

# 2009 CRC Sponsorship Proposal



[www.gumballsti.com](http://www.gumballsti.com)

# 1.0 Introduction...

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**We invite you to join us as a sponsor of the GUMBALL STI Team for our 2009 Rally Season**

**After 2 successful seasons racing at Targa Newfoundland we are expanding into the competitive Canadian Association of Rallysport circuit.**

**To do this we have added a second car to the race fleet. Our Gumball Rally X gravel racing car is to gravel what the Sti is to tarmac. Very fast.**



**We plan on competing in the 2009 Canadian Rally Championship and are focused on at least 3 events which should make for a very exciting racing season with lots of visibility for sponsors.**

**Rally has become one of the most popular and fast growing extreme sports in North America. It has taken the X-Games by storm and is quickly building a strong media and fan following.**

**We hope you consider this exciting opportunity.**

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## 2.0 The Cars...

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### **The Gumball STi - Tarmac**

- High performance tarmac rally car
- 2005 Subaru WRX STi
- Built by Vermont Race Car
- Upgraded to 485 hp with custom Cosworth turbo



### **The Gumball Rally X - Gravel**

- High performance gravel rally car
- 2002 Subaru Impreza RA
- New build from the ground up
- Builder has constructed cars for X-Games rally competition and used by 2008 overall winner of the Rally America PGT class.

## 2.1 The New Gumball Rally X

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It starts like this...



It ends up like this...





## 3.0 The Gumball STi Racing Team



Driver: Richard Burton

Co-Driver: Dean Hopkins

- After 2 successful trips to Targa Newfoundland this team is ready to take the next step into the Canadian Rally Championship Circuit
  - Targa 2008 – 3<sup>rd</sup> place finish (Open Class)
  - Targa 2007 – 5<sup>th</sup> place finish (Open Class)
- The team has demonstrated that it can attract both fan and media support
  - Article in Inside Track Magazine (Targa 2008)
  - Coverage on FlatOverCrest.com
  - TV Coverage - Global TV, Speed (Targa 2007)
  - Over 200,000 impressions to date on the gumballsti.com web site and gumballsti.blogspot.com web sites

## 4.0 The 2009 Calendar



*Défi*



[www.TallPinesRally.com](http://www.TallPinesRally.com)

June 13-14	Sept 5-6	Nov 20-22
Black Bear	Rallye Defi	Tall Pines
Dorset, ON	Ste. Agathe, PQ	Bancroft, ON

Other events may include:

- Targa Newfoundland 2009
- Gumball 2009

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## 5.0 The Sponsorship Packages

	Premier	Select	Core
	\$15,000	\$5,000	\$2,500
<b>On-car promotion</b> Our STI & Rally X cars are the center piece of our team, seen throughout both video and print coverage	2 large logos on the body of the car	2 medium logos on the body of the car	2 small logos on the car window
<b>Race trailer promotion</b> Our trailer is very visible throughout the event and is covered in logos	Large logos on the race trailer, banner and monitors	Medium logos on the race trailer and banner	Medium logo on the banner
<b>On-driver promotion</b> We are often interviewed for print or TV in our driving suits that are logoed	1 logo patch on each of the driver and co-driver	N/A	N/A
<b>Web site promotion</b> <a href="http://www.gumballsti.com">www.gumballsti.com</a> allows our fans to follow our progress during the event	Promotion on the <a href="http://www.gumballsti.com">www.gumballsti.com</a> homepage	Promotion within Sponsor section of <a href="http://www.gumballsti.com">www.gumballsti.com</a>	Promotion within Sponsor section of <a href="http://www.gumballsti.com">www.gumballsti.com</a>
<b>Hero cards</b>	Large logo placement	Small logo placement	N/A
<b>Team Appearance</b>	Team and car appearance at 1 corporate event	N/A	N/A

## 5.1 Tire Sponsorship

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*Rally is a tire intensive sport and as a result our team is looking for a tire manufacturer or retailer to support our tire needs for the season. Specifically, we need:*

- *10 sets of 6 tires (specifications to be provided)*
- *1 set of 6 Compomotive Motorsport rally rims*

*We consider this a Premier sponsorship with all of the promotional elements discussed on the previous page. We are also willing to consider alternatives to the proposed elements for interested parties.*



## 5.2 Sponsorship Samples



# Contact...

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We appreciate your interest in our GUMBALL STI sponsorship proposal for the upcoming 2009 Rally Season. We look forward to your feedback on the available brand sponsorship packages.

This opportunity will only be presented to a select group of companies. We are also open to serious inquiries into the prospect of creating a customized package for your brand.

Together we can maximize the benefits of your brand association with the GUMBALL STI and Rally X during the 2009 Rally season.

## *Sponsorship Contact Information:*

- [Dean.Hopkins@ospreylabs.com](mailto:Dean.Hopkins@ospreylabs.com)
- 416.602.9230