



Tower Motor Sport Racing.

Sponsorship Program

**John
Farano**

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Introduction

- Tower Events now *Tower Motor Sports Inc* has been involved in motor sports since 2006 and continues to campaign with John Farano in the 2011 coming season.
- **The no. 59 “Cool Blue” Chevy** is designed for the Canadian Tire NASCAR Series and will compete in all the major road races with **John Farano** as principal driver.
- This year we welcome **Frank Fusillo** to our **Big Red Team**. Big Red is our Ferrari Challenge series and we will be racing **#59** with John and **#64** with Frank.

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Introduction

- ***The Ferrari Challenge*** series 6 road courses including Toronto and Montreal.
- This year we'll be very busy with a total of 12 highly competitive races in two different race categories.



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Our Promise to Sponsors

- ***Tower Motor Sport Racing*** recognizes the contribution that our sponsors make to our program and we will work hard to provide each with "*value-added*" **benefits that help to drive their own business to the top of the podium.**
- We *pledge* to do our best at each event to provide our sponsors a healthy return on their investment by providing unique motor sport marketing opportunities.

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Sponsorship

- *Motorsport* sponsorship is a valuable marketing tool designed to raise your brand or company “awareness” to thousands of motorsport fans.
- Our ***process*** is to have our marketing experts meet and work directly with your marketing/ sales team & together we will determine the best fit for your companies involvement. We design a program that fits your *budget*.
- Sponsorship can take many forms, starting with a company logo on our cars, to a fully developed race day hospitality program for business partners & employees and all of that in between.

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Other opportunities.

- Tower Events specializes in the area of grandstand seating and staging for special events.
- Project highlights include the construction of the staging for World Youth Day in Toronto, Canada Others include grandstand seating for the Formula One Air Canada Grand Prix, the Toronto Honda and Edmonton races.
- Staging, seating and hospitality suites for many world class concerts around the country.
- Seating and hospitality suites for the Canadian Open Golf Tournament at Angus Glen, and Tennis Canada in Toronto.

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Tower Equities

- **The Tower Group of companies can provide the following; exposure for sponsorship of the race team.**
 - A fleet of Tower (corporate) vehicles that provide exposure for a sponsors “brand” for 12 months. (30 vehicles – 100 employees)
 - Web- site and all social network activity with links to sponsors
 - Race cars, trailers, driver suit and static displays at Race events.
 - On-site activity major display at; Montreal Formula One, Toronto Honda and others. ***Plus Ferrari Challenge, with Two cars Ferrari the F458 GT and F430 GT***
 - 12 races scheduled races
 - Non race events like the Canadian Open and other attractions using our hospitality venues (for clients and employees)
 - Corporate Team building programs. (in the pit during time trials)
- Grand stand hospitality access to tickets for sponsors use.

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Tower Equities

- Special promotional programs at non race events.
 - **Examples.** static displays at malls, or local fairs, selected events when not racing. This traveling show would be a marketing tool for extending a sponsors brand image.
 - Corporate Team building race track activity on site with key employees who get to experience the whole team concept and drive a real race car.
 - Merchandise and wearable products with sponsor logo's.



Sponsorship

- ***Our sponsorship*** is a complete program designed to deliver maximum exposure through an extended promotional campaign that extended brand exposure beyond the race track.
- Clients will receive a return on their investment that delivers activity at every race on the schedule. It includes on car & driver, co-branding track id, race team compound promo, *hospitality suite*, extended fleet exposure on vehicles, tickets, merchandise and all media exposure through our post race PR campaign.

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Sponsorship

- ***Designed to deliver***, maximum exposure on web-sites, media releases, hospitality suite for races, all business communications, and an extensive press program and pre race activity.
- This program will be tailored to the sponsors brand needs including but not limited to a series of static displays by our race team with our traveling caravan.
- *See Evaluation chart page 12*

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Sponsorship Pricing

- **Pricing** – to determine the cost of our racing sponsorship we calculate the costs of the extended program and add the value of the exposure over all the selected activities.
- Participation with our programs start as low as \$20,000 to \$100,000.
- There are a limited number of positions available for the season.

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Sponsorship Evaluation	Budget		Value	Cost
Brand ID on Nascar and Ferrari	\$200,000	25%	\$50,000	
PR campaign & Promotion	\$100,000	25%	\$25,000	
Logos on promotional material	60,000	0.2	\$12,000	
Sampling at all races*	120,000	0.25	\$30,000	
On Line- web site	20,000	0.15	\$3,000	
On Site at compound	90,000	0.25	\$22,500	
Exposure Grandstand slugs	100,000	0.25	\$25,000	
Subtotal	\$690,000		\$167,500	\$0
Hospitality per Race**	\$30000		\$360,000	\$30,000
Tickets average \$125 x 20 tickets per race*	\$2500		\$30,000	\$30,000
Tower Vehicles - 30 vehicles - per month*	\$3000		\$36,000	\$10,000
Tower Workers 100 on site merchandise*	\$5000		\$60,000	\$30,000
Subtotal			\$486,000	\$100,000
Total			\$653,500	\$100,000

* indicates if available

** indicates costs and deliverable may vary

Value of TV coverage will be added when confirmed

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