

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

Did you know this is the largest professional go kart street race in the world?

Experience the thrill of watching go karts roar through the tree-lined streets of downtown Rock Island at speeds over 80 mph as thousands of spectators cheer on these professional kart drivers on Labor Day Weekend. Motorsports fans across the nation know if it's Labor Day Weekend, it's time for the Rock Island Grand Prix, one of the premier professional karting events in the world!! Drivers representing 35 states, Canada, Mexico, France, Colombia, England, Poland, Costa Rica, Argentina, Bermuda, Italy, Poland and the Philippines have participated in what has become the largest karting street race in the world and one of the largest and most popular kart racing events in North America. Each year more than 250 race teams set up shop in Rock Island for a chance to win at "The Rock."

The Rock Island Grand Prix combines the thrill of professional racing with the energy of a District event in the heart of the community. Karting, the fastest growing race phenomenon in the U.S.A., draws thousand of enthusiastic fans. Best of all, it's all free family entertainment. No admission is charged, making sponsor support essential.

The Rock Island Grand Prix is always run on the Saturday and Sunday of Labor Day Weekend. Be part of the excitement and let your company benefit from the sponsor loyalty that has become part of the fabric of American motorsports.

ROCK ISLAND GRAND PRIX – A PROVEN TRACK RECORD

Once again this year, the Rock Island Grand Prix will be run on a $\frac{3}{4}$ mile race course using the wide, smooth streets of downtown Rock Island.

You can expect the Rock Island Grand Prix to:

- Bring thousands of racing fans into the Quad Cities.
- Attract hundreds of professional karters and their accompanying crews.
- Be professionally run with the support of hundreds of volunteer hours.
- Boost the Labor Day Weekend occupancy of hotels/motels throughout the area and increase the business of restaurants and entertainment establishments.
- Attract a wide range of media attention and news coverage – local, regional, national and international.
- Make Labor Day in Rock Island one of the top holiday weekend attractions in the Midwest.
- Have a positive local impact on the economy and other local tourism attractions.

A Rock Island Grand Prix sponsorship has proven to be a solid, sure-fire way to promote your business to thousands of spectators and hundreds of racers. This event already is an annual favorite in the Quad Cities. It has become one of the premier events in North American motor sports. Don't miss the opportunity to have your company in the center of attention.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

NAMING RIGHTS SPONSOR

\$25,000 to \$50,000+ for one year, depending on TV component. We will happily negotiate deals for multiple years. Naming Rights Sponsor has their name and logo blended with the Rock Island Grand Prix to provide maximum visibility and branding. Goal of this level sponsorship is also to help provide event TV coverage, but with the understanding that event budget must be the priority.

- Your Company logo placed within the Rock Island Grand Prix logo. Anytime the Rock Island Grand Prix logo name used, your company name will precede it.
- The pre-race ad campaign, valued at over \$25,000, includes your company logo in ads appearing in The Dispatch and Rock Island Argus, Showcase, special newspaper sections, web page, television, radio and national karting publications. Your logo will be dominant in all spots
- The ad campaign efforts increase one month before the event adding television and radio support which would include your company name: \$10,000 in advertising on CBS-4, 720 spots on 12 local cable TV stations targeting family and sports-oriented audiences, and 50 radio spots on B100, Star 93.5, 97X Classic Hits and Rock 104.9. Your name or logo will be dominant in all spots.
- Twelve 3' X 6' race course banners. Additional major trackside signage
- Your logo on Grand Prix entry forms, event posters and t-shirts.
- Inclusion in stories and media releases about the Grand Prix. Media releases are sent to local, regional, national and international media.
- Hospitality Park Package: Passes to Hospitality Park that includes bleacher seating access, food and beverages with number to be negotiated. Pit passes are not available in advance but are available for free at Hospitality Park.
- Unlimited booth space for your company promotion display. Additional community promotion can be arranged depending on product.
- Twelve Rock Island Grand Prix t-shirts.
- Public address messages throughout race day.
- Potential TV exposure package to be detailed separately.

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PRESENTING SPONSOR

\$10,000 for one year; \$8,500 for 2 year; \$7,500 for a 3-year agreement and subsequent years

Presenting sponsors enjoy unequaled visibility and product promotion including:

- Your Company logo placed with the Rock Island Grand Prix logo. Anytime the Grand Prix logo is used, your company logo will be seen.
- The pre-race ad campaign, valued at over \$25,000, includes your company logo in ads appearing in The Dispatch and Rock Island Argus, Showcase, special newspaper sections, web page, television, radio and national karting publications.
- The ad campaign efforts increase one month before the event adding television and radio support which would include your company name: \$10,000 in advertising on CBS-4, 720 spots on 12 local cable TV stations targeting family and sports-oriented audiences, and 50 radio spots on B100, Star 93.5, 97X Classic Hits and Rock 104.9.
- Presenting Sponsors receive one large banner in high visibility location in addition to two 3' X 6' race course banners along the race course.
- Your logo on Grand Prix entry forms, event posters and t-shirts. Company name on trophies.
- Inclusion in stories and media releases about the Grand Prix. Media releases are sent to local, regional, national and international media.
- Hospitality Park Package: 24 passes to Hospitality Park that includes bleacher seating access, food and beverages. Additional passes available upon request. Pit passes are not available in advance but are available for free at Hospitality Park.
- A 10' X 10' booth space for your company promotion display.
- Twelve Rock Island Grand Prix t-shirts.
- Public address messages throughout race day.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

\$5,000 SPONSOR

- Full page program ad in keepsake quarter fold publication. Quarter-page ad in The Dispatch, The Rock Island Argus expanded focus pages. These display ads feature your business only, valued at \$1,800.
- Logo included in the general television, radio and newspaper ads. The ad campaign efforts increase one month before the event adding television and radio support.
- Company sponsorship credited in Grand Prix race stories.
- Your logo on Grand Prix entry forms, event posters and t-shirts.
- Eight Rock Island Grand Prix t-shirts.
- Sixteen passes to Hospitality Park which includes bleacher seating access, food and beverages. Additional passes available upon request. Pit passes are not available in advance but are available for free at Hospitality Park.
- Public address messages throughout race day.

PURSE SPONSOR AND

ALL CORNER SPONSOR

* Two custom banners at each corner for a total of 12 banners.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

\$3,000 SPONSOR

- Full page program ad in keepsake quarter fold publication. Quarter-page ad in The Dispatch, The Rock Island Argus expanded focus pages. These display ads feature your business only, valued at \$1,800.
- Company sponsorship credited in Grand Prix race stories.
- Your logo on Grand Prix entry forms, event posters and t-shirts.
- Six Rock Island Grand Prix t-shirts.
- Twelve passes to Hospitality Park which includes bleacher seating access, food and beverage. Pit passes are not available in advance but are available free at Hospitality Park.
- Public address messages throughout race day.

RACE CLASS SPONSOR

Sponsorship of 3 race classes includes:

- * Company identification with your races.
- * Company name on trophies.
- * Promotional material (you provide) in karter registration packets – approximately 300 pieces.
- * Space for up to five additional banners, maximum 3' x 8', along the race course - must be supplied by sponsor, please ask about requirements.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

\$2,000 SPONSOR

- Half-page program ad in the quarter fold publication. Eighth-page ad in The Dispatch, The Rock Island Argus Expanded Focus Pages. These display ads feature your business only, valued at \$850.
- Your logo on Grand Prix entry form, event posters and t-shirts.
- Company sponsorship credited in Grand Prix race stories.
- Eight passes to Hospitality park which includes bleacher seating access, food and beverage. Pit passes are not available in advance but are available for free at Hospitality Park.
- Two Rock Island Grand Prix t-shirts.
- Public address messages throughout the day.

HOSPITALITY PARK SPONSOR

Located at the exciting high-speed back stretch Hospitality Park is the official race welcome headquarters. The Park will operate both racing dates and attracts participating sponsors and other VIPs for food, drink and grandstand seating.

- * Custom banner welcoming guests to Hospitality Park. Sponsors may provide additional signage subject to race coordinator approval.
- * Display area set up in the park area to welcome guests, display products, etc.
- * Trade in food and beverage is negotiable with this sponsorship.
- * Space for up to five additional banners, maximum 3' x 8', along the race course - must be supplied by sponsor, please ask about requirements.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

\$1,500 SPONSOR

- Half-page program ads in a keepsake quarter fold publication and ad in The Dispatch, The Rock Island Argus Expanded Focus Pages. These display ads feature your business only, valued at \$850.
- Company sponsorship credited in Grand Prix Race stories.
- Your logo on Grand Prix entry forms, event posters and t-shirts.
- Six passes to Hospitality Park that includes bleacher seating access, food and beverage. Pit passes are not available in advance but are available free at Hospitality Park.
- Two Rock Island Grand Prix t-shirts.
- Public address messages throughout race day.

TRACK SPONSOR

There are six corners along the race course. Choose which corner your business would like to sponsor.

- * Two custom banners at the designated corner. Banners would be placed on each side of the track facing into the street.

FAMILY FUN ZONE SPONSOR

Provide fun family activity for younger kids on the infield of the race track. Lots of event promotion and on-site visibility for your company.

- * Two custom banners at main entrances to the infield area.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

\$1,000 SPONSOR

- Half-page program ad in keepsake quarter fold publication and ad in The Dispatch, the Rock Island Argus Expanded Focus Pages. These display ads feature your business only, valued at \$850.
 - Company sponsorship credited in Grand Prix press releases.
 - Your logo on Grand Prix entry forms, event posters and t-shirts.
 - Two Rock Island Grand Prix t-shirts.
 - Four passes to Hospitality Park that includes bleacher seating access, food and beverages. Pit passes are not available in advance but are available for free at Hospitality Park.
 - Public address messages throughout the day.
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AWARDS CEREMONY SPONSOR

Awards at the Rock Island Grand Prix are given through nine places. This ceremony takes place on Sunday night immediately following the conclusion of the races at which time the trophies and checks are passed out to the winners.

- * Custom banner welcoming winners and their families.
- * Display area set up to welcome guests, display products, etc.

\$1,000 Sponsorship – continued

RACE CLASS SPONSOR

Sponsorship of one race class includes:

- * Company identification with your race.
- * Company name on trophies.
- * Promotional material (you provide) in karter registration packets – approx. 300 pieces.

KARTER REGISTRATION CENTER SPONSOR

Get high visibility from Friday to 10 a.m. Saturday on race weekend as all drivers, their teams, and families register and pick up their pit passes.

- * Custom banner welcoming karters to the Karter Registration Center. Sponsor may provide additional signage subject to race coordinator approval.
- * Display area and staff in company attire, provided by you, in the Center to welcome guests, display products, etc.

GOLF CARTS

Golf carts are essential for race official and steering committee members to get around the track quickly.

- * Golf carts provided by the Grand Prix.
- * Signs placed on each golf cart announcing your company sponsorship.

PURSE SPONSORS

Contribute to our \$25,000 purse, one of the largest purses in the sport of karting, and you're sure to gain favor with the drivers and exposure throughout the event. Sponsors can participate in \$1,000 increments beginning at \$1,000. Sponsor packages will be negotiated based on the level of participation and the individual needs of the Sponsor.

ROCK ISLAND GRAND PRIX LABOR DAY WEEKEND

\$750 – DAMAGED KART TRUCK

After each race the damaged kart truck and trailer will circle the entire track to pick up broken down karts. Get your name on the truck or trailer; you need to provide your own tow vehicles. Includes acknowledgement in the Official Race Program, 2 Hospitality Park passes and public address announcements throughout the race.

\$500 - VOLUNTEER MEAL COUPONS

Your sponsorship dollars will be used to feed our race officials and volunteers. Your company's name will be printed on food vouchers given to race staff (all volunteers) both days. You will be acknowledged in the Official Race Program, get 2 Hospitality Park Passes, public address announcements through the race weekend and have a company banner (provided by you) hung along the race course.

\$500 – OPENING CEREMONIES/DRIVERS' PARADE

You will have a banner at the beginning of the Driver's Parade and company branding on Opening Ceremonies. You will be acknowledged in the Official Race Program, get 2 Hospitality Park Passes, public address announcements through the race weekend and have a company banner hung along the race course.

\$500 – START/FINISH LINE SPONSOR

Great visibility with signage you provide at the Start/Finish line on 4th Avenue. You will be acknowledged in Official Race Program, 2 Hospitality Park VIP passes, public address announcements through the race weekend.

What People Are Saying

“There’s nothing the size of this race for karting in Europe. Not even close. The racing is bold and aggressive, but it’s more fun. Everyone’s happy. When the racing is over, everyone gets together for one big party. That’s a real sport.” – *Stefano Pozza, owner, Wildkart factory in Italy.*

“I am impressed that a karting event can be this big. It’s a credit to the people that put it together and the city for supporting it. The industry should use events like this as its flagship. They need to pepper the year with more events like this one.” – *Derek Daly, former Formula One driver and veteran TV broadcaster.*

“The event is second to none in the country and the entire Rock Island community should be proud of this event. As a racer I found the quality of the track staff as good as any I have ever seen. On the track when there was a problem, they were on the ball to tell us what to do and to a racer this is a BIG deal.” – *Marshall Martin, former operations director, South Bend (Ind.) Raceway Park.*

“The Rock Island Grand Prix is a true prize in the karting community. The location is ideal with the city’s Arts & Entertainment District providing a perfect venue for the race. With great restaurants, nightly outdoor concerts, and tons of clubs, this place is really rockin’ on Grand Prix weekend. As much as they understand that bustling nightlife helps keep the weekend a “must” for most competitors, the GP staff is also keen to stay on top of the racing community.” – *Rob Howden, editor, eKartingNews.com.*

“You can’t get this kind of action anywhere else. I swear I felt the sweat coming of the last guy who went by.” – *Alvin Torton, spectator.*

“I’ve been karting for 40 years and was impressed by the entire event. Very well organized. We were treated with respect by all the authorities. They were glad to have us. The track was safe and challenging. My hat’s off to all who put the show on and the participants for showing karters have class.” – *Jeff Brown, driver, Michigan.*

“There’s no question you guys know how to make the show professional and prestigious for the karters and those there to spectate. The program was always by the schedule. It seemed the chain of command was always in place ... which impressed the heck out of me because in racing usually everyone wants to be the “big cheese.” I guess overall, three words – well oiled machine. Great job !” – *Tony Barton, kart race promoter*

In over 40 years of being in and around karting I have never experienced anything like the hospitality and good will that your team conveys. I notice it is infectious—most of the competitors seem to not only enjoy it, but help spread it as well. – *Jim Harrison, driver, Texas.*

Rock Island Grand Prix Sponsors

- * Mediacom
- * AT&T
- * Jumer's Casino & Hotel
- * Briggs & Stratton Motorsports
- * Holiday Inn
- * The Dispatch-Rock Island Argus newspaper
- * CBS-4 TV, Fox 18, Quad-Cities CW
- * Quad-Cities iHeart Radio Stations Fox sports, WOC,Q106, WLLR
- * McDonald's restaurants
- * Modern Woodmen Bank
- * Schurr Power Racing
- * Sunbelt Rentals
- * 61 Kartway
- * LeCont Racing Tires
- * Gett Industries
- * Gas & Electric Credit Union
- * Johannes Bus Service
- * Modern Woodmen Financial, agent Joe Schurr
- * Rogan Inc.
- * Courtesy Car City.
- * J&J Camper Sales.
- * Advanced Medical Transport
- * Triple E Sales
- * Curry Trucking
- * Miller Trucking and Excavating
- * Meier Construction Corp.
- * Downtown Rock Island Arts & Entertainment District.

Karting Demographics (U.S. Only)

PARTICIPANTS

Male	96 percent
Female	4 percent

AGES

Ages 6-21	31 percent
Ages 22-35	48 percent
Ages 36 +	21 percent

PARTICIPANTS BY REGION

Midwest	45 percent
Southeast	25 percent
Northeast	19 percent
West Coast	11 percent

PARTICIPANTS BY TYPE

Sprint	55 percent
Enduro	7 percent
Speedway	38 percent

RACE KARTS

Estimated new units sold annually	10,500
Estimated active participants	120,000
Estimated net sales	\$57.5 million
Aftermarket sales (est.)	\$ 5 million

MISCELLANEOUS INFORMATION

- * There are approximately 550 stand-alone kart racing tracks in the U.S. and Canada.
- * Kart racing is organized in nearly 100 countries.
- * Estimated kart racers worldwide: 1.5 - 2 million.
- * There are approximately 2,000+ concession tracks in the U.S.
- * Nearly 90 percent of all professional race drivers emerge from kart racing.
- * There are approximately 700 dedicated kart racing retailers in the U.S. and Canada.

Motor Sports Demographics

- * 71 percent of the total U.S. population is interested in motor sports.
- * 87 percent of motor sports fans travel, versus 78 percent of the total U.S. population.
- * 68 percent of the general consumer population in the U.S. enjoys watching televised motor sports events.
- * 72 percent of the total U.S. population believes that motor sports sponsors are leading companies in their field.
- * Motor sports is outpacing all other sports in growth of paid attendance.
- * 32 percent of NASCAR fans say sponsorship was an “extreme” influence on their purchasing decisions; 48 percent say it “somewhat” influenced their decision – a total of 80 percent.
- * Over 56 million adults in the U.S. have an interest in motor sports.
- * The average income of a NASCAR fan is \$42,280 annually.
- * 91 percent of NASCAR fans are high school graduates.
- * 74 percent of NASCAR fans own their own home and own 2 or more automobiles.
- * 80 percent of NASCAR fans carry a major credit card.

Source: J. Walter Thompson national study of motor sports fans' purchasing habits.

NASCAR Fan Demographics

GENDER

Female	39 percent
Male	61 percent

AGE

Under 18	12 percent
18-24	13 percent
25-34	19 percent
35-44	22 percent
45-54	15 percent
55+	19 percent

EDUCATION

Some high school	18 percent
H.S. graduate	36 percent
Some college	24 percent
College graduate	22 percent

OCCUPATION

Professional/Manager	27 percent
Tech/clerical/sales	21 percent
Craft/precision	13 percent
Unskilled laborer	10 percent
Retired/other	29 percent

EMPLOYMENT

Full time	72 percent
Part time	10 percent
Retired	18 percent

HOUSEHOLD INCOME

Under \$20,000	16 percent
\$20-29,999	21 percent
\$30-49,999	30 percent
\$50-74,999	20 percent
\$75,000+	17 percent

BRAND LOYALTY TO SPONSOR

NASCAR	81 percent
Tennis	52 percent
Golf	47 percent
NBA	38 percent
ML baseball	38 percent
NFL	36 percent
Olympics	28 percent