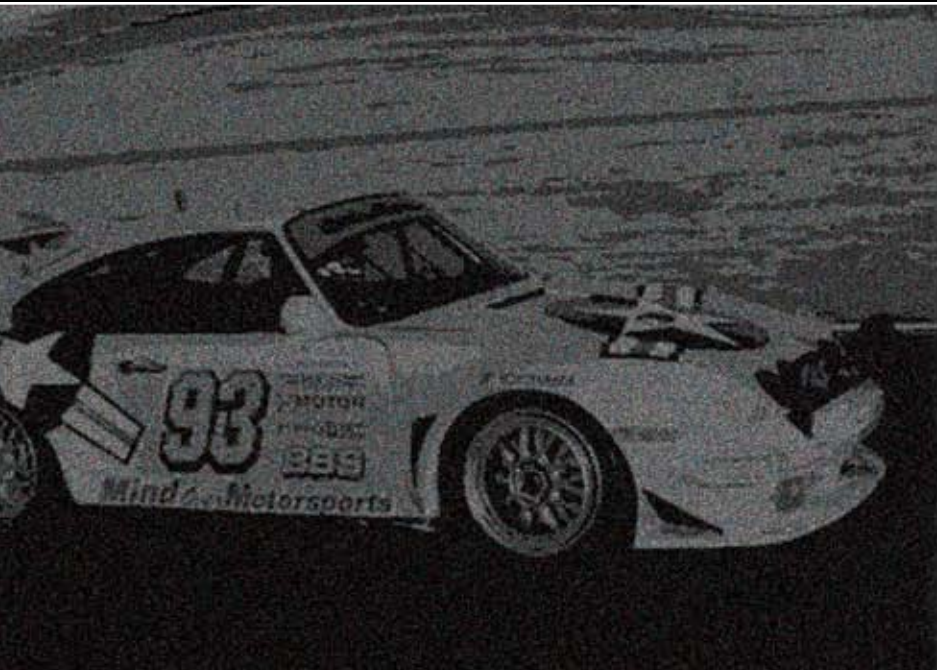
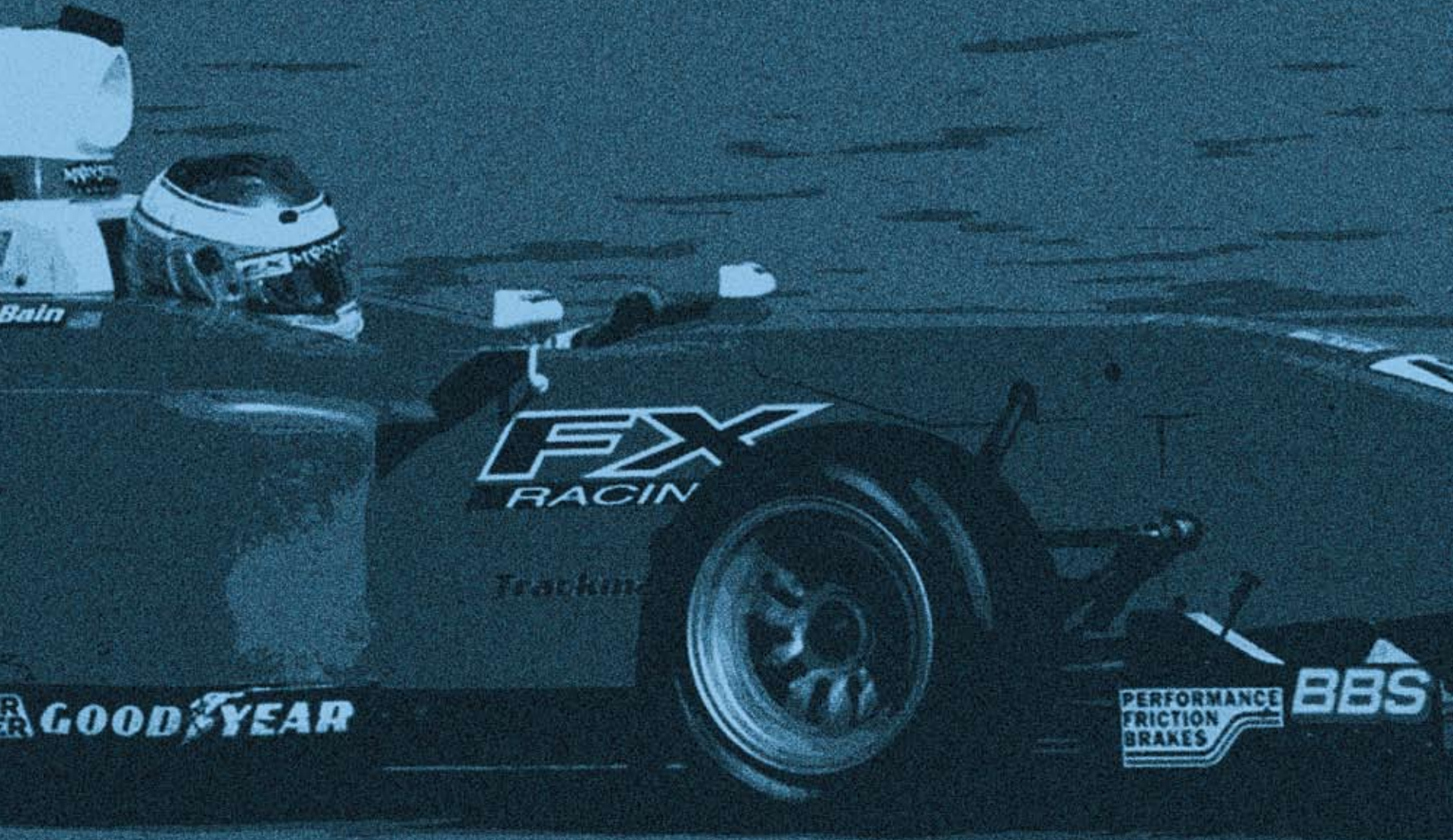


## FX Racing USA Motorsports Marketing Program



# EXECUTIVE SUMMARY



## > BUSINESS TEAM. RACE TEAM.

The exciting and entertaining world of motorsports offers solutions to businesses faced with the challenge of increasing competition for mindshare of customers and business partners. Introducing new networking opportunities, hosting executives, employees and clients in top-level hospitality and promoting brand awareness to a highly targeted audience are just some of the opportunities provided by modern motorsports marketing programs.

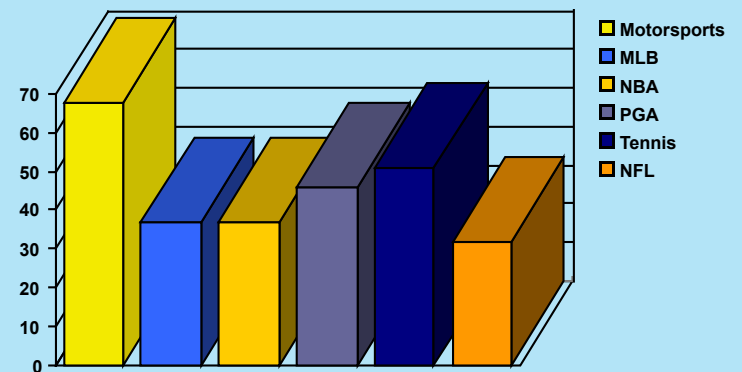
The FX Racing team has been built on the philosophy of delivering the business benefits of motorsports with a keen focus on developing innovative, measurable marketing programs and intense efforts on the racetrack. To achieve this goal, the management of FX Racing is comprised of experts from throughout the business and racing world to deliver results in your market and the racetrack.

FX Racing offers the opportunity for programs in both our auto racing and kart racing initiatives. Auto racing initiatives can be with top-tier formula car series such as Star Mazda or Champ Car Atlantic or the Grand-Am Rolex Sports Car Series championship. Both mediums offer national television exposure via the SPEED Network and multiple events covering major metropolitan areas across the country.

The FX Racing kart initiatives cover Southwestern Regional and National events beginning with the SKUSA Super Nationals XI event taking place in Las Vegas in November. Additional components include the SKUSA Prokart Challenge and WinterNational Championship series as well as a Junior Team competing in International Karting Federation (IKF) events and our club racing support program.

FX Racing is the partner to connect you with the results you require from motorsports marketing. Applying talent, innovation, business acumen and a motivated team of professionals, FX Racing will work with you to develop programs that meet your objectives.

- **Build brand awareness**
- **Provide memorable customer experiences**
- **Connect with partners**
- **Motivate and reward staff**



**Motorsports Fans Purchasing Loyalty**

Source: IEG Sponsorship Report 2005

*"We chose motorsports over other sports properties because there's more value to the investment. Motorsports provides an opportunity for branding, a platform to implement promotions and an opportunity to entertain our dealers and customers in an exciting environment."*

**ED SACHS, EXECUTIVE VICE PRESIDENT OF SALES, PIONEER ELECTRONICS USA**

## RELATIONSHIPS. SUPERCHARGED. <

In today's fast paced and competitive marketplace, relationships with customers, suppliers and partners are increasingly critical to success. These relationships can provide an avenue for feedback to enhance products or services, a competitive advantage or the opportunity to form strategic partnerships.

Motorsport events provide an excellent platform for building key relationships away from the confines of the conference room or sales call. Through a partnership with FX Racing, you can invite your guests to be more than just spectators – they join the team for the weekend. This “behind the scenes” experience combined with the exciting atmosphere of competition and top-tier hospitality is a much more engaging and interactive way to build relationships than the typical round of golf. With the race series competing across the country, events can serve as hubs for a national business development program.

No other professional sport offers the level of access to competitors delivered by auto racing. Team partners have access to the garage, pit spaces, team meetings and race communications as well as direct interaction with drivers. The equivalent in other sports would be access to the dugout, sidelines or locker room.

Modern auto racing epitomizes the concepts of power, strength and precision. Engines shrieking to 10,000 RPM and beyond, the extreme stresses absorbed by vehicles and the intense concentration required to pilot a racing vehicle combine to provide an electrifying backdrop to your business networking.

- ***Opportunities for one-on-one meetings, small team gatherings or larger programs***
- ***Hospitality and events available both at racing venues and surrounding community***
- ***Off-track events can include dinners, cocktail parties, meetings, team-building events and more***

*“Many companies sponsor for hospitality opportunities. ... giving sponsors the opportunity to spend a few hours with important customers and solidify business relationships. Events make great settings for this informal networking. They are unique and desirable, two things that are absolutely necessary to entice a business contact to join you during non-business hours.”*

*IEG Guide to Sponsorship*



# BUSINESS DEVELOPMENT



# BRAND AWARENESS



## > EXPOSURE. DELIVERED.

Consumers today are exposed to an increasingly high number of brand impressions. Some estimates put the number at over 3,000 per day. Yet, the traditional tools for building brand awareness are beginning to struggle against new technologies and consumer preferences.

Digital Video Recording devices such as TiVo have begun to reduce the value of the 30-second prime time TV spot. Print media has had to evolve to cater to an audience demanding more information via the Internet rather than the mail. Radio, once the champion of local media in many markets, faces pressure from national, subscription-based satellite services. Even on the relatively new field of the Internet, marketers continue to try and find the right formula for effective email or online advertising to drive site traffic.

By partnering with FX Racing, your brand can obtain national television and out of home exposure in a way that cannot be skipped over or deleted. Motorsports deliver your brand in a way that is welcomed into the homes and minds of a specific and select target audience.



### ***Auto racing program features:***

- ***National television exposure via FOX Network Cable Group's SPEED channel***
- ***Over 61.8 million households (TV)***
- ***Clear, in focus exposure time valued at over \$5m***
- ***Approximately 2 million spectators***
- ***Events in major North American metropolitan areas***

### ***Kart racing program features:***

- ***Multiple racing series and events***
  - > ***SKUSA ProKart Challenge***
  - > ***SKUSA Winter Nationals***
  - > ***SKUSA Super Nationals***
  - > ***IKF series***
- ***Regional and national level events***
- ***Adult and junior teams***
- ***Product-based sponsorship programs available***

## EMOTION. DELIVERED. <

Motorsports marketing provides a stellar platform for communicating key brand messages. Racing is fast-paced and highly competitive, requiring stamina, aggression, analytical thought and risk management. Bold and brilliant driving, precision control and tight teamwork are some of the many things required to be successful.

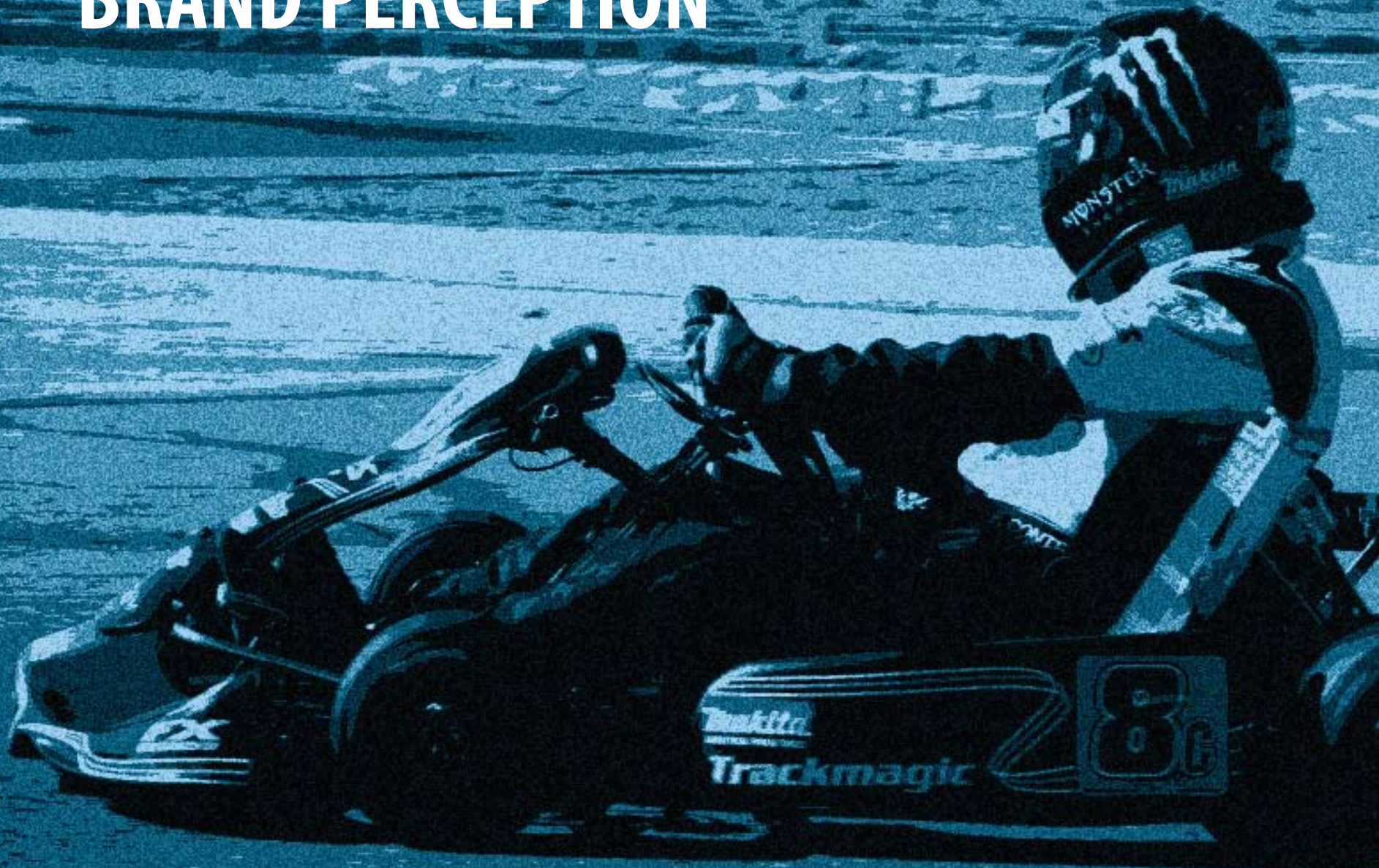
The many facets of motorsports provide opportunities to align your brand with values and attributes that build the perception you seek. From the high technology of professional racing machines to the aggressive attitude of a winning driver – even to the risk management of advanced safety systems. Motorsports delivers these attributes in the most effective way – through an emotional connection. Fans have a vested interest in whether “their” teams win or lose. Your brand will demonstrate these attributes in actions, not just words.

A partnership with FX Racing delivers a brand experience – the critical difference that sets top brands apart from their competitors. Driver and show vehicle appearances, programs supporting a behind-the-scenes “Insider” view of a race weekend, top quality hospitality while being close to the intense competition between modern race vehicles, all support brand interaction that goes beyond mere advertising. Whether your business is B2C or B2B, FX Racing can provide programs to build a clear preference for your brand.

- ***Build emotional connection to your brand***
- ***Beyond words and images – delivered by actions***
- ***Multiple facets of motorsports support multiple brand attributes***
- ***Clear identity, strong perception and emotional connection to brand generates preference***



# BRAND PERCEPTION



# MAXIMUM PARTNERSHIP



## > OPPORTUNITIES. BEYOND THE TRACK.

Achieve the maximum value from your partnership with FX Racing by looking beyond the racetrack. Integrated marketing campaigns, promotions and employee events are just some of the valuable opportunities available.

Print advertising, online presence, press coverage, product promotions and POP materials can all be used to generate consumer interest and reinforce the on-track image. Extending visibility of your racing program beyond the limits of the track into direct marketing materials helps you reap maximum benefit and can serve as the basis for a nationwide or regional brand building effort or sales push. Promotions centered around your racing sponsorship can offer VIP-level event attendance as part of a prize package, generating sales or contact data.

Motorsports events can serve as a unique reward for the employees who contribute so much to your company's success. Seeing a highly efficient and competitive professional racing team in action is a tangible way to demonstrate how working together achieves results. Combined with hospitality, driver appearances and off-track events, FX Racing can help deliver powerful motivational and development tools for your workforce.



### *Integrated Campaigns:*

- ***Reinforce visibility generated with on-track presence***
- ***Provide engaging concept for product promotions***
- ***Generate press coverage***
- ***Drive traffic to web site***
- ***Generate sales or customer contact data with VIP event attendance promotions***
- ***Tap into highly brand-loyal audience***

### *Employee Events:*

- ***Event attendance reward program for special teams, top performers or sales team***
- ***Show car and driver appearances at company facilities and events to help share excitement and success***
- ***Corporate training events featuring driving themes to develop teamwork and communication***

## RACING HEARTS. BUSINESS MINDS. <

FX Racing USA is built on the foundation of providing our partners with programs and tools to achieve business objectives via motorsports marketing. Servicing the needs of our marketing partners is a core value of our organization and is delivered by all aspects of the business – from our championship ambitions on the track to the breadth of our management team.

FX Racing was formed by a group of individuals who share two key traits – a passion for motorsports and a keen sense for the business and marketing opportunities it provides. A diverse range of backgrounds and expertise – from sales and business training to marketing, event planning and motorsports – allows FX Racing to deliver a unique set of resources to our corporate partners.

This combination of skills allows FX Racing to be a team fully focused on identifying how motorsports programs can benefit your business. All aspects of the team are involved and committed to partner support. The integration of business knowledge across all facets of the team enables our company to be a collaborative partner in establishing a marketing program. There are no “standard packages” – each program is built based on the business needs of our client and delivering measurable returns on objectives.

**FX Racing USA**  
**9030 Carroll Way Suite 8**  
**San Diego, CA 92121**  
**TEL: 858.530.1608**  
**[www.fxrcingusa.com](http://www.fxrcingusa.com)**



# FX RACING USA



**FRANK BAIN**



## > DRIVER. DRIVING FORCE.

Although he grew up in the Northeastern US - not exactly a breeding ground for professional race drivers - Frank Bain caught the auto-racing bug at an early age. Born in a suburb of New York City, Bain attended local stock car events with his father while still in short pants - before he knew it he was tearing around neighborhood parking lots in a home-built go-kart. However, it was a number of years before he made the transition to organized kart racing.



While attending Rutgers University in pursuit of an engineering degree, Bain decided to test his racing skills at a nearby Formula Ford Racing School. After just a few hours behind the wheel of one of the 90-horsepower class cars, he knew his future lay on the track - but he didn't make the jump immediately. Taking advantage of his academic status, he began analyzing various racing machines and studying their

competition parameters. He also joined Formula SAE, a student organization whose members engineered, fabricated and raced a 600cc formula car in annual collegiate competitions.

At the same time, Bain expanded his personal racing horizons, competing in NASCAR Modifieds, midgets, Formula Fords and shifter karts, where he scored several regional championships. He also joined Epic Racing, working as an assistant team engineer for the 1999 and 2000 BF Goodrich Trans Am Series.

Graduating with a degree in engineering at the end of 2000, Bain moved to the West Coast in search of new opportunities - and quickly found one with the newly formed Sierra Sierra Enterprises. Teaming Bain and fellow driver Moses Smith, Sierra Sierra jumped into Formula Mazda competition.

**Birth Date:** December 29, 1978  
**Birthplace:** Long Island, NY  
**Residence:** San Diego, CA  
**Height:** 5' 6"  
**Weight:** 165 lbs.  
**Status:** Single  
**Family:** Father – Frank  
Mother – Patricia  
Sister – Alison, Kelly

**Career:**  
**2004:** Star Mazda Pro Series  
**2003:** Barber Dodge Pro Series  
**2002:** Daytona SpeedWeeks Super Late Model  
**2001:** Star Mazda North American Championship  
**2000:** Champion, SKUSA Liberty Region  
**1999:** Champion, SKUSA Liberty Region  
**1998:** Champion, Northeast Region Kart

FX Racing USA > 9030 Carroll Way Suite 8, San Diego, CA 92121

TEL: 858.530.1608

[www.fxrcingusa.com](http://www.fxrcingusa.com)

