

2009 Marketing Partnerships Opportunities



In 2009 18 year old Chase Mattioli, an honors student and a freshman at Fordham University, will begin his 2nd season as a professional race car driver, competing in the ARCA-RE/MAX Series and/or the NASCAR Camping World Series. The ARCA RE/MAX Series and the NASCAR Camping World Series are a winning, marketing combination... in addition to high-track visibility in local markets, your brand will reach a national TV audience via ARCA event broadcasts on SPEEDTV and NASCAR event broadcasts on HDNET, with rebroadcasts on SPEEDTV – a combined reach of 50 million households.

Understanding that sponsors are the lifeblood of racing, fans of the sport are dedicated, brand loyalist – in fact numerous marketing studies demonstrate that race fans are nearly 80% more inclined to purchase a sponsors' product than any other sports fan

Chase Mattioli Racing can provide your organization an excellent and cost effect means to reach this exciting, youth oriented racing community like no other media can...direct and personal.

In addition to the benefits identified below, Marketing Partners will be the beneficiary of customized marketing programs designed to produced desired tangible results and, most importantly, increased product exposure and sales. One of the ways that this will be facilitated will be by network all of our Marketing Partners so all can share in the combined collective assets build around the growing brand of Chase Mattioli.

For example, Liquid Fence is a nationally distributed product and a primary Marketing Partner. By virtue of their participation, they have been introduced to entities including Dollar General, Keystone Automotive, Camping World and Milazzo Industries, with the potential of distributing their products via these entities distribution networks. This could increase their retail distribution outlets from 20,000 to over 60,000. Added value is being developed via a retail promotion being developed around Chase Mattioli Racing that would allow Liquid Fence, Keystone Automotive and Milazzo Industry cross promotional exposure at there respective retail locations.

Another unusual benefit that will be extended to Marketing Partners that participated at a \$500,000 or more level in 2009 is the fact that 10% of their sponsorship (10% of \$500,000 = \$50,000) will credited toward securing a position as a Founding Patron of Chase Mattioli Racing Inc. Based on the projected revenues (see attached Chase Mattioli Racing, Inc.) a \$50,000 Founding Patron could realize \$125,644 within five years.

So whether you seek B2B expansion, or consumer brand awareness, from track meet & greets to product endorsement, the marketing professionals at Chase Mattioli Racing, Inc. will develop an effective program to suit your company's sales and marketing objectives, and at the same time allow provide financially benefit as Chase climbs to racings top level.

Available Sponsorship Programs

- All Include: Product endorsement, driver uniform identification, driver appearances, website identification and news releases and right of first / last refusal for the 2010 season
- Primary Sponsor
 - Front Hood, Rear Quarter Panels Above Wheel
 - ARCA RE/MAX Events / \$66,000 - per event / \$1,200,000 Season - 21 events
 - NASCAR Camping World Events / \$32,500 - per event / \$600,000 Season - 13 events
- Associate Position #1
 - Rear Hood, Rear Quarter Panels Behind Wheel & A Post
 - ARCA RE/MAX Events / \$45,000 - per event / \$800,000 Season - 21 events
 - NASCAR Camping World Events/ \$23,500 - per event / \$400,000 Season - 13 events
- Associate Position #2
 - TV Panel, Rear Quarter Panels In Front of Wheel & B Post
 - ARCA RE/MAX Events / \$35,000 - per event / \$600,000 Season - 21 events
 - NASCAR Camping World Events / \$17,500 - per event / \$300,000 Season - 13 events

Additional information:

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