

# PENGUIN MOTORSPORTS

## Marketing Solutions

My name is Chris Wilcox, this flyer is an introduction to my professional off-road truck racing team.

We are currently looking for companies who may be interested in motorsports marketing. Our team races primarily in the Midwest region as well as New York, Kansas, and Michigan. Our series is televised nationally on the Speed Network reaching approximately 60 million households. We generated an average .4-.5 NCR and reached over 20 million viewers during the 2003 broadcast schedule and our live audiences exceeded 350,000.

We are looking to show companies, like yours, who are interested in exciting and uniquely different marketing solutions how our programs can be utilized to activate your brands and create marketing opportunities that you may have passed up from others seeking your attention. NASCAR, Cart, and NHRA are very successful media outlets, if your budgets run in the Millions. Our programs are cost effective and will generate a 4-1 return on your marketing dollar.

Our team and series will give you an opportunity to utilize the many unique benefits that motorsports marketing enables, while at the same time not breaking the budget. Professional off-road truck racing will generate exposure levels and enthusiasm levels similar to the NASCAR Busch series, or NHRA Pro Stock, but instead of 2 to 5 million dollars to be a Primary sponsor, our primary packages start at \$75,000 dollars and associate sponsorship starts at \$1,000 dollars and we also have a product sponsorship, if you provide us with a product we can use.

If you feel this introduction is of interest to your company, please visit our website at [www.penguinmotorsports.com](http://www.penguinmotorsports.com) or call me directly at (920) 858-7561 for added information. In these days of tight budgets and executives looking for added benefits in marketing your products, can you afford not to take a look at what we are offering? If you take the time to look at our website, and then ask for a full presentation from us, you will see a marketing tool that will stand out in the crowd. A different media approach for a energized marketing program.

The Championship Off-Road Racings series is considered by most to be the pinnacle of off-road racing and we will be campaigning a Pro-Lite truck.

The possibilities are limitless. Thank you for taking a look.

Contact Chris Wilcox at:

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Let us put together a presentation to show you our benefits.



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