



Matthew Inge

***Harnessing the
Power of an Industry***

1634 2009
375 GP3R
GRAND PRIX DE TROIS-RIVIÈRES
TROIS-RIVIÈRES

GRAND PRIX DE
TROIS-RIVIÈRES

GP3R
GRAND PRIX DE TROIS-RIVIÈRES



The Business of Winning

When a \$12 remote can make a \$250,000 television ad null and void in a click, sponsorship is more important than ever.

When sponsorship is used to capacity, it can make powerful connections at the point of sale, trade shows and media events, it can also generate the kind of excitement that sales staff, distributors, and administrators can leverage with consumers and employees alike.

Motorsports is the most versatile of all the sports-marketing options. It is the only sport where sponsors aren't just interrupting the action with commercials. In motorsports, sponsors are a part of the action, branding promotional vehicles in front of a fan base that has the highest documented brand-loyal rating.

In addition to branding, motorsports sponsorship allows corporations to build results-oriented business-to-business programs, retail sales promotions, employee incentive options, and community investment with good cause marketing objectives such as empowering our youth and funding community causes. Integrating sponsorship in all divisions is the right way for corporations to connect with people.

The goals of this proposal are three-fold: to help corporations truly understand the value of sponsorship, to understand the benefits of long term strategy beginning with support series like Star Mazda and the IRL's Indy Lights and to introduce a bright, young American driver and Virginia Tech Dean's List Mining Engineering Student, Matthew Inge, who understands that as a promotional vehicle he can help recruit new talent to the industry and delivery the good news about mining today.





The Value of Sponsorship

The real value of sponsorship is its ability to facilitate and deepen relationships, to have conversations and add value to customers' lives, to connect brands to customers and customers to each other and their passions.

Most sponsorships are used to accomplish multiple objectives, some more important than others. To measure each objective and link expenditures to real business returns, a bespoke approach to evaluation is required. Qualitative, quantitative, behavioral and financial metrics can all be used to measure sponsorship. Planning the goals and method of measurement prior to the start of a partnership is imperative.

Researchers agree that...

- Sponsorship can build awareness
- Sponsorship can build preferences
- Sponsorship can lead to behavioral change
- Sponsorship improves the effectiveness of all other media
- Point of Sale promotions pull better with sponsorship overlays
- Consumers will pay more for a sponsor's product
- Value maximization requires activation
- Duration - the longer the relationship between a sponsor and property, the greater is the perceived contribution to brand equity elements.



The Promotional Vehicle - Matthew Inge

Corporate Hospitality

A single race event can give sales staff five points of contact with a new client. From the Save-the-Date flyer to the post event pictures that will grace their office wall, racing can break through the clutter of the every day and be the start of long term partnerships.

Trade Shows, Fairs and Festivals

Race cars draw a crowd! Taken to a trade show or non-motorized event, a race car can make sure that a company is just not another vendor, but the booth that everyone must see. Layer-in autograph cards, driver appearance, and a simulator and you've stolen the show.

Websites and Social Networking

People cheer for people! As your customers, vendors, and employees get to know their driver, they want to keep up with how the season is going! Blogs, Twitter- tweets, posting of in-car footage and behind the scene pit reports are ways of keeping everyone engaged and coming back to your company's website to get the latest.





Tools of Motorsports Marketing

Motorsports fans have been documented to have the highest percentage of brand loyalty. More than any other sport, the race fans' loyalty outpaces all others by nearly three to one. This loyalty is not due to pit wall signs or event entitlement; it is directly related to the drivers and teams. Simply put, people don't cheer for signage, they cheer for people!

Motorsports is also the only sports marketing venue where a company's advertisement does not interrupt the action, giving everyone an opportunity to run to the refrigerator. Instead, motorsport sponsors are an integral part of the action as their brand image is carried around the track on the ultimate promotional vehicles.

Listed below are just some of the tools that make sponsorship successful!

- Hospitality for Customers, Employees and Company Seminars
Providing sales staff five points of contact around a single race to make the sale.
- In-Car Camera and Discounted National Television Ad Buys
Interactive advertising that builds brand awareness.
- Traffic-Building Promotions
Ticket giveaways, 2-seater programs and driver appearances that drive in-store traffic.
- Corporate Incentive Programs
Reward top employees with a chance to be a VIP pit crew member for a race.
- Manufacturer's Midway
Sell team wear, display and sample products that build brand loyalty.
- Trade Show and Mobile Marketing Excitement
Be "the" attraction and increase booth traffic with the power of motorsports at non-motorized events.
- Website Promotions
Hot links and team updates that keep customers coming back.
- Private "Behind the Scenes Look" Garage and Pit Tours
Trackside photos and autographs with the driver and the crew.
- Team Wear and Licensed Product Sales as a Revenue Source
Sales from merchandising is just one of many revenue sources created with racing.
- Cross Promotions with Vendors
Don't just entertain business associates; get them involved on a new level.
- National Public Relations Programs
Feature stories, product placement and big pictures with logos in the sports pages.
- Internet and Social Media Technology
Content for cool websites, Facebooks, Tweets, text messaging, ring tones, and podcast.

Meet Matthew

Mining Engineering Student – Virginia Tech

Matthew is a 21 year old senior at Virginia Tech University where he is on the Dean's list. His chosen course of study is engineering with a concentration in Mining and Minerals. With family roots in West Virginia, Matthew's interest in mining centers around solving the problems our country faces with energy and building materials.

In addition to his studies, Matthew is involved in a variety of community service work including Candle Lighters (Kids with Cancer), the local community food bank, roadside and hurricane clean-up efforts, the Ronald McDonald House, and the local nature center. His extracurricular activities include Membership in the International Society of Explosives Engineer, Burkhart Mining Society and the President of the Naional Sand Stone and Gravel Association (NSSGA) - VT Chapter.

2009 Season Highlights:

F2000 Championship Series

2nd in Championship Point Standings

12 races with 2 Wins, 1 Pole, 4 Fastest Laps and 8 Podium Finishes

Holds track record in F2000 at Watkins Glen International

2008 Season Highlights:

F2000 Championship Series

10 Races, 7 Top 7 Finishes

5th in points – Running limited schedule

Formula E and Spec Racer Ford

11 Races with 3 Wins, 6 – 2nds, and 1 – 4th

Currently holding track records for Formula E at Daytona, Carolina Motorsports Park, Moroso, Sebring and Pocono

2007 Season Highlights:

Formula E - National Champion Southeast Division

17 Races Entered

11 Wins, 5 Seconds, 1 Third

cont.....

"It was our extreme pleasure to work with Matthew. His positive and upbeat attitude carried over to the crew and all those that were there with him at the races with a positive frame of mind. We have no doubt that his attempts at faster and more advanced types of competition cars will be a challenge that he will handle well."

Mick Robinson
Robinson Motor Sports, Inc.

Matthew (cont)

2007 Season Highlights:

Spec Racer Ford - 5th in National Championship Standing
9 Races Entered
2 Podiums, 4 Top Five's

2006 Season Highlights:

Formula E - SCCA South Atlanta Road Racing Championship
– 2nd in Division, 1st Championship Race

SCCA Central Florida Region Champion FE
14 Races Entered - 7 Wins, 6 Podiums, 1 Top Five's

Spec Racer Ford - South Atlanta Road Racing Championship
– 1st in Division, 2nd in Championship Race

Spec Racing Ford - SCCA Central Florida Region Champion
18 Races Entered - 7 Wins, 9 Podiums, 2 Top Five's



- Second in F2000 Champion Ship Series 2009
- National Champion Southeast Division FE
- Rookie of the Year 2006 – Southeast Division FSCCA Class
- Rookie of the Year 2005 – Southeast Division SCCA for SRF Class

Fast Facts: Star Mazda Championship Series presented by Goodyear

- Race car: A Monocoque Carbon Fiber Open Wheel Race Car with a top speed of 150mph.
Minimum Weight: 1090 Lbs / Horsepower: 240
- Events: 12 events a year running as a featured series or in support to the American Le Mans Series.
- Markets: Orlando, FL; Salt Lake City, UT; Portland, OR; Milwaukee, WI; Toronto, Canada; New Jersey, NJ; Atlanta, GA; Monterey, CA
- Fans: Over 1 million spectators in 2007 - They are highly educated, wealthy, and have an influence on other peoples' automobile purchasing decisions.
- 59% have a household income above \$70,000
 - 22% have a net worth over a half million
 - 57% have advised others on a car purchase in the last six months
 - 39% own three or more automobiles (not including trucks)
- * A full array of demographic information is available upon request.
- Television: To be determined for the 2010 season
- Alumni: Includes household names Marco Andretti and Graham Rahal; many others have gone on to compete in Formula One, IndyCars, NASCAR and the American Le Mans Series.



Fast Facts: Indy Racing League Firestone Indy Lights Series

Race car: A Monocoque Carbon Fiber Open Wheel Race Car with a top speed of 195mph.
Minimum Weight: 1430 Lbs / Horsepower: 440

Events: 16 events a year running in support (in many cases on the same day) of the IRL Indy Cars.

Markets: St. Petersburg, FL; Long Beach, CA; Birmingham, AL; Indianapolis, IN; Des Moines, IA;
Upstate New York; Toronto, Canada; Edmonton, Canada; Louisville, KY/Cincinnati, OH;
Columbus, OH; San Francisco, CA; Chicago, IL; Miami, FL.

Fans: The IRL boasts a fan base of 40 million and is the fastest growing sport in the country.
Middle-aged men with money that are educated and early adapters of technology make
up the majority of the fan base.

- 36% have a household income above \$50,000
- 20% have a household income above \$100,000
- 59% are between the ages of 30 and 59
- 70% will choose a sponsor's brand over another

* A full array of demographic information is available upon request.

Broadcast: Versus HDTV / Live streaming video on the Web / XM Satellite Radio





Sound reasons to launch a motorsports program in the support series:

Support series like Star Mazda and the Firestone Indy Lights Series running with IRL's IndyCar is the direct path to IndyCars. While it behooves the drivers to hone their skills in the Indy Lights arena before making their move, corporations can equally benefit spending a season, educating sales staff, coordinating divisions and value-mining vendors.

A few good reasons...

- Primary sponsorship of a driver and team is 1/10th the cost of a primary in the IndyCar Series.
- Indy Lights races are on the same day as the IndyCar Series at most venues, giving guests the big ticket exposure.
- Indy Lights television packages are magazine-style formats allowing fans to get to know the drivers through more interviews, creating more exposure for the sponsors.

More than anything else, consistency wins championships! It also has a positive effect on the bottom line. Three and five year strategic partnerships will provide optimum success for both the team and the sponsor.

The Indianapolis 500

Celebrating its Centennial Era, the Indy 500 is the most famous auto race in the world.

The Indianapolis Motor Speedway on Memorial Day Weekend is at the same time intense and exciting, traumatic and joyful. The drivers and teams emerge from Gasoline Alley only to look up at the overwhelming sight of a capacity crowd, to hear the traditional singing of Back Home Again in Indiana, and to make final preparations as one of only thirty-three starters in pursuit of the glass of milk and a life-changing victory.

From green flag to checkered, the world is literally tuned-in – on the television, on the radio, and on the World Wide Web. The Indy 500 alone delivers higher attendance than the Super Bowl, the NBA Finals, the Stanley Cup and a Sold-Out Rose Bowl combined.

The intense loyalty of the fans can be felt on pit road, in manufacturer's midway and in the grandstands as they revel in the roar of the engines and the passion of the greatest spectacle in racing that is The Indianapolis 500 Mile Race.



18	12
19	17
20	53
21	52
22	18
23	55
24	98
25	9
26	1
27	35
28	5
29	19
30	30
31	17
32	10
33	33

Matthew's Road to Indy....

Matthew has tested with the Nash Performance Group, a team with over 30 years of competitive experience, including participation in the Indy Racing League and the greatest spectacle in racing the Indy 500. Consistency wins championships! The goal will be for Matthew to rise through the ranks building a relationship with one Race Strategist. Currently in his senior year at Virginia Tech, Matthew plans on competing in the Star Mazda Championship Series presented by Goodyear for 2010. In 2011, he hopes to move into the IRL Firestone Indy Light Series after graduation with an eye toward IRL IndyCars.

Suggested Sponsorship Programs....

2010 Star Mazda Championship Series (Year 1) - 12 Races - through America and Canada

Program to include but not be limited to:

- Corporate livery applied to driver, car, team, and promotional material
 - Trackside hospitality for 100 guests for the season*
 - Strategic activation, implementation and measurement plan
 - The rights to create a complete public relations campaign – media and corporate
 - The rights to create a merchandizing, show car and driver appearance program
- * Some minimums apply

2011 Firestone Indy Lights Series (Year 2) - 13 Races – through American and Canada

Program to include but not be limited to:

- Corporate livery applied to driver, car, team, and promotional material
 - Trackside hospitality for 500 guests for the season*
 - Strategic activation, implementation and measurement plan
 - The rights to create a complete public relations campaign – media and corporate
 - The rights to create a merchandizing, show car and driver appearance program
- * Some minimums apply



The above programs are mere suggestions; we look forward to and would appreciate the opportunity to customize a program that caters to your specific marketing objectives.



When you participate in motorsports, you impact your bottom-line.

Inge and his team can provide a promotional arsenal of opportunities that can cater to the needs of your corporation. They will work to create turn-key programs built to meet and exceed your industry objectives. They will work with you to develop unique and powerful promotions while helping your companies gain marketing partners. With all of this, they will also work tirelessly at providing a competitive on-track racing program delivering your message to the world.

No other invention in the world captures our attention like the automobile. With that, simply stated, the Indy Racing League is the fastest growing sport in the world. You are invited to join Matthew Inge in the fast lane with the most brand loyal fans of any professional sport. We welcome the opportunity to create a custom program for you.

For more information:



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