



CLASS SPONSOR

Class Sponsor Benefit and Feature Details

2014

2014 Race Schedule to include 20 Points Races and 3 Big Shows!

KAM Kartway has 7 different Class Categories and 4* different opportunities for your business to become a Class Sponsor this year. Along with the exposure we offer there is no other track that can give you a better ROI for your money!

Class Sponsor Benefits * (Series plus 3 Big Shows)

KAM offers the BEST Exposure for sponsors than any other track:

- A: Title of Class (Example: "Custom Powder Coating Hot Wheels")
- B: 2x8 Track Sign with highly visible location (*Series option)
- C: Logo on all marketing and Press Releases that feature your class
- D: Logo/Link on KAM Karting's "Sponsor" web page (150x150px)
- E: Logo included in Sponsor Collage Image (included on 90% of all website pages, all race Press Releases and blog articles and specialty flyers—see below)
- F: Logo on Track T-shirt and/or Special Event T-shirts
- G: Logo on Printed Flyers for Series and/or Special Events
- H: Company featured in special "Featured Sponsor" article with logo, links (at least 2), company representative quotes and stats (supplied by sponsor) to be displayed on front page of website and linked to KAM Facebook, Twitter, and LinkedIn accounts. (*One sponsor per "Featured Sponsor" article with exclusive content supplied and approved by sponsor.)
- I: Logo/Link included in monthly eNewsletter on random/rotating basis. (distribution currently at 223 readers)

"Race fans offer #1 brand loyalty than any other sport." - NASCAR

Exclusive Exposure To Include:

(Thank You News article, Pinterest and Facebook Images, and Class Title)

Thank you to all of our 2013 Sponsors!



2013 Sponsor Logo Collage

J: Logo on Pinterest "Sponsor" board and Facebook "Our Sponsors" tab

K: Extra Special Options such as Driver Appearances from your class drivers!

2013 NAPA INCA Sport Modifieds

| Pos | Driver | Points | Top 10 | Top 5 |
|-----|------------------------|--------|--------|-------|
| 1st | Garrett Samschott #106 | 2073 | 18 | 10 |
| 2nd | George Lopez #258 | 410 | 12 | 7 |
| 3rd | Joey Dumbay #14 | 403 | 10 | 6 |
| 4th | Shawn Hunter #40 | 447 | 10 | 6 |
| 5th | Justin Davidson #26 | 374 | 10 | 6 |



Track Signage

The Class Sponsor package includes one 2x8 Sign space on the track in a high visibility location (see above image).

All sponsors also have the option to purchase additional signage space at significant discounts. *(Call KAM for details)*

Signs are the property of the Sponsor. Signs are returned to the sponsor at the end of the year or used for the next year upon renewal of sponsorship.

2x8 sign space alone starts at \$600 (value)

Signage Value Alone = \$600-\$800

The **Points Series Class Sponsor** package includes one 2x8 Sign space on the track in a high visibility location (see above image).

The sponsor will provide the sign for installation on or before April 1, 2014. Signs may be installed as early as January 1, 2014 and remain until the last day of the same calendar year.

Big Show or Special Events Sponsors will have 2x8 Banner Sign options with similar benefits. Banners will installation dates will vary depending on the Event being sponsored and other details. Future plans are to move Event banners to special "Wall of Sponsors" area. (watch "News" for more coming details...)

Added bonus to Sponsor:

1. The exposure of your sign, and advertising dollars, go further than signs at other race tracks since the track is located at the KAM Motorsports. Your sign (Advertising) inherits the KAM Motorsports (Shop) customer base in addition to the customer base of the Track! So the 20 Points race dates just increased to the business operation dates of Monday thru Friday for the entire calendar year.
2. Class/Clinics offered at KAM designed for New Drivers & New Parents to Karting will be conducted at the track. Your sponsorship (and sign visibility) will be highlighted and pointed out through out the clinic giving invaluable exposure to the NEW Karters and a valuable racing customer base addition for your Leads Dept.

New for 2014: Class Sponsor becomes "Title" Sponsor for the Their Class!

We have seen this becoming a trend in our industry and can't help but think that we should have started this sooner.

Not only does it give our sponsors more advertising exposure and Brand recognition thereby resulting in an automatic increase in year-over-year ROI gain (for renewing sponsors), the pre-season marketing we do could mean that Performance Indicators should start measuring before the season even starts. I'll keep an eye on this and report the findings.



| NAPA IMCA Sport Modifieds | | | | |
|---------------------------|----------------------|--------|--------|-------|
| Pos. | Driver | Points | Top 10 | Top 5 |
| 1st | Gary Gashoff #96 | 505 | 19 | 10 |
| 2nd | Borgy Legg #258 | 491 | 12 | 7 |
| 3rd | Joey Dierley #14 | 453 | 10 | 6 |
| 4th | Robbie Barker #40 | 447 | 8 | 5 |
| 5th | Tommy Hunter #76 | 436 | 7 | 4 |
| 6th | Joe Schmitt #76 | 388 | 5 | 3 |
| 7th | Konrad #85 | 352 | 6 | 2 |
| 8th | Karlus Dietrich #30 | 292 | 7 | 1 |
| 9th | Adrian Vitale #27 | 319 | 4 | 2 |
| 10th | Steve Hunsinger #7 | 315 | 7 | 2 |
| 11th | Nathan Kolbe #15 | 307 | 6 | 3 |
| 12th | Joe Peyer #25K | 287 | 6 | 3 |
| 13th | Kevin Anderson #27K | 284 | 1 | 1 |
| 14th | Mike Morton Jr. #27M | 279 | 3 | 1 |

KAM Kartway Website has ALL NEW Format!

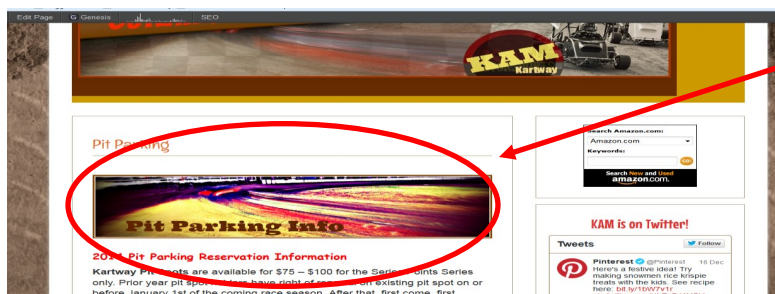
We want to add variety, interest and FUN to our website while also keeping up with the industry and Internet trends.

Our website will be MORE than just a place for Racers to find the Track Schedule or Fans to see the Race Results or Sponsors and Team Owners to find the Points Standings. **THE NEW FORMAT** Goal is to Drive Traffic with Informative, Educational, & Entertaining Content! How? Here is the overview of Website Content:

- **NEWS Articles** (blog posts) to be added CONSISTENTLY {see Editorial Calendar},
- **Educational "How-To"** advice for Karters via Articles (blog post), Videos, FREE "Printables" and more,
- **"Multimedia"** spotlights featuring *Driver submitted*, *Sponsor highlights*, Photo and Video Galleries,
- Other Motorsports content of interest that our readers want! >Examples: Articles of interest by **Guest Writers**, Racing Related **"Hot Topics"**, **Latest News** (Racing Related), and **Product Reviews** {Series Class Sponsors get 2 FREE posts (articles), exclusive to their product or service, with option to be written by the Company! *Other websites charge up to \$2,500 for such services!*}
- New **FAN ZONE** that will include Driver Bio pages for ALL Registered Drivers at KAM Kartway, Special "Driver Interviews" done via Video and/or Blog Post {Video also featured on **YouTube** page} w/ links on all Social Media channels.

The above components will emphasis links to Social Media Channels which employ the "Like", "Share" and "Comments" availability, successfully bringing ongoing readership and visibility to the website. **DRIVING TRAFFIC TO YOUR SITE TOO!**

The Social Media Channels do not just stop at KAM's pages! The very concept of Social Media is making Content "SOCIAL" thereby *expanding the exposure to Social Media & Website pages of our Drivers, Sponsors, Advertisers, Charity & Causes, Print Media, Readers & Subscribers, Racing Blogs, and other relevant Racing Sites.*

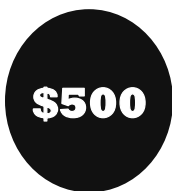


Pages on website to include Custom Page Heading Image (like this one for "Pit Parking") to increase Brand Recognition for KAM Kartway. Our goal is to build "Authority" and "Expertise" in the Industry thereby increasing the value for our Sponsors.

| Sponsor Levels for 2014 Points Series | | Title | Associate | Class |
|--|------|----------------|----------------|-------|
| Availability | SOLD | 5 3 | 8 6 | |
| Number of Races | | 20 | 20 | |
| Official Tile of Series | X | | | |
| Official ____ KAM Kartway* (5 Max) | | X | | |
| Official Title of an Individual Race Class | | | X | |
| 4x8 Sign | X | X | | |
| 2x8 Sign | | | X | |
| Sponsor Sticker Required on registered Driver's Karts <i>Stickers to be provided by Sponsor</i> | | | X | |
| Sponsor's Name on Class's Year-End Championship Cups | | | X | |
| Free Pit Pass Option <small>(Valid for Regular Points Race only)</small> | 5 | 3 | 1 | |
| Logo & Link on KAM Kartway's Official Website "Sponsors" Page <i>> Included for all sponsor options for 1 year (Jan-Dec)</i> | | | | |
| Logo to be included on the following Official KAM Kartway Marketing Material | | | | |
| Track T-shirt | X | X | X | |
| 2014 Souvenir Special 10 Year Anniversary Race Program <i>(In Development Stages)</i> | | | | |
| eNewsletter <i>(In Rotation)</i> | X | X | X | |
| *Official Tile of "Winner's Circle": Sun Shield | | | | |
| *Official Track Photographer of KAM Kartway: CR Pics | | | | |

Classes Available for Points Series

Points Series Class Sponsor (22 races) \$500 per class



Classes
Available

~~Hot Wheels~~ **sold**, 3.5 HP,
Pure Stock, Gold Plate, Animal,
Outlaw 250 and Adult Clone

Call Now to reserve your class! 817-300-5645