



## ***Guaranteed Value Sponsorship*** **2006 NASCAR Busch Series Season**



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*Measure of "in-focus" exposure • Guaranteed 2:1 ROI • Leveraging Components*

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Guaranteed Value Sponsorship is a concept in which sponsors are assured a positive return on their investment through branding and exposure measurements. Christine Marie Motorsports (CMM) is offering sponsors the opportunity to participate in this program during 27 of 35 races in the 2006 NASCAR Busch Series season. CMM driver Chris Cook will pilot a Dodge Charger prepared by Curb Agajanian Performance Group powered by Evernham engines. Curb Agajanian Performance Group is owned and operated by music mogul Mike Curb and Cary Agajanian, a permanent fixture in American Motorsports.

Sponsorships are measured in a variety of ways with the most relevant to advertising and marketing initiatives analyzed in branding value. Branding is determined by the amount of "in-focus" exposure a sponsor's logo or brand receives during an event. In addition to event attendance, these values are determined by various media coverage during practice, qualifying, the race, and highlights including pre- and post-race shows.

Two companies are considered the leaders in exposure evaluation: Joyce Julius and Associates and Sponsor Research. CMM and the participating sponsor will agree on an evaluating company, and CMM will subcontract the agency to provide an objective analysis for the participating sponsor for brand tracking.

For the selected NASCAR event, CMM will guarantee a 2:1 return-on-investment (ROI) ratio for the participating sponsor. CMM and the participating sponsor will agree on a level of sponsorship and a security deposit will be placed in escrow by the sponsor. Following the selected event, one of the two evaluation companies will present its metric report to both the team and participating sponsor. The sponsor will then be responsible for one half of the final exposure value, without exceeding the initial agreed upon level of sponsorship. This will ensure a 2:1 ROI ratio.

With the Guaranteed Value Sponsorship program, sponsors will have access to the following leveraging components:

- Rights and likeness of team and driver identity for promotional collateral
- Access to NASCAR pit and garage passes for the event weekend
- Dinner with Chris Cook and team members for corporate entertainment
- Meet and greet with NASCAR drivers
- Ability to attend driver/team meetings and pre-race ceremonies
- Opportunity to experience the race from the pit area

CMM is dedicated to providing sponsors with a powerful instrument to increase brand exposure and brand recognition as well as provide an exciting experience surrounding the event.

### **For more information, please contact:**

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