



2011 MARKETING THROUGH MOTORSPORTS PROGRAMS

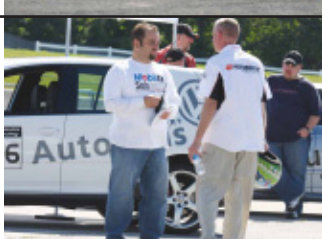


- ROAD RACING
- AUTOSLALOM
- TIME ATTACK
- ICE RACING
- SPONSORSHIP & CONTINGENCY PROGRAMS

We've got the Place to Race!



CASC-OR DIVISIONS



AUTOSLALOM

AutoSlalom, also known as "Solo II" or "Autocross", is a low-cost "grassroots" motorsport discipline that allows almost anyone to enjoy the thrill of automotive competition in a safe, controlled, and legal environment.

An AutoSlalom event consists of competitors driving through a "race course" laid out using pylons on a large parking lot or other paved surface.

Each run is electronically timed, and the fastest driver in each class is the winner.

Almost any driver can participate in almost any car, no matter the age, the make, the model, or the modifications that have been done to the vehicle.



TIME ATTACK

Time Attack (formerly SoloSprint) competitions are time trials on real racetracks, using everything from street-driven cars to full-blown race cars. The competition is against the clock, with the aim being to record a faster lap than all the other drivers in your class, and to be

more consistent than all of the other class winners.

Time Attack allows everyone to 'Take it to the Track', to find out whether your Type R can really wax that Celica GT-S, whether the Vette or the Porsche will be 'king of the hill', whether the WRX really is a BMW-beater, and whether you have what it takes!



ICE RACING

Ice Racing started in Ontario more than forty years ago, and it's an inexpensive, fun part of the CASC-OR motorsport scene to this day. The central Ontario series runs at a permanent facility located at the fairgrounds in Minden, Ontario. The track is laid out, then repeatedly coated with water until a thick layer of ice is built up between the snowbanks that delineate the course. The ice race season starts in mid January and runs until early March, usually consisting of six two-day events.



ROAD RACING

CASC-OR road racing offers wheel-to-wheel competition over Mosport's fast, rolling-hills, Shannonville's complex corner combos and newly added the

scenic and ultra long track at Calabogie. Competition is generally divided into open and closed wheel categories.



Open-Wheel Racing

Open-wheel classes range from Formula Vee 1200 and 1600, through Formula Ford 1600, to the wings-and-slicks Formula 4, Formula 2000 and open Formula Libre categories.



Closed-Wheel Racing

CASC-OR's closed wheel series' provide large fields, close racing and varied machinery.



The Motul GT Sprints presented by Toyo Tires has a reputation for close fender-to-fender racing.



The Paragon Competition GT Challenge presented by Toyo Tires is an enduro style format with 7 one-hour race events and one 3 hour enduro on the second last weekend of the year.

2011 SPONSOR PARTNERS



Call today to discuss how your company can join in marketing to this affluent, tech-hungry demographic.



SPONSORSHIP BENEFITS

WHY SPONSOR THE CASC-OR DIVISIONS?

- **Signage with Excitement**
Motorsports sponsorship is a branding opportunity that builds recognition, excitement, credibility and respect. Associated with motorsports, your brand will come back from the track infused with the awe and excitement that is racing.
- **Interactive Sampling**
Race fans spend only part of the day actually watching the races. They walk around, check out the cars in the pits and collect autographs. Give them a sample, they'll try it. Give them a coupon, they'll hold onto it. Give them a brochure with the race car on it, and they will find the driver to get it autographed and keep it forever. With the roar of racing engines in the background, a promotion at the track carries a momentum you can't get anywhere else.
- **Company Pride**
Motorsports sponsorship can also be a unifying element to improve your company from the inside out. By getting employees involved, you can strengthen relations and build a sense of pride that is in valuable in today's workplace.
- **Brand Loyalty**
Spectators indicate brand loyalty to sponsors' products. Race fans are infamous for supporting the brands that support their favourite sport.

HOW CAN SPONSORS USE THEIR SPONSORSHIP PACKAGE?

- **Public Relations:**
By promoting the series, teams, drivers, and your products at the races you will get to know your media better, via the internet in racing and the personal contact with the drivers.
- **Hospitality:**
Opportunity to entertain customers, both current and potential in a unique and exciting atmosphere. They can become directly involved with "their" team. This has always proved to be one of the most exciting times they have had.
- **Consumer Involvement:**
Consumers tend to follow the progress of "their" team, particularly if there are racing-linked promotions.
- **Exhibitions and Showroom Activity:**
There are plenty of opportunities at trade shows, etc., to display a race car and to have the driver appear in person. A race car always creates interest whether it is in a shopping mall, or outside of a retail store and, of course, the sponsor's name is always projected.
- **Advertising:**
Make your print and television advertisements more eye-catching with a racing-orientated theme.

STATS, DEMOGRAPHICS & FAN SUPPORT

Current Club Information

- 31 Affiliated member clubs
- 3100+ Affiliated members
- 350+ race license holders
- 300+ Officials license holders

Social/Sport Growth

- Amateur racing membership base has doubled since 2002 in Ontario alone. SOURCE: Canadian Automobile Sport Clubs Ontario Region, Annual Report 2006
- Number of Professional sportscar events and their attendance has increased every year since 1997. SOURCE: ALMS Media Guide

Economic Growth

- Automotive aftermarket industry has increased to \$28 billion due to the popularity of touring cars and the ability to tune them. SOURCE: Automotive Aftermarket Industry Association
- Recent new construction of new state-of-the-art racing facilities in Ontario (Calabogie near Ottawa) and Quebec (ICAR in Montreal).

Spectator Fan Base

- 72% male 18-49
- 88% college or higher education
- 55% earn over \$75,000 per year
SOURCE: Mosport International Raceway
- 40,000+ spectators expected in 2010
- 175 -230 competitors at each Road Race event
- 80+ competitors at each Autoslalom event
- 80+ competitors at each SoloSprint event
- 250,000 attendance at Canadian International Autoshow, Toronto
- 10,000 attendance at Canadian Motorsports Expo
SOURCE: Event organizers

SOLO *Ontario* **RACE** *Ontario* **ICERACE** *Ontario*

For more information on this exciting opportunity on becoming a marketing partner, contingency sponsor or as a corporate sponsor with The Canadian Automobile Sports Clubs-Ontario Region, please call 416-667-9500 or email us at marketing@CASC.on.ca.

Canadian Automobile Sport Clubs - Ontario Region

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MEDIA & MARKETING TOOLS

The Canadian Automobile Sport Clubs - Ontario Region prides itself on providing fantastic motorsports entertainment to the racing fans of Ontario through a multitude of exciting events each year.

From AutoSlalom, Time Attack, Road Racing and Winter Ice Racing, **We've Got the Place to Race**. With that being said, we have great venues for corporate Canada and companies such as yours that can benefit from the opportunity to advertise your products and services to the participants, loyal fans & public at each one of our events.

Below you'll find a list of the types of media and marketing tools we have available (*subject to availability*) to you to market through motorsports. There's never been a better time to consider adding marketing through motorsports to your advertising & promotions arsenal.

Mainstream Media

- Advertising space in each issue of Performance Racing News (PRN), 6 issues annually
- Advertorial & editorial in each issue of PRN
- Feature article in Performance Auto Sound Magazine
- 32 page "On the Grid" Supplement in PRN
- 16 page feature section in 1 issue of PRN per year

Event Media

- Eight - 16 page Race programs for each regional race weekend
- Advertorial & editorial in each issue

Event Exposure

- CASC booth space advertising at PRN produced events
- CASC booth space advertising at Canadian Motorsports Expo (January)
- CASC booth space advertising at Performance World Show (March)

Division Specific

- Event, Series Title & Supporting sponsorships available
- Product contingency programs
- Corporate discount programs
- Live interactive sampling & displays
- Trackside banner ad placements
- Series car decal placements

Internet & Social Media

- CASC-OR web-site home-page banner ads, forum ads, news page ads
- Email broadcast service to the over 3000 affiliated members
- CASC newsletter advertising space
- Youtube - Competitor supplied video content

We can tailor a specific program to suit your target market segment, budget and required level of exposure. Contact us today to start your company on the path to great performance.

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