



Fresh **TIN**
MOTORSPORTS



2010 MEDIA KIT

SPONSORSHIP OPPORTUNITIES AVAILABLE



RYAN HART
driver & brand ambassador

Sponsorship of the Fresh Tin Motorsports NHRA Top Fuel Funny Car will provide your company with direct access to your current and potential customers nationwide - all within your budget!



SPONSORSHIP BENEFITS:

1

PREMIUM BRANDING

Promote your business to customers who accept and welcome branding into their lives than any other professional sport fans!

2

ENGAGE CUSTOMERS

Sponsorship has provided unparalleled success for companies looking to engage customers and it continues to be a valuable form of marketing in today's cluttered advertising environment.

3

HOSPITALITY & ENTERTAINMENT

Entertain clients, distributors and employees with our hospitality services while getting a front row seat in the racing action.

“best value for the money”

NHRA was ranked high in a variety of categories reflecting sponsor satisfaction, including BEST VALUE FOR THE MONEY, where NHRA ranked first among 16 major sports, including the NFL, NBA, MLB, and NASCAR.

SPORTSBUSINESS JOURNAL, 2003, INDEPENDENT SURVEY



BY THE NUMBERS

66%

Percentage of NHRA fans who switched brands to one that was a sponsor of the NHRA or one of its professional teams

130

Hours of original programming on ESPN2 covering the NHRA Full Throttle Drag Racing Series

60 million

Number of annual viewers on ESPN2

23

Number of NHRA Full Throttle Drag Racing Series events each year

8,000

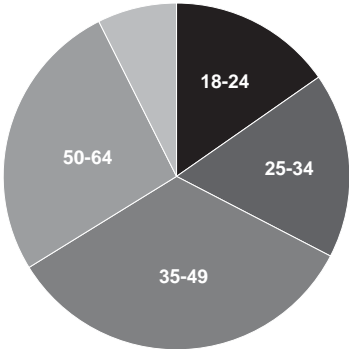
Amount of horsepower produced by a Top Fuel Funny Car

2.5 million

Number of fans that attend NHRA events each year

NHRA FAN DEMOGRAPHICS:

AGE

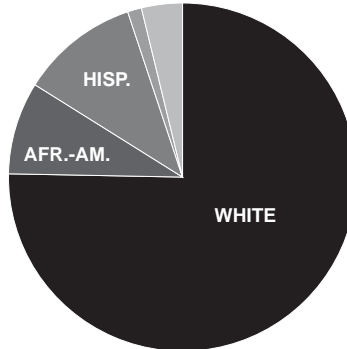


FAST FACT:
42.62 years old
 NHRA fans have the youngest average age among all major sports properties

- 18-24..... 15.3% [120]
- 25-34..... 17.3% [97]
- 35-49..... 33.6% [120]
- 50-64..... 26.4% [108]
- 65+..... 7.4% [43]

% percentage [index vs US]

ETHNICITY

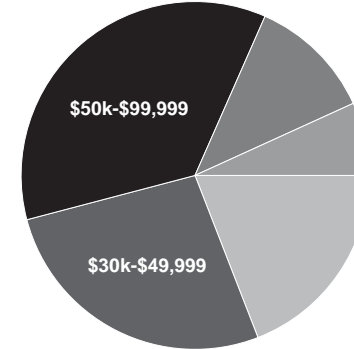


FAST FACT:
75.3%
 Percentage of NHRA Fans that are White

- White..... 75.3% [107]
- African-Am..... 8.6% [83]
- Hispanic..... 11.0% [81]
- Asian..... 1.3% [57]
- Other..... 3.8% [119]

% percentage [index vs US]

HOUSEHOLD INCOME



FAST FACT:
62.5%
 Percentage of NHRA Fans that have an annual household income between \$30k and \$100k

- \$29k or less..... 19.1% [93]
- \$30-49k..... 26.8% [103]
- \$50-99k..... 35.7% [108]
- \$100k-149k..... 11.6% [95]
- \$150,000+..... 6.8% [83]

% percentage [index vs US]

Source: 2008 Scarborough Research

BRAND SPONSORSHIP SPEAKS DIRECTLY TO:

the pure American male

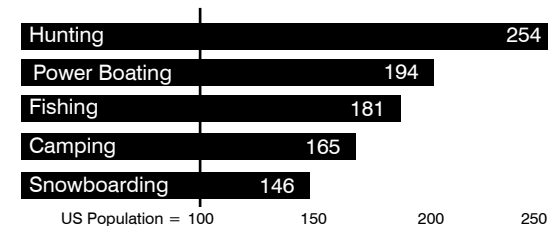


KEY STATISTICS

60 million annual viewers on ESPN2 and ESPN2 HD
 2.5 million live fans at 23 NHRA National Events

NHRA Drag Racing attracts a “pure American male” mindset:
 58% are good at fixing mechanical things
 51% of fans have a keen sense of adventure
 44% like to do unconventional things

NHRA fans lead active lifestyles and strongly over-index the US population for having gone hunting, fishing, camping and bicycling in the past 12 months.



LIMITED SPONSORSHIP OPPORTUNITIES AVAILABLE

CALL (206) 696-3399

Source: Scarborough Research 2008 (Fan= Very or Somewhat interested)



THE EXTREME MOTORSPORT

The National Hot Rod Association is a thriving leader in the world of motorsports and has evolved into the largest promoter of professional drag racing in the world. The NHRA Full Throttle Drag Racing Series is known as The Extreme Motorsport™: the fastest and most spectacular form of entertainment on wheels. Reaching 60 million annual viewers on ESPN2 and 2.5 million live fans at 23 national events, the NHRA has become a destination for companies looking to capitalize on the brand loyalty of motorsports fans. Sponsorship of the Fresh Tin Motorsports Top Fuel Funny Car can increase the performance of your marketing efforts more efficiently and effectively than other marketing alternatives.

INTEGRATED FAN EXPERIENCE

It is easy to see why fans are so committed to NHRA drag racing, because they continue to have the best access to the behind-the-scenes action of racing. NHRA's open-pits policy allows fans to get an up-close and personal view of the way teams rebuild engines in less than 75 minutes. While Top Fuel Funny Cars routinely cover a quarter-mile distance in 4.5 seconds at more than 325 mph, NHRA is moving just as fast in popularity with auto racing fans. Second only to NASCAR in terms of attendance, fan appeal, and sponsorship commitment, NHRA is moving quickly into mainstream America.

Media coverage provided by:



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“tremendous value”

In 2008 NHRA reached an average of 659,340 households on Sunday. “This illustrates what we’ve known all along. These numbers speak volumes about both the tremendous value proposition NHRA offers to current and potential sponsors as well as the quality of the television broadcast.”

NHRA PRESIDENT TOM COMPTON

RYAN HART

driver & brand ambassador

Age: 23

Hometown: Seattle, WA

Residence: Charlotte, NC

Racing Experience: 15 years

AN ARCHITECTS VISION

As an Architect, the word visionary has a different meaning to Ryan Hart. According to Ryan, a vision means nothing without a tireless work ethic, endless passion and a belief in something larger than yourself. Leaving a career as an architect to race in the NHRA Full Throttle Drag Racing Series may seem absurd to some, but to Ryan it was a logical step towards making his vision a reality. With the Los Angeles skyline in his rearview mirror, Ryan moved to Charlotte, NC to begin preparing for the 2010 racing season. He has his sights set on winning the NHRA Funny Car Championship.

From understanding the complex physics involved in launching an 8,000 horsepower rocket down the quarter mile to professionally handling the media - it's all in a days work for Ryan. He has, after all, been preparing for this moment since he was eight years old. With 15 years of racing experience under his belt, Ryan is a driver who understands your sponsorship objectives. He is both client and service oriented in making a marketing partnership successful.

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PO Box 34056, Charlotte, NC 28234

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