



ISAAK SOLOCHEK RACING

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Sponsorship Proposal

Isaak Solocek and IS Racing are actively seeking partners to sponsor them in the advancement of Isaak's racing career. Isaak and his team are ready, willing and able to provide your company or organization a platform to forward your brand awareness and positive exposure during the 2010 racing season.

What is sponsorship?

Just as with NASCAR and other forms of racing, sponsors of quarter midget racing for children provide financial assistance, products and/or services to the racing team to help the driver become more competitive and successful in the best, most updated equipment. In exchange, the racing team offers several benefits to the sponsors, including:

- Marketing access to a loyal target population.
- Possible tax deductions for donations and advertising expenses.
- Increased name and brand recognition in a family-oriented sporting activity.



Why sponsor Isaak?

Isaak Solocek is a 6-year-old quarter midget racer with a big future. In just one year, he's won a reputation as a consistent, strong driver whose abilities improve daily. He moved up from Rookie/Novice status to Junior Honda in September 2009 and has already begun winning in that tougher division. He's got the full support of his family, which includes his mother, Lyra, who serves as crew chief and mechanic; his father, Jeff, who acts as pit crew and manager; and his older sister, Yoko, who rounds out the pit crew. With the backing of generous sponsors, Isaak might find as much success as Jeff Gordon, Joey Logano and other professional racers who began their careers as kids in quarter midgets.

What can sponsorship of Isaak Solocek do for you?

Exposure: Racing draws attention from the most dedicated fans in sports. And those fans frequent the businesses that back the sport. Isaak Solocek Racing competes at tracks across Florida in two separate clubs, and also travels to national races. In July 2009, Isaak raced to sixth place among junior rookies at the USAC national contest in Indianapolis.

Branding: In exchange for your support, we would work to further your marketing plan within the world of auto racing. Being associated with Isaak Solocek and IS Racing would bring you credibility and value. We can develop a custom plan to help your business grow. We have some ideas, and would love to hear yours, too.

The opportunities include display of your company information (name, logo, colors, etc.) on:

- Isaak's team trailer, which will travel hundreds of miles monthly across Florida and the southeast.
- Isaak's team race car.
- Isaak's team T-shirt.
- Isaak's team Web site, isaaksolocekrracing.com, and team blog, isaaksolocekrracing.com/blog (including links).
- Isaak's pit spot at races.

We also would include information about your sponsorship for the announcements made at the track.

Endorsements: Isaak is a cheerful, outgoing boy who also is involved in soccer, active at the local YMCA and always taking part in area and school activities.

He speaks easily and enthusiastically about racing, and would make a great spokesman for his sponsors. He would be able to make public appearances with his race car, a particularly effective tool at businesses that have many children as customers. He also has a growing fan base, and would be able to spread the word about the groups and businesses that support him through his regular e-mail alerts and updates to them.

Contact us today to put together a sponsorship package that works for you. Phone Jeff Solocek, Isaak's dad and manager, at (813) 300-2363, or send an e-mail to jeff@solocek.net.



How can you help?

Isaak and his team welcome your sponsorship in the form of monetary support or in-kind services. Any assistance you provide can make a big difference. Consider the following packages, or please feel free to suggest a plan that would work for you and your company.

Sponsorship packages

ENTRY FEE SPONSOR: The cost to enter a race is \$20, with another \$5 for a transponder to track the car while racing. Sponsor Isaak's entry for just \$25. Isaak races about 30 times a year. Think about sponsoring four race entry fees for just \$100.

TIRE SPONSOR: Isaak generally runs through four tires in a race day, at \$50 each. Help keep Isaak on fresh rubber for \$200. Another option could be a right-side tire sponsorship for \$100. One or more races would be appreciated.

PARTS SPONSOR: No race is complete without bending, breaking or losing something. Consider a sponsorship to keep Isaak well stocked with spare parts. Here are some possibilities to mix and match:

- Valve springs: \$6.50 per race
- Oil \$10 per race
- Spindles: \$60 each
- Rods: \$10 each, or a full set for \$100
- Front axle: \$150
- Ceramic bearings: \$300 for a set, or \$75 each
- Shocks and springs: \$800 for a set, or \$175 per shock and \$25 per spring
- Backup motor: \$1,000
- Titanium rear axle: \$1,000
- Animal motor, \$1,300

SAFETY SPONSOR: Isaak can never be safe enough in his car. The gear he uses protects his head, neck and body from all the jostling and the occasional crash. Support Isaak's safety with one or more of the following pieces of equipment:

- New racing shoes, \$40
- New seatbelt, \$85
- New cushioned steering wheel, \$85
- New fire suit, \$150

In-kind services

Perhaps your company cannot afford a monetary sponsorship but would still like to help. We would gladly consider any level of support, such as T-shirts or caps with your company logo that we can wear at races, gift certificates or overstock supplies. No offer is too small.

We look forward to hearing from you

Contact us today to put together a sponsorship package that makes sense for you. We appreciate any support you can offer. Phone Jeff Solochek, Isaak's dad and manager, at (813) 300-2363, or send an e-mail to jeff@solochek.net.