

We Race...Kids Win.®



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

Sponsorship Overview Package

*Through the forum of competitive racing,
we raise money to help sick and injured kids.*

History of LAPS OF HOPE, INC.

Firefighter and **NASCAR** sanctioned driver **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 numerous top ten finishes, several heat race wins and when they ran full seasons they finished 15th in series points in 1996, 7th in 1997 and 8th in 2003.

In 2002, they became aware of a charity called the Connecticut Burns Care Foundation that runs the Children's Burn Camp every summer. An idea was born. They could combine a passion for racing, their expertise as firefighters and the ability to support a great cause. For three years, the proceeds from racing and sponsorship were donated to the Childrens' Burn Camp.

Since the 2003 season **Bob Holdsworth** and **Tim Pelton** and their consulting firm Holdsworth Pelton, has been a sponsor of the Blaise Motorsports, Inc. mission.

In late 2004 Brian and Mike enlisted Bob and Tim to help move the donations higher for the 2005 season so that the concept could gain recognition and do more good. Holdsworth Pelton International (HPI) is a consulting firm with a dedicated philanthropy program so the concept fit their project and organization's profile perfectly.

The group saw the potential to set up an organization that could be spread through the unique networks of the fire service, emergency service agencies, the business community and NASCAR that would eventually be something larger than just Blaise Motorsports, Inc. The LAPS OF HOPE™ concept was born and it was immediately endorsed by all.

HPI is donating both consulting time and dollars to help establish the organization, set up operations and handle the public relations and marketing. They will also be adding Laps to the choices their clients have in setting aside a dedicated portion of their sales to designated charities.

We hope that you will join them in supporting the mission too. LAPS OF HOPE, INC. was founded in March, 2005 by the four Connecticut emergency service professionals and through their connections with other firefighters, EMTs, paramedics and business leaders. 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 have 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 initial racing venue is Car 51 driven at the Thompson International Speedway by founder and current President Brian Blaise. The goal is to race at both the Thompson and the Stafford speedways, as well as appearance at other area tracks in the 2006 race season where there will be even more visibility for the organization.

Why we race:

All of the proceeds generated from race fees, marketing sponsorship, collectible item sales and donations from individuals will be divided into two areas of giving. The first will be used to support **charitable organizations** that work with sick or injured kids. The second portion of the funds will be used to be able to help **individual children** who meet our strict, medically based, giving requirements.

We are trying to accomplish a few things with this venture:

- 1) raise awareness and provide support for a number of great charities
- 2) help sick and injured kids heal
- 3) enjoy a great family sport
- 4) be able to give back...by doing the right thing

You can help. Be 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 contribution MAY be tax-deductible
- 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 and the direct link/listing on our web site]
- 5) NASCAR fans are local, loyal and likely to buy
- 6) Any sponsorship in excess of \$200 will be entered into a drawing for a Family Pack for the race night of your choice

Family pack includes:

- 4 grandstand admission tickets
- 4 vouchers for refreshments
- 4 team t-shirts
- Having your picture taken with the car/team before the race [the picture will be posted on our web site]

The winning formula:

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

We hope you'll become part of the LAPS OF HOPE™ team

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

We are pending approval as a Non-profit 501 (c) 3 organization.

***FastTrack* Marketing Sponsors**

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*** sponsor.

Products we need:

Printing Stationary / brochures / marketing material / driver-car PR photos

Oil & Filters 25 filters / 125 quarts synthetic high performance oil

Brakes 10 sets per season

Rims (8) Bassett 15 x 7 Racing Rims

Fuel 600 gallons per season

Tires \$400 per set (1 set per week)

Sparkplugs Number of sets to be specified

Paint paint and repairs on two cars

Shocks 2 complete sets of Pro shocks

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 \$3,500-\$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-\$2,500

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

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

A listing on our website

Name will appear on the racecar

Receive (2) team t-shirts

Friends of the Cause \$ 100 or greater

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).

- | | |
|--|--|
| <input type="checkbox"/> Winners Circle | Custom package and investment |
| <input type="checkbox"/> Platinum | Custom package and investment |
| <input type="checkbox"/> Gold | \$3,500 to \$5,000 |
| <input type="checkbox"/> Silver | \$1,000 to \$2,500 |
| <input type="checkbox"/> Sponsor | \$ 500 |
| ***** | |
| <input type="checkbox"/> Supporter | \$ 250 name on the website and racecar + (2) team t-shirts |
| <input type="checkbox"/> Friend | \$100 (1) team t-shirt |
| <input type="checkbox"/> Donor | \$ _____ (Thank you for your contribution) |

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