



**94**



**2007 Sponsorship Information**

# **Big Dog Motorsports**



## **Representation**

Big Dog Motorsports is seeking promotional partnership that will allow us to campaign in the NASCAR Whelan All American Weekly Racing Series not only this year, but to also build a partnership for years to come. The cost of advertising during a race season can be rather small compared to billboard, printed articles, broadcasting i.e. TV & radio. When one studies the demographics of NASCAR racing fans, it becomes apparent that advertising in this arena reaches a cosmopolitan audience for all ages, genders, and walks of life.

The most significant advantage with NASCAR, as an advertising venue, is that the fans are loyal to the products and services represented at the track and on media coverage of the races. The result of recent surveys demonstrates that 97% of NASCAR fans purchase or support products or services that are advertised at the tracks and on media coverage. No matter what the product, company or service we represent, we guarantee one thing: We have a goal for fielding a respectable, well prepared racecar, well dressed pit crew, and nice equipment all worth of quality your organization would expect.

## **Commitment**

Big Dog Motorsports is willing to provide the car, crew, truck and trailer or whatever else you may need for your successful media presentation. We look forward to discussing the 2007 racing season with you. We can tailor a custom program to your specific needs with your desire to participate and resources available for the venue.

### **Excellent Opportunity with a FAST Result**

The prestige, popularity, growth and image of auto racing offer excellent opportunities for sponsors to market any product to enormous local & national audience. The fascination of racing is shared by people from such diverse ages, income groups and social classes that companies are able to reach great numbers of potential customers for any consumer product or service.

A professional race driver's job is representing his sponsors at the track and away from it, and attracting fan and media attention to the sponsors' message. This is an excellent opportunity for you to discover phenomenal growth in your target markets, increase your sales, and achieve greater value for your advertising dollars. No other sport can offer you these advantages. **Big Dog Motorsports Makes Your Business Our Business!!** We go beyond what you need to deliver you a winning promotion.

## **Racing Goals**

We at Big Dog Motorsports have set our goals high for the 2007 season. After a successful 2006 season and winning Rookie of the Year at the Edmonton International Raceway/NASCAR Dodge Weekly Series we intend to be a front runner for the 2007 Whelan All American Weekly Racing Series season championship. With your sponsorship support we feel together we can achieve this goal.

## **Sponsorship Benefits**

Big Dog Motorsports is willing to offer the following benefits to our sponsors. The level of sponsorship will determine what will be included in the promotional package. We are open to any additional items you would like to see added in order to make your Company stand above the others in your Market. **Big Dog Motorsports Makes Your Business Our Business!!**

1. Web Site link to your Company.
2. Your Company Decal will be displayed on both racecars & transporter.
3. Logos stitched onto the pit crew shirts & coveralls.
4. Car and driver available at a location of your choice for open house, company BBQ's, advertising venues or any special event your company is holding.
5. Your company employees will also be eligible to be a guest in the pit crew during races.
6. Company information will be placed on the racecar after every race for the fans to take when they are in the pit area after the races.
7. Photo shoots for employees or products.
8. Sponsorship recognition in all media and track coverage.

## **Driver & Car Info**

### **Driver**

Ernie Ricard - Sherwood Park, Alberta

- Team & Car Owner
- 2006 Edmonton International Raceway/NASCAR Dodge Weekly Series – Rookie of the Year
- Highly experienced in Business Marketing, Sales and public speaking.
- Highly motivated and very personable.
- Dedicated to sponsors and fans.
- Very competitive
- Believes in sportsmanship

## **Car #1**

- 2003 Pontiac Grand Prix Ultra Light Weight Body Style
- Chevy 358 CI Engine – 490 HP
- Richmond 4 Speed Racing Transmission
- Professionally built Howe design car
- Top of line components throughout racecar
- White, Black & Red in color

## **Car #2**

- New ABC Pontiac Grand Prix Body Style
- Chevy 358 CI Engine – 450 HP
- Jerico 2 Speed Racing Transmission
- Professionally built Larry Shaw design car
- Top of line components throughout racecar
- Purple & Yellow in color

## **Track & Tour Info**

Big Dog Motorsports will be running the 2007 race season at the Edmonton International Speedway ¼ mile paved oval, host of the NASCAR Whelan All American Weekly Series, which consists of a 16-race schedule. Edmonton is in division II of four divisions. The series includes approximately 60 different tracks throughout North America. Company BBQ's can be arranged and catered at the track as well as kids birthday parties. When you have a company function at the track your company name will be mentioned over the track announcement system throughout the evening.

We will also be participating in a portion of the Newalta Canadian Late Model Challenge Series with races located in Saskatoon, Calgary, Vernon & Kalispell Montana.

## Sponsorship Levels

**Platinum** – \$8000.00 – Extra large Decal complete with all sponsorship benefits

**Gold** – \$6000.00 – Large Decal benefit quantities negotiable

**Silver** – \$4000.00 – Medium Decal benefit quantities negotiable

**Bronze** - \$2500.00 – Small Decal benefit quantities negotiable

Location and size of decals to be negotiated depending on level of sponsorship.

Racecar, hauler & equipment are all available for viewing upon request.

Thank you for taking time to view our 2007 sponsorship request. We look forward to meeting with you in the near future to discuss how we can **Make Your Business Our Business!!**

Please feel free to contact me with any questions you may have.

Sincerely,  
Ernie Ricard

Owner & Driver  
780-233-5363  
Email: [ernie@bigdog-motorsports.com](mailto:ernie@bigdog-motorsports.com)  
Website: [www.bigdog-motorsport.com](http://www.bigdog-motorsport.com)

