

# ***Provence Motorsports***

## ***Advertising Objective***

To develop a advertising program that mutually benefits the marketing goals of your organization through a partnership with Dirt Late Model Racer Eddie Provence, as well as implementing a branding program which will co-exist with the rapidly growing popularity of Eddie Provence and Dirt Late Model racing throughout the Southeast.

## ***Who Is Eddie Provence?***

Eddie has raced since 1989 in the following classifications: Hobby Stock, Street Stock, IMCA Modified, Limited Late Model, Super Late Model, Sprint Car, Southern All Star Late Model, Romco Late Model, Nascar All Pro, and Nascar Craftsman Truck.

His Career High Lights Include Over 5 Track Championships, Multiple Feature Race Wins. He also finished in the Top 10 of the IMCA National Points in 1994, and has Multiple Car Show Wins for Best Appearance.

Eddie raced a limited schedule to include races with the MSRA (MSRADirt.com) and SUPR (SUPRRacing.com) Late Model Series. 2010 plans include racing with the MSRA Late Model Series, which travel's to various tracks around Arkansas and the Mid South.

## ***Advertising Benefits***

Auto racing continues to grow in popularity. With this popularity, racing venues are seeing larger spectator crowds. Larger crowds equate with greater identity awareness for your products or services.

Eddie Provence has a growing fan base throughout the Southeast. Eddie is well-spoken, educated, and fan-friendly. He makes a great spokesperson for your product line.

Professional team representation. Eddie Provence's team is first-class and will represent your company on and off the track. Eddie can do show appearances with the car, radio and television interviews, and print advertisements promoting your products.

Exposure on Eddie's website, [www.ProvenceMotorsports.com](http://www.ProvenceMotorsports.com) as a sponsor. A link to your website will drive new traffic in the way of new customers.

Media exposure through press releases following each racing event in which Eddie Provence competes; Approximately 40-50 events in 2010.

### ***Advertising Implementation***

Each advertising program should be carefully crafted to meet the goals of your company and those of Eddie Provence and Team. Please use the list of potential promotions, events, and marketing particulars listed below as a guide in planning how you would like to proceed with a racing sponsorship program. We can discuss these items and discuss costs following your review.

Advertising Components (check those of interest)

Recognized as an Official advertiser of 2010 Dirt Late Model Racer Eddie Provence

Company outing(s) at one or more racing events in 2010

Eddie Provence available for photo shoots with the team car (based on scheduling availability)

Eddie Provence available as a spokesperson at trade shows (based on scheduling availability)

Company logo on the team car(s). Location is negotiable.

Listing as a sponsorship partner on all team marketing materials (website, brochures, hero cards, stationery, apparel)

These items are just a brief list of options available through motorsports marketing. We are willing to work with you to customize a program that will meet your goals and budget.

### ***Thank You for Your Consideration***

We would like to thank you for the opportunity to present a advertising proposal which puts the fastest growing spectator sport and one of the veteran dirt late model drivers in the Southeast together in what can ideally be a winning business relationship for your business and the customers who are our weekly fans.

Eddie Provence

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