entry-level class of stock cars. The cars are everyday vehicles taken directly off the street, only adding safety features and slight performance modifications. A 14-race season is scheduled, with the potential of 17 races if time and weather permit. The team plans to race at the following tracks:

- ❑ **Big Diamond Raceway – Forrestville, PA**
- ❑ **Grandview Speedway – Bechtelsville, PA**
- ❑ **New Egypt Speedway – New Egypt, NJ**

Sun, April 19	Big Diamond Raceway
Sun, April 26	Grandview Speedway
Sun, May 3	Big Diamond Raceway
Sun, May 24	Grandview Speedway
Sun, June 14	Big Diamond Raceway
Sun, June 21	Grandview Speedway
Sun, June 28	New Egypt Speedway *
Sun, July 12	Big Diamond Raceway
Sun, July 26	Grandview Speedway
Sun, Aug 16	Big Diamond Raceway
Sun, Aug 30	Grandview Speedway
Sun, Sept 20	Big Diamond Raceway
Sun, Sept 27	Grandview Speedway
Sun, Oct 11	Grandview Speedway
Sun, Oct 18	Grandview Speedway
Sun, Oct 25	New Egypt Speedway*

*Tentative dates



Exposure

2008 was a groundbreaking season for the Elk Motor Sports team. The website was further developed. Team t-shirts were designed and produced (graphic design by Scott Frymoyer of Snooky's Vintage Originals). The team attracted 9 sponsors who greatly contributed to the team's success. Several marketing opportunities are still available in 2009.

Each week, the team is exposed to over 600 fans in the stands, over 250 drivers and crew in the pits, and the track staff. The Enduro series popularity has exploded over the last year, more than doubling car counts. The average Enduro now has over 85 total cars between the two divisions. The car is transported on an open trailer, which acts as a moving billboard. With an average round trip of over 100 miles, the team plans to log over 2000 miles of travel in 2009. That means your business is exposed to thousands of people while the team navigates to and from race events, stretching your advertising investment even further.

During the 2008 season, the Elk Motor Sports Team was mentioned on several racing websites and message boards. Shon has been interviewed by Doug Elkins from Doug's Dirt Diary (over 1 million website hits) and has an interview scheduled with Eastern PA Enduros. During these interviews, all the sponsors are mentioned along with their business locations.

In addition to the interviews, these sites included exposure in the forms of car photos, video of the races, information about the team/sponsors, and/or results from races. They have been posted on the following sites:

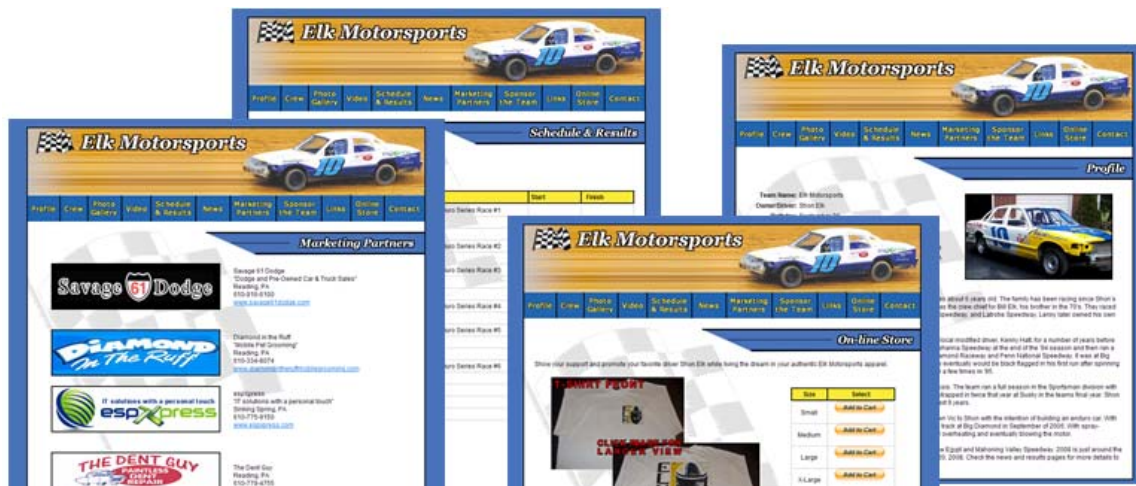
- www.southjerseydirtracing.com
- www.bigdiamondraceway.com
- www.neetsracing.com
- www.garysilvermanproductions.com
- www.mountainspeedwayphotography.com
- www.pitsideracing.com
- www.dougsdirt diary.com
- diamondfanpa.tripod.com/bigdiamondfanpage
- www.leinbachmotorsports.com
- www.doublehracephotos.com
- www.newegyptsspeedway.net
- www.longislandjam.com
- www.poconothunder.net
- www.racerhub.com
- www.aarn.com
- www.easternpaenduros.com
- www.winkmotorsports.com
- www.fastrakmotorsports.com

The Team Website

In December of 2007, our website, www.elkmotorsports.com was unveiled thanks to the efforts of Torrey Bates and espXpress (www.espxpress.com). The site is updated frequently with news and information about the team, Shon's schedule and finishes, sponsor information, photos, links to other sites, video and audio. Also new this year is the online store. A visitor can quickly and conveniently click to order Elk Motor Sports merchandise, complete with your company logo.

The website has averaged almost 6,200 hits per month. The site traffic is increasing monthly and averages 191 unique users each month. These visitors click an average of 2.7 pages per visit. This exposure adds to the value of partnering with Elk Motor Sports. Not only is the car in front of the crowds, but, potential clients can link back to your company site in the comfort of their own home.

Along with the website, a monthly Elk Motor Sports email newsletter is sent out to over 200 local email recipients. This list is growing monthly, and the goal is to expand delivery to 500 readers by the end of 2009. This newsletter presents the opportunity to highlight your business and can include promotional e-coupons that these potential clients can redeem at your business.



2009 Charitable Work

In 2009, Elk Motor Sports will be working exclusively with Relay for Life and the American Cancer Society. Shon was looking for an opportunity to give back to the community and it made perfect sense to work with the American Cancer Society. Shon's family has been deeply affected by cancer and working for a cure is a big priority for Shon and the team.

What does this mean for our prospective marketing partners?

Each marketing partner will have a donation made directly to Relay for Life in their business name in conjunction with Elk Motor Sports. In addition to this, Shon will be donating a portion of any money earned through out the season in the name of Elk Motor Sports and its marketing partners. We are working with the track promoters to hold donation cans at each of the races. Shon and the team are planning a fund raising event to benefit Relay for Life and the American Cancer Society in the early spring. The goal for 2009 is to raise \$1000. Also as the schedule allows, the Elk Motor Sports team will also be engaging in Relay for Life activities.



Marketing Opportunities

We focus on optimizing the exposure of your business from any angle imaginable. The possibilities are nearly limitless. Here some examples of how we can increase exposure for your business:

- Hand-painted business logo on the car with your address, phone number and website
- Press release hand-delivered to the track announcer on race day with your company info
- Donation in your company's name to Relay for Life and the American Cancer Society
- Business logo embroidered on the driver's suit
- Business logo painted on the trailer
- Link from the Elk Motor Sports website to your website
- Your company's information on the site
- Monthly Newsletter with the opportunity to be the spotlight company
- E-Coupons from the newsletter
- Screen printed t-shirts/clothing
- An ad in the program at the track
- On-site display with the car for your promotion
- Co-sponsorship of events such as golf tournaments, non-profit events and community events
- Year in Review highlight DVD
- Anything else that you suggest can be discussed

Every package is different and we can customize our marketing to your target market. For more information, contact:

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