

CMRC ATV CHAMPIONSHIP SERIES CMRC ATV



SERIES OVERVIEW

- The fastest growing ATV series in Canada entering only it's second year
- Unique ATV only racing, targeting the audience
- Classes for 'Auto 4x4' and Side by Sides (UTV) unique to CMRC ATV
- Tracks are groomed specifically for ATV racing, ensuring more competitive and safer racing
- The most 'extreme' form of off-road racing appealing to competitors and enthusiast alike
- Spectator friendly with races held on MX style tracks
- Primary demographic - 25-49 male (w/families), secondary under 18/18-24
- National and regional media coverage offering features, product and logo placement, branding, etc.
- Targeted marketing and advertizing for each event utilizing on-line and print media
- On-site displays with direct interaction with targeted consumer base, on-site branding, sampling/P.O.P. materials



SERIES SCHEDULE

The entire schedule consists of four separate championships - Provincial (15 rounds), Amateur Nationals (3 rounds), T.T. Championships (6 rounds), and Regional (6 rounds). The entire schedule is run over the course of 15 weekends maximizing track time versus cost for the participating teams and vendors.

With championship rounds held at various premiere tracks, the close relationships with track owners allows for additional promotion and exposure through local racing clubs.

TRACKS

CAMP OF THE DEAF
Parry sound

GOPHER DUNES
Courtland

SJG FOUR WINDS
Port Perry

SHANNONVILLE MX PARK
Shannonville/Bellville

GRAND BEND MX PARK
Grand Bend/London

WALTON
Walton/Stratford

PAISLEY R.A.T. TRACK
Paisley / Walkerton

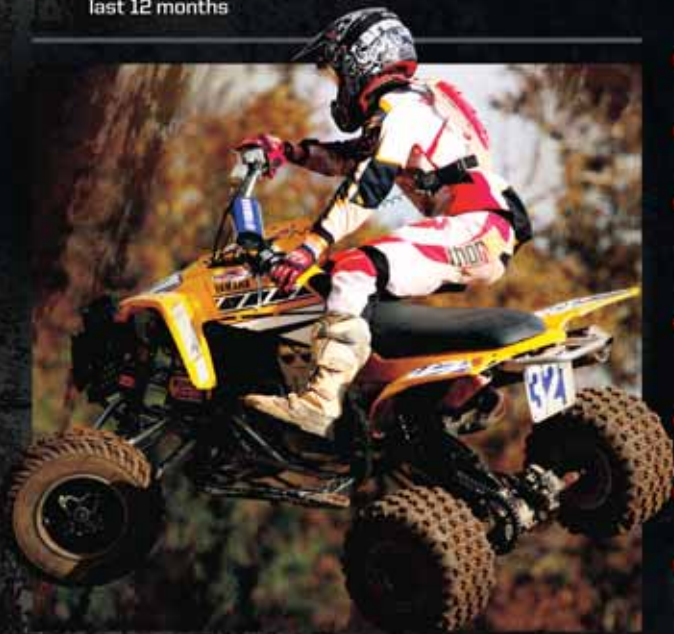
BRIGHTON SPEEDWAY
Brighton

LINDSEY FAIR GROUNDS
Lindsey



KEY DEMOGRAPHICS

- 78% Male
- 44% 24-49 years old
- 93% Race with family members
- 40% Household income of \$90,000 - \$130,000
- 86% Have internet access
- 96% Own a trailer
- 86% Have multiple cars in household
- 76% Own multiple off-road vehicles
- 71% Have attended a power sports show in the last 12 months



EXPOSURE OPPORTUNITIES

- ▶ National print media - MXP, ATV world, A.T.V. mag all run regular reports on CMRC ATV and features on competitors
- ▶ National TV coverage - Dirt Traxx TV has commitments for multiple episodes in 2009
- ▶ Local print advertizing - Auto Trader ad's run 40 times annually in targeted markets
- ▶ Local on-line advertizing - Auto Trader ad's run a regular campaign on-line
- ▶ On-line media - MXP, ATV world, CMRC, A.T.V. mag all run regular reports on their respective websites
- ▶ On-line reports - Generated after every round and posted on www.cmrcracing.com
- ▶ On-line video - Mark Freeman Production has a very active you tube account that receives over 700 hits per day featuring CMRC ATV www.youtube.com/markfreeman408
- ▶ E-mail blasts - Before every race, announcements are sent to an e-mail list of over 4,600 active racers two to three times
- ▶ CMRC Facebook group - The ever expanding and popular 'Facebook' generates additional on-line awareness
- ▶ On site branding with P.O.P materials and P.A. system announcements
- ▶ CMRC ATV Motorcycle and ATV show booths - CMRC ATV attends the Toronto Motorcycle and ATV show in January, other shows tentative

MARKETING OPPORTUNITIES

SAFETY AND TRAINING SCHOOLS

- ▶ Safety and training schools are run pre-season with Canada's top pro racers and qualified instructors in various areas of the Province
- ▶ Promotional opportunities exist for manufactures to offer free training with product purchase
- ▶ Have your brand associated with safety and performance
- ▶ Race School Certificates -Include your company on the certificate of achievement that every student receives.
- ▶ Let CMRC ATV run your next ATV safety school
- ▶ Sponsor an ATV safety school and CMRC ATV will advertise it for you.
- ▶ ATV training/racing schools for those interested in promoting performance products

ON-LINE

- ▶ Banners on www.cmrcatv.com (to be launched January '09) - Strategically placed for maximum exposure
- ▶ E-Mail blasts to over 4600 active racers - Sponsor advertisements to be included in mailing



ADVERTISING CAMPAIGNS

- ▶ Acknowledgement of sponsor status in all advertizing (print, on-line, Powersports shows, etc.)
- ▶ Current advertizing campaigns include Auto Trader, local news print media, Powersports shows

ON-SITE

- ▶ Sponsored Holeshot and Participant awards - CMRC ATV offers unique Holeshot and Participant awards in the form of 'Dog Tags'. Every mini racer receives a participant award while holeshot awards are awarded for every race start. These 'Dog Tags' are a form of trophy the participants proudly display to their peers. Approximately 6000 awards distributed annually.
- ▶ Logos on Trophies - 48 trophies are awarded per round
- ▶ Company logos on staff uniforms - All CMRC ATV staff are outfitted with professional uniforms for outstanding visibility
- ▶ On-site promotions - Booth displays, contests, raffles, etc. Track banners - Strategically placed for optimum visibility for spectators and media
- ▶ Sponsor Tech Stickers - Placed on the front competitors machine, highly visible to spectators and media
- ▶ Logo placement on 30 Second Board - Used to start every race throughout the schedule, the 30 second board is an iconic visual in MX style racing
- ▶ VIP Hospitality - Opportunities exist to host a VIP hospitality or promotional booth at events, VIP passes are available to sponsors and members of the media

SERIES SPONSORS

WHEELS **FX**

Royal
DISTRIBUTING
CMRC'S
POWERSPORTS LABEL



BORHOG
POWER SPORTS



ADDITIONAL OPPORTUNITIES

- ▶ Race support vehicles - Have your company or product logos on the 'Magic Bus' CMRC ATV support vehicle. Parked in the Pit area, the 'Magic Bus' is home for CMRC ATV officials, scoring, participant sign in, riders meeting, and is the home base for the entire event.
- ▶ Product/logo placement in print, TV, and on-line media - Strategic placement of product and logos for media i.e. Podium backdrop, staff uniforms, series sponsor stickers
- ▶ Series/event posters - Sponsors will be included in event posters that are distributed on-line and in print locally



SPONSORSHIP PACKAGES

Custom sponsorship packages are available to suit the specific needs of your brand. Everything from series title sponsorship to associate partnerships are available to accommodate any marketing budget.

PLEASE CONTACT MOENES SALIB AT WHEELS FX TO CREATE YOUR TAILORED SPONSORSHIP PACKAGE.

ABOUT **THE SERIES**

CMRC ATV

CMRC ATV is a competition based organization with a strong focus on growing the sport of ATV racing and increasing the social and political awareness and acceptability of ATV.

CMRC ATV prides itself on its commitment to amateur racers and family teams. Facilitating ATV only racing ensures appropriate track configuration and prep making for the safest possible racing conditions. Taking safety one step further CMRC ATV is the first off-road racing organization to mandate that neck braces be worn by all competitors.

CMRC ATV is setting new standards for racing promoters with its overall commitment to racer, spectator, sponsor, and community satisfaction.

WHEELS FX

Wheels FX is a promotions based company specializing in promoting, organizing, and executing racing events. With humble beginnings handling promotions for their in-house race team, Wheels FX has seen incredible growth due to their exceptional marketing abilities. Wheels FX continues to handle promotions for race teams while having exclusive rights to the CMRC ATV series.

Wheels FX C.E.O. Moenes Salib is a successful business man who has developed profitable business throughout the years, including one of Toronto's highest volume Goodyear dealers. With support from his wife and three children, Mr. salib is committed and excited about bringing ATV racing to a new level in Canada.





CMRC ATV
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WHEELS FX POWER SPORTS

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