

3M Motorsports

2010 Sponsorship Information





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Driver – Kevin Lee





To Whom It May Concern:

A marketing and advertising opportunity waits for you with 3J Motorsports. We will present your company image to tens of thousands of Race Fans at various dirt tracks located in Ohio over a six month period Spring through Fall. We anticipate between 25 and 30 events in the 2010 racing season. Race Fans and Race Teams are brand faithful to business and products that are promoted through Motorsports.

I would like to invite you to become a marketing partner with the 3J Motorsports 410 Super Sprint Car. Enclosed is some information about 3J Motorsports and our Driver Kevin Lee. Together we will be the right combination to present your logo to remind thousands of race fans weekly of your company's entry into the Sprint Car Market. You will receive relationship building marketing opportunities with a highly desirable target audience off the track through advertising promotion sales, coupons, sampling, or other field marketing methods. Whatever your needs are. All of these activities are tied into a sport that is synonymous with action, excitement and team/sponsor loyalty.

I have included a demographic of the kind of people we will market to. Page two is an overview of 2009 season and goals for the upcoming 2010 season, along with a copy of available advertising you can choose from.

Feel free to call Jason Deel (419)639-3411 for any questions you might have, or we will contact you in the very near future for consideration of a marketing partnership for the 2010 racing season. Thank you for considering 3J Motorsports as a marketing opportunity

Sincerely,

Jason Deel
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President 3J Motorsports

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With the 2009 season over, I have prepared a season wrap-up. 2009 was the first year for the 3J Motorsports team competing in the 410 sprint division on a fulltime basis.

1. Finished 7th in 410 sprint division championship standings at Attica Raceway Park.
2. Finished 9th in 410 sprint division championship standings at Fremont Speedway.
3. Finished 9th in 410 sprint division FAST Series championship standings.
4. Had 9 Heat race wins.
5. Had 4 consolation race wins.
6. Had 2 top 5 A-main finishes with bests of 3rd at Wayne County & 4th at Lakeville.
7. Had 7 top 10 A-main finishes.
8. In qualifying at Fremont, Kevin had two 2nd quick and one 5th quick time trial efforts.
9. Kevin also had 10 starts in the 305 car with 9 top tens including 3 top five finishes.
10. The 3J team also competed at 6 different tracks in 2009. With first time visits to Wayne County Speedway, Lakeville Speedway & Mercer (PA) Speedway.

Goals for the upcoming 2010 Season:

1. Finish in the Top 5 in every heat race.
2. Make every feature event.
3. Win at least 1 feature event.
4. Finish Top 10 in championship points at Fremont Speedway.
5. Travel to as many new tracks as possible.

So far the plans for 2010 are to race the entire FAST Series schedule (Approx 20 races split between Attica & Fremont) and all of the remaining dates at Fremont Speedway, Along with the bigger shows at Attica. When Fremont does not have a 410 Division race we will travel to other tracks in the area such as Lakeville Speedway, K-C Raceway, Millstream Speedway, Sharon Speedway and Skyline Speedway when the purse pays enough to make the trip worth while. This will be the second year for the team to compete in the 410 division full time.

I would like to invite you to become a part of the 3J Motorsports. Together we are a winning combination to get your company's good name out to the Racing Public. Your financial support makes 3J Motorsports possible.



Sponsorship Packages:

Increase your brand or company awareness by placing your company logo/slogan on our car in one or more of the locations listed below. A diagram detailing these areas of the car can be found on page 8 of this brochure.

1: Entire car painted your companies colors with your Logo/Lettering predominantly displayed on both sides and top of car in a large format.				CALL
2: Top Wing: One outside of panel	6 Available	1' x 2'		\$1,000.00 ea.
Opposite body panel		3" x 6"		
Inside of panel	12 Available	6" x 1'		\$ 500.00 ea.
Outside body panel		3" x 6"		
Top of wing	1 Available	5' x 5'		\$ 500.00
3: Nose Wing: Both outside panels	2 Available	8" x 1'		\$ 250.00 ea.
Top of wing	1 Available	3' x 2'		\$ 250.00
4: Hood: Both sides	2 Available	2' x 3'		\$3,000.00
One side	1 Available	2' x 3'		\$2,000.00 ea.

-Company names are announced during racing events.

-The car is made available for photo opportunities at sponsor's request.

Examples: Special promotions for your business like company picnics,

Open houses, etc. What ever your advertising needs are, we'll be there.

-Photo picture cards (4"x 6") are printed in full color. These cards are handed out at car shows and racing events. The front of the card has a photo of the car, the reverse side includes information about the driver, car, and lists all of the team sponsors. The cards have been very popular with children and adults alike.

-Autograph sessions are held whenever the car appears for a sponsor function, and after race events

the driver is always available to sign autographs in the pit area.

-The 3J Race Team and I are polite and have a strong following among the racing community. We care about your company's image and present ourselves in a professional manner.

Demographic Information:

By partnering with the 3J Motorsports team, you will be bringing your Brand/Company to the attention of an audience that is known for it's loyalty of supporting the racing community and those companies that support the racing that they love so much. On the following page you will find some demographic figures for the sprint car fan base.



Sprint Car Racing Fan Demographics

Gender

Male 63%
Female 37%

Age

18-25 12%
26-39 31%
40-49 28%
50+ 29%

Annual Income

< 25 17%
25-35 32%
35-50 26%
50+ 25%

Vehicles Owned

Car 77%
Pickup 58%
SUV 19%
Van 20%

Marital Status

Married 71%
Never Married 19%

Employment

Full Time 91%
Student 4%
Retired/Not Working 5%

Occupation

Business Owner 23%
Mfg./Construction 19%
Professional/Tech 13%
Retail/Sales 13%
Farm Related 10%
Automotive 6%
Other 16%

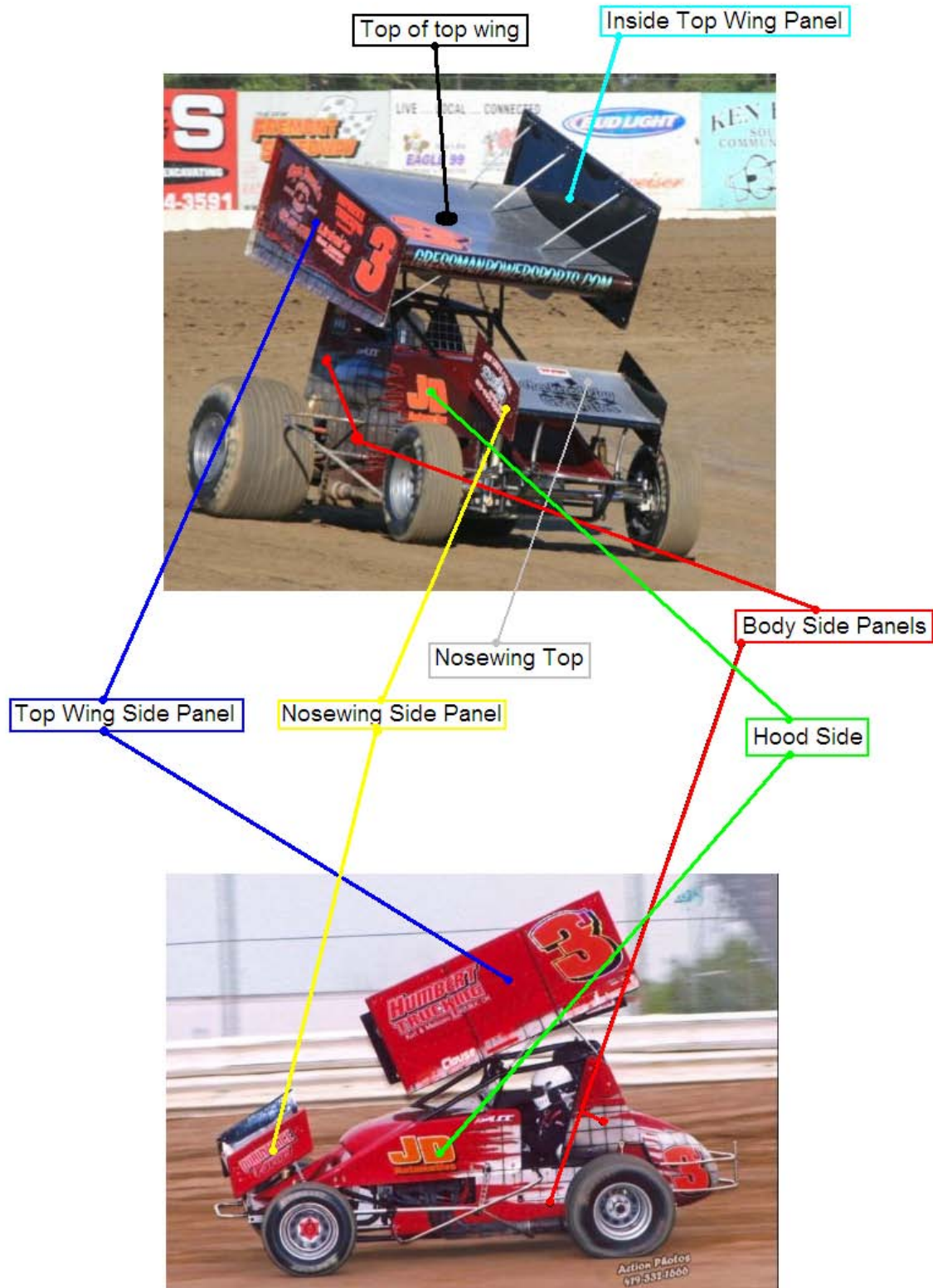
Education

Some H.S. 7%
H.S. Grad 56%
Some/College Grad 37%

Additional Facts

- 2 vehicles per household
- 81% purchase from companies who support sprint car racing.
- 22% own RV's
- 58% own trucks
- 92% consume soft drinks
- 62% consume beer
- 42% own computers
- Average distance traveled to All Star events is 152 miles.
- 64% spend more than one night per year in a motel while attending races.
- 88% purchase food commuting to/from races.

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FINAL 2009 F.A.S.T. KISTLER CUP DRIVER POINTS

POS.	CAR #	DRIVER'S NAME	WINS	POINTS	PTS BACK
1	09	Craig Mintz	4	1818	
2	5R	Byron Reed	1	1767	-51
3	X	Mark Keegan		1634	-184
4	15C	Chris Andrews	2	1627	-191
5	11B	Brock Mayes	3	1574	-244
6	312	Mike Linder		1549	-269
7	12	Caleb Griffith		1532	-286
8	04	Cap Henry		1470	-348
9	3J	Kevin Lee		1457	-361
10	25	Lee Jacobs	1	1440	-378
11	11M	Brandon Martin		1331	-487
12	2+	Brian Smith	1	1284	-534
13	9Z	Duane Zablocki		1224	-594
14	16	Bryan Sebetto	1	1207	-611
15	60	Jody Keegan		1171	-647
16	48S	Andy Shammo		1157	-661
17	10	David Harrison		1125	-693
18	53	Phil Gressman		1091	-727
19	22	Cole Duncan		952	-866
20	27	Scott Euler		865	-953
21	83	Tim Shaffer	1	821	-997
21	5T	Travis Philo		821	-997
23	14H	Todd Heller		731	-1087
24	63	Chad Kemenah	1	709	-1109
25	53	John Ivy		691	-1127
26	W20	Greg Wilson		623	-1195



2009 Fremont Speedway 410 Division Final Point Standings

	Driver	#	Total	Back
1	Brock Mayes	11B	991	0
2	Byron Reed	5R	988	-3
3	Craig Mintz	O9	981	-10
4	Mark Keegan	X	909	-82
5	Mike Linder	312	878	-113
6	Lee Jacobs	25	868	-123
7	David Harrison	10	866	-125
8	Cap Henry	O4	854	-137
9	Kevin Lee	3J	847	-144
10	Brian Smith	2+	845	-146
11	Chris Andrews	15C	820	-171
12	Phil Gressman	9X	814	-177
13	Brandon Martin	11M	778	-213
14	Duane Zablocki	9Z	776	-215
15	Todd Heller	14H	770	-221
16	Andy Shammo	48S	745	-246
17	Jody Keegan	60	744	-247
18	Bryan Sebetto	16	659	-332
19	Caleb Griffith	12	568	-423
20	Cole Duncan	53	561	-430
21	Tim Shaffer	83	489	-502
22	Jamie Miller	23	458	-533
23	Greg Wilson	W20	438	-553
24	Rob Chaney	7K	429	-562
25	Travis Philo	5T	418	-573



2009 Attica Raceway Park 410 Division Final Point Standings

	CAR#	DRIVER	WINS	POINTS	PTS BACK
1	15C	Chris Andrews	3	2200	
2	5R	Byron Reed		2189	-11
3	312	Mike Linder		2181	-19
4	X	Mark Keegan		2113	-87
5	O9	Craig Mintz	2	2101	-99
6	O4	Cap Henry		1991	-209
7	3J	Kevin Lee		1963	-237
8	11M	Brandon Martin		1954	-246
9	2+	Brian Smith	1	1810	-390
10	27	Scott Euler		1799	-401
11	59	Lee Jacobs	1	1793	-407
11	9Z	Duane Zablocki		1793	-407
13	60	Jody Keegan		1789	-411
14	11B	Brock Mayes	1	1770	-430
15	12	Caleb Griffith		1637	-563
16	16	Bryan Sebetto	1	1570	-630
17	22	Cole Duncan		1469	-731
18	10	David Harrison		1464	-736
19	48S	Andy Shammo		1463	-737
20	5T	Travis Philo		1284	-916