

What Traino Racing Can Do For You!



The Traino Racing Quarter Midget team is currently planning for our 2007 Campaign, and we realize that it all would not be possible without the help and support of our family, friends and sponsors. As the Traino Racing team continues to grow, we are now able to provide advertising, marketing, promotional and public relations to our prospective sponsors.

As a marketing partner with us, many options are available to customize a marketing campaign to suit your organization's needs. While we do have different "levels" of sponsorship, we know the importance of customization.

You may be a small company that would like to try Motorsports marketing for the first time, but don't necessarily have the budget of some larger corporations. The great thing about our marketing efforts is the flexibility to offer a program that will work with companies of any size. We believe the return on investment offered through each of our programs will more than meet your expectations.

- 1) Traino Racing Team cars could carry your company colors and or logos as required by your company.
- 2) The Traino Racing Team uniforms, including the driver's racing suit could be manufactured in your company colors, with company identifications prominently displayed.
- 3) The Traino Racing Team will provide appropriate recognition of your company on our website sponsor page at www.trainoracing.com. This would include establishing a quick link from our website to yours.
- 4) Your company flags, banners and or hats could be displayed in the pit area of the Traino racing Team at racing, sponsor and at other appropriate functions.
- 5) Your company flags, banners and or hats could be displayed and references made to your company by Train Racing team members during pre- and post-race activities and or victory lane celebrations.
- 6) Traino racing Team could include information regarding the sponsorship participations of your company in press kits (containing up to date information about the team and photographs) which are made readily available to the media and other appropriate parties and to race facilities for publication in race programs and periodicals.
- 7) Your company could receive additional photographs of the Traino Racing Team and car, for your own use.
- 8) Traino Racing Team could collect documentation, in the form of press clippings, photographs and stories pertaining to the team and you sponsorship and present them to you at the conclusion of the racing season.
- 9) Traino Racing Team, and those associated with the team, could be requested to be aware and promote the sponsor by word of mouth.
- 10) Driver and race team can make personal appearances at trade shows, personal and promotional appearances, work and race schedule permitting for a to be determined number of times. Autographs will be signed and photographs will be taken with our drivers and the Quarter Midgets.
- 11) We can provide season long advertisements at the tracks we race at and make race night sponsorships available as well (will require additional costs).
- 12) We can distribute you literature at all racing events and additional shows during the year.
- 13) We can provide weekly email updates on how our drivers did at each race.