



2007 *FastTrack* Sponsor Information



Our Mission: helping severely injured kids!

Through the forum of competitive racing, we raise money to help pediatric burn victims and kids with traumatic brain injuries.





1224 Mill Street
PO Box 530
East Berlin, CT 06023
www.LapsOfHope.org
860.828.2121 Fax: 860.828.2144

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Overview of 2007 *FastTrack* Sponsorship Opportunities

About LAPS OF HOPE, INC.

Firefighter Brian Blaise and his team made up of family, friends and fellow firefighters, including Mike Hoehn, have been racing since 1992 under the name Blaise Motorsports, Inc. The team has had numerous top five and top ten finishes also several heat race wins with a feature win in 2006.

In 2002, they became aware of a charity called the Connecticut Burns Care Foundation that operates the Children's Burn Camp every summer. The camp accepts severely burned children from all over the Northeast and the world for a week of camping and fun. An idea was born: they could combine a passion for racing, their expertise as firefighters and the ability to support a great cause. For two years, all of the proceeds from racing and sponsorship were donated to the Children's Burn Camp.

Since the 2003 season, Bob Holdsworth and Tim Pelton and their consulting firm, Holdsworth Pelton, has supported the mission through sponsorship of the Blaise Motorsports car.

In late 2004, Brian and Mike enlisted Bob and Tim to help improve the marketing for the 2005 season so that their mission could gain recognition and they could potentially raise more money for the kids.

The group identified significant potential in establishing an organization with a mission that could be spread through the unique networks of the fire and emergency service agencies, the medical profession, the business community and NASCAR that would eventually be something larger than just the efforts of Blaise Motorsports, Inc.

The result was LAPS OF HOPE, INC. which was founded in April 2005 by the four Connecticut emergency service professionals. Through their connections with other firefighters, EMTs, paramedics, medical professionals, business leaders and you, they plan to grow the organization into a well-known national charity with chapters in multiple states, spanning multiple sports.

All LAPS OF HOPE, INC. chapters will be required to meet stringent organizational and charitable registration guidelines. Every chapter will be closely monitored for activity and content by the parent organization so that the integrity of the charity and the brand are protected.



Here in Connecticut, the #51 Laps Of Hope racecar is driven at the Thompson International Speedway by founder and President Brian Blaise.

The #51 car will run 18 races at the Thompson International Speedway and may make additional appearances at other area tracks in the 2007 and/or 2008 race season.

Please help support the mission with a financial contribution and by spreading the word.

WHY WE RACE:

All of the proceeds generated from race fees, marketing sponsorships, sales of collectible items and donations from individuals will be divided into two areas of giving. The first will be used to support **organizations** that work with pediatric burn victims or kids with traumatic brain injuries. The second portion of the funds will be used to be able to help **individual children** who meet our strict, medically based, giving requirements.

As an organization Laps Of Hope combines four major initiatives:

- 1) raise awareness and provide support for a number of great organizations
- 2) help severely injured kids heal and live better, happier lives
- 3) enjoy a great family sport...NASCAR racing
- 4) be able to give back...by doing the right thing

We need your help. Please join the Laps Of Hope team as a sponsor.

Here are six good reasons why you should put your company on the *FastTrack* by becoming a LAPS OF HOPE sponsor:

- 1) You are helping a great cause.
- 2) You will get recognition and build goodwill for your company...that's double the return for every dollar spent.
- 3) Your sponsorship MAY be tax-deductible as either a marketing expense or charitable contribution
- 4) Your message/name will be seen by more than 81,000 loyal race fans over the course of the season [not including t-shirts, direct link/listing on our web site and appearances]
- 5) NASCAR fans are local, loyal and likely to buy

The winning formula:

Firefighters + paramedics + NASCAR fans + business support = Kids Win!

We hope you'll become part of the LAPS OF HOPE winning formula.

Your sponsorship may be tax deductible as either a business marketing expense or as a charitable contribution.

We are a recognized federal Non-profit 501(c) 3 organization.

FastTrack Sponsorships

We have a variety of participation levels designed to meet any organizations marketing budget. See the opportunities on the following page.

We can also customize a ***FastTrack*** sponsorship package to meet your specific goals. We will create an affordable and powerful package, just ask.

Options that can be included:

Car and driver appearances at your place of business, or other location,
(employee picnic, birthday party etc.)

Special photos with the car at your place of business showing your support

Business profile page on the website

Featured advertising in multiple locations on the site.

Product Sponsors

If you'd rather support the team and the mission with products that can either keep the car on the track or the organization running, we'll be glad to give you full retail credit for your product donation at the corresponding level of ***FastTrack*** sponsorship.

Products we need:

Printing	Stationary / brochures / marketing material / driver-car PR photos
Oil & Filters	12 filters / 5 cases high performance oil
Brakes	2 sets per season
Rims	12 Bassett 15 x 7 Racing Rims
Fuel	5 53 gal drums per season
Tires	1 set per week (\$400 per set)
Sparkplugs	10 sets
Paint	paint and repairs
Graphics	Entire number and lettering
Motor	355 c.i.



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FastTrack Marketing Sponsorships **Help support the mission.**

Winners Circle Sponsor (1 sponsorship) Minimum Investment \$10,000

Sponsorship includes ALL of the following:
Oversized logo ON THE HOOD of the racecar, both sides of the transport trailer
and (2) medium size logos on other locations of the racecar
Prominent logo placement on our website with live link to your site.
Prominent logo or name placement on t-shirts
Prominent logo placement on all marketing brochures
Customized options to meet the unique needs of the sponsor

Platinum Sponsors (2 sponsorships) Minimum investment \$6,000

Sponsorship includes ALL of the following:
(1) Large logo on *either* the right front or right rear fender of the racecar
AND (2) on the transport trailer
Prominent logo placement on our website with live link to your site
Prominent logo or name placement on t-shirts
Small logo placement on all marketing brochures
Customized options to meet the unique needs of the sponsor

Gold Sponsors (3 sponsorships) Investment range \$2,500-\$5,000

Sponsorship includes ALL of the following:
(1) Medium logo on *either* the left front fender, left rear fender, or the rear spoiler of the racecar
and (1) medium logo on the transport trailer
Prominent logo placement on our website with live link to your site
Prominent logo or name placement on t-shirts

Silver Sponsors (2 sponsorships) Investment range \$1,000-\$2,499

Sponsorship includes ALL of the following:
(1) Medium logo on *either* the right or left drivers door and on the transport trailer
Logo placement on our website with live link to your site
Receive (4) team t-shirts and (4) logo baseball caps

Sponsor (unlimited sponsorships) \$500-\$999

Sponsorship includes ALL of the following:
Small logo on a location of the racecar
A listing on our website with a live link to your site.
Receive a (2) team t-shirts

Supporter (unlimited sponsorships) \$250-\$499

A listing on our website
Name will appear on the racecar
Receive (2) team t-shirts

Friends of the Cause \$100-\$249

You will receive a team t-shirt

NOTE: Other than the HOOD sponsor's logo placement, or other specifically identified locations, all other logo placements on both the racecar and transport trailer are solely at the discretion of Laps Of Hope, Inc.

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Sponsor Information

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Website URL: _____

Please print clearly, this is the link that will be placed on our site

Contact Person: _____

Title: _____

Contact Person's email address: _____

All levels in **BOLD** are entitled to have a direct live link from the Laps site to theirs as well as having their logo on the racecar and/or trailer (see *FastTrack* Sponsor Package for full details).

- Winners Circle** Custom package and investment
- Platinum** Custom package and investment
- Gold** \$2,500 to \$5,000
- Silver** \$1,000 to \$2,499
- Sponsor** \$500-\$999
- Supporter** \$250-\$499 name on the website and racecar + (2) team t-shirts
- Friend** \$100-\$249 (1) team t-shirt
- Donor** \$_____ (Thank you for your contribution)

Credit Card Information AMEX VISA MASTERCARD DISCOVER

Card # _____ Exp Date _____

Cardholder Name (as it appears) _____

Signature: _____

IMPORTANT...PLEASE TAKE NOTE

If your contribution is \$500 or greater, we will need an electronic version of your logo for both the www.LapsOfHope.org website and the racecar.

Please email the logo file to: bob@HoldsworthPelton.com