

A Message from the crew of Running Wild Racing...

Running Wild Racing offers the unique opportunity of direct access to both the fans and the talented teams that are the heart and soul of classic top fuel drag racing.

By sponsoring Running Wild Racing, you also enjoy the benefits of Performance Motorsports as your team partner. As the premiere outlet for hard-core race car parts and equipment, Performance Motorsports provides a direct link to racers looking for the right gear to fulfill their needs.

As a regular announcer at NHRA events, Running Wild team leader Brendan Murry brings with him more than two decades worth of experience in drag racing, giving you a unique opportunity to bring your message directly to all spectators at any given event and providing a captive audience.

As a member of the 5-Second Clubs for both Goodguys Vintage Drag Racing and Nitronic Research, and with more than a decade of participation in drag racing under the current team name, Running Wild remains a crowd favorite. These are loyal fans who will show their support by doing business with you.

This packet contains additional facts and figures on Running Wild Racing, as well as the type of crowds the team reaches within its circuit.

We encourage you to take a few minutes to review this information so that you can see for yourself the benefits of a partnership with our team.

Thank you for your time. We welcome you along with us for the ride!

*Running Wild
Racing team*

BENEFITS

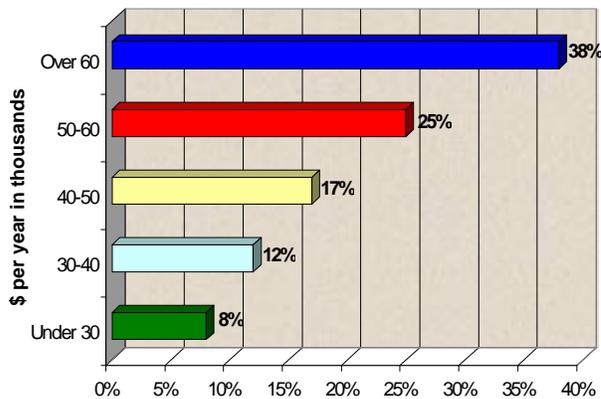
Sponsoring Running Wild Racing gives your company or organization access to the market you most want to reach. By partnering with us you can expect to:

- Gain optimum exposure for your line of products to a very targeted group of consumers across the United States. We will:
 - ✓ Prominently display your logo on our Internet Web site viewed by more than 300 people per day, reinforcing your image and driving traffic to your Web site through a link to your company
 - ✓ Include your products in our inventory sales flier distributed to more than 3,800 customers six times per year
 - ✓ Refer our current and countless future retail customers, who rely on our advice for purchases both between and at events, to your products
- Benefit from unique opportunities that only the Running Wild team can offer that do not come with other team sponsorships including:
 - ✓ Affiliation with a leader in industry parts and equipment sales to all categories of racing and the automotive aftermarket
 - ✓ Partnering with a team led by an official NHRA announcer who exposes both attendees and participants alike on the advantage your products offer
- Feel confident that a licensed racing veteran is at the wheel, with more than two decades of world championship experience in racing and both recognition and respect from racers from all categories within the circuit

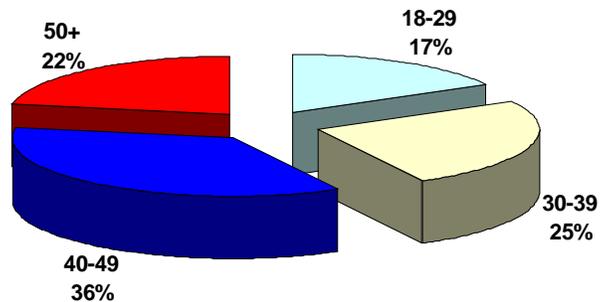
FAN DEMOGRAPHICS

Running Wild Racing participates in drag racing events sponsored by National Hot Rod Association, WCTA, ANRA and Goodguys Vintage Racing Association, taking place throughout the U.S. Our fan base is composed of prime consumers for your product:

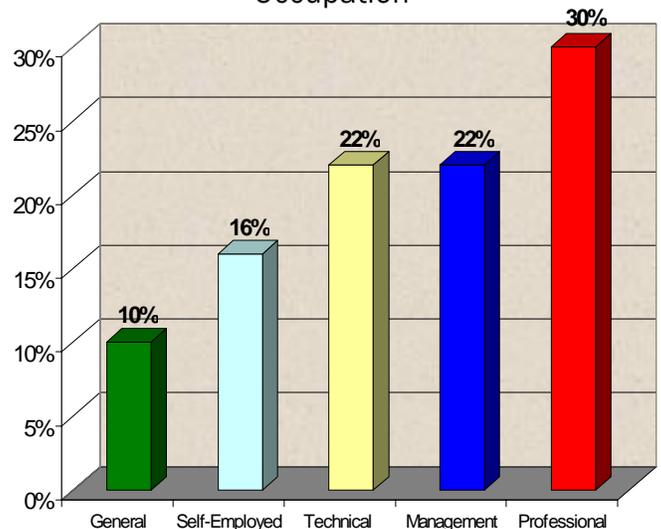
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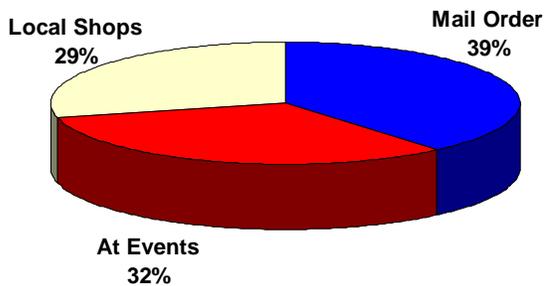
Age



Occupation



Where They Purchase Equipment



STATISTICS PROVIDED
BY GOODGUYS

SPONSOR OPPORTUNITIES

We can arrange a sponsorship at a level to fit your budget and accommodate your needs. By participation at races from coast to coast, we can ensure your company name and logo take front and center.

Your company can gain valuable product exposure through placing your logo/signage onto:

- Our vehicles
- Team wear in the pits and on the track: Driver uniform, hats, parachute, gloves, and crew uniforms, t-shirts and aprons
- Gear for use in the pits such as awning and other signage
- Souvenir items distributed at our events
- Our trailer (virtually a rolling billboard seen by thousands as it travels the U.S.)
- Any item you feel will best reach your target market!

We will also enlist other types of support such as distribution of product samples and giveaway items with your logo in our pits.

An investment in Running Wild Racing can prove much less expensive than many other types of advertising in that you have access to an extremely loyal fan base. Fans and other racers realize that classic top fuel drag racing does not turn a profit for the majority of the race teams participating. Teams participate for the love of the sport and fans know this. They remain brand-loyal to the sponsors that make the events possible and keep their favorite teams in business.

Our spectators are not only fans, they are potential, loyal retail customers that can directly increase quantifiable sale of your products and for your company.

To discuss opportunities to fit in with your needs, contact us today.

Learn more about Running Wild Racing and Performance Motorsports...



The more you learn about us, the more you will want to become a part of our team.

Sponsoring Running Wild Racing offers more exposure than just side-by-side racing action. Our team can also offer:

- ✓ Off-site displays at retail outlets, with a dedicated display vehicle and your product and signage
- ✓ Team display at major West-Coast street rodding and car show events providing an opportunity to utilize
 - Promotional giveaway items
 - Product demonstrations
 - Raffles
 - Samples
- ✓ Crossover sales to the street-rod market through car-show events

We have a partnering option to fit your budget.
Call today to discuss a program designed to meet your specific marketing needs.