



Motor Sports Marketing with Main Street Racing

“Putting your Brand in the Winners Circle”



I would like to take this opportunity to invite you to become a member of the Main Street Racing Team.

Main Street Racing is a Canadian motor sports organization owned and operated by head driver Ken Baird. The Main Street Racing team is gearing up for a new season of NASCAR sanctioned races that begin in the spring of 2005.

Marketing with Main Street Racing will present many exciting and unique opportunities to advertise your company, attract new users and build a strong corporate image with race enthusiast across Canada.

Attached is a brief outline of the opportunities available to your organization through motor sports marketing.

If you have any questions or would like to discuss this opportunity further. Please do not hesitate to contact me.

Sincerely,
Cory Boast

Director of Marketing
Proton Media Inc.

Why advertise with motor sports and not other media?

Allocating a percentage of your marketing budget to motor sports marketing can bring a strong return on investment by directly targeting brand loyal consumers.

How?

Motor sports fans are extremely brand loyal. Statistics show that motor sports fans are in fact the most brand loyal consumers of any sports fans in the world.

- **Research shows that 72% of NASCAR fans sought out series sponsors products to buy versus their non-series sponsor competitors.**
- **Corporate Canada estimates 5.3 million (15.2%) Canadians attend Stock Car Racing events annually in Canada.**

63% of fans at the track and viewers at home are between the ages of 30-49.

69% of motorsports fans make between \$30,000 - \$75,000 a year.

74% are homeowners.

For a more detailed breakdown of demographics please see attached chart.

Motor sports marketing is a unique and increasingly popular media outlet for big brands to reach consumers in a fun, high impact manner. More than just logo's and colours on a race car, motor sports marketing employs a strong mix of media to maximize your exposure to consumers.

What opportunities are available with motor sports marketing?

Motor sports marketing is much more than a race car with your corporate colours and logo on it. Marketing with motor sports offers you a multi-platform marketing opportunity. As the title sponsor, your marketing dollars will be effectively used to keep your driver and your brand in the winner's circle.

All marketing activities will be managed and monitored closely by Proton Media Inc. to ensure that you will see a strong return on the investment you make.

How?

By associating your brand with NASCAR the worlds most recognized brand, grassroots support from NASCAR Canada to increase exposure of the series long-term, televised series races on RDS (Quebec's number one source for sports), radio exposure via ongoing promotions, print exposure with team press release before and after all races, strong public relations plan including charity involvement and community events, and trackside exposure to the most brand loyal fans in the world.

The Autodrome Montreal hosted 3000-5000 dedicated race fans at each Dodge Weekly Race Series event during the 2004 NASCAR season. This presents the opportunity to shake the consumers hand, talk about the product and distribute product, swag, and promote any new products and or services.

In addition to the race vehicle, a show car may also be available for use at company events, promotional events, and any ongoing advertising you may be currently running or planning.

Access to show car for advertising purposes dependant upon level of involvement.

Why should I choose to support Main Street Racing?

Driver Ken Baird is an experienced, skilled driver with 15 years experience racing competitively since 1990. Ken has been involved in Kart, Pro-Stock Car, and Pro-Truck Series races for well over a decade. Competing in nationally recognized CASCAR and NASCAR sanctioned series Ken has racked up a number of victories and awards during his motor sports career.

For a more detailed breakdown of Ken accolades please see attached bio.

Ken Baird, himself a business owner with multiple ventures in his roster knows the importance of **VALUE vs. DOLLARS SPENT**. As a result, Ken has hired Proton Media Inc. to oversee all sponsorship and marketing activities.

This ensures that Ken and his team spend their time preparing for, and winning, races, while Proton Media prepares all marketing, promotional and race day activities that Main Street Racing's corporate partners wish to execute.

Why should I choose the Dodge Weekly Racing Series?

- The Autodrome St.Eustache is located in the Greater Montreal Metropolitan area. Only 15 minutes from Montreal's downtown core. the Autodrome is in a densely populated area that is home to 4.5 million people.
- The Autodrome Montreal hosted 3000 – 5000 dedicated race fans at each Dodge Weekly Race Series event during the 2004 NASCAR season.
- Montreal's Autodrome Old Milwaukee is only 200 kilometres from Ottawa and 250 Kilometres from Quebec City making it Canada's racing hotspot for the Northeast region.
- Montreal Autodrome president, Claude Aubin, himself a Canadian Motorsports legend is renowned for the innovative direction he has taken with the track and the marketing of all race events and series that take place at the Autodrome.
- Through the extensive use of print and television media in conjunction with race day promotions, publications, and grassroots exposure through NASCAR Canada and Nascar.com, Montreal's Autodrome Old Milwaukee has steadily increased exposure both locally and nationally.
- Recognizing the potential of NASCAR sanctioned events in Canada; TSN (Canada's largest sports network) formed NASCAR Canada to promote the series through grassroots events during the 2005 season. The added exposure will increase spectator attendance, the number and level of sponsors, participants, and the overall stature of the series in North America.

Please see attached page for companies that are already exploring the rewards of the Dodge Weekly Racing Series.

We would like to extend an invitation to you to discuss in further detail how we can custom fit a Main Street Racing marketing package to meet your objectives and produce the results you look for in all market ventures..

Put your Brand in the winner's circle and your products or services in the hands of consumers with Main Street Racing and the Dodge Weekly Racing Series.

Thank you for your time, we look forward to hearing from you.

Contact:

Cory Boast
Director of Marketing

Proton Media Inc. | P. 613.236.2777 | F. 613.236.2227 | cory@protonmedia.ca



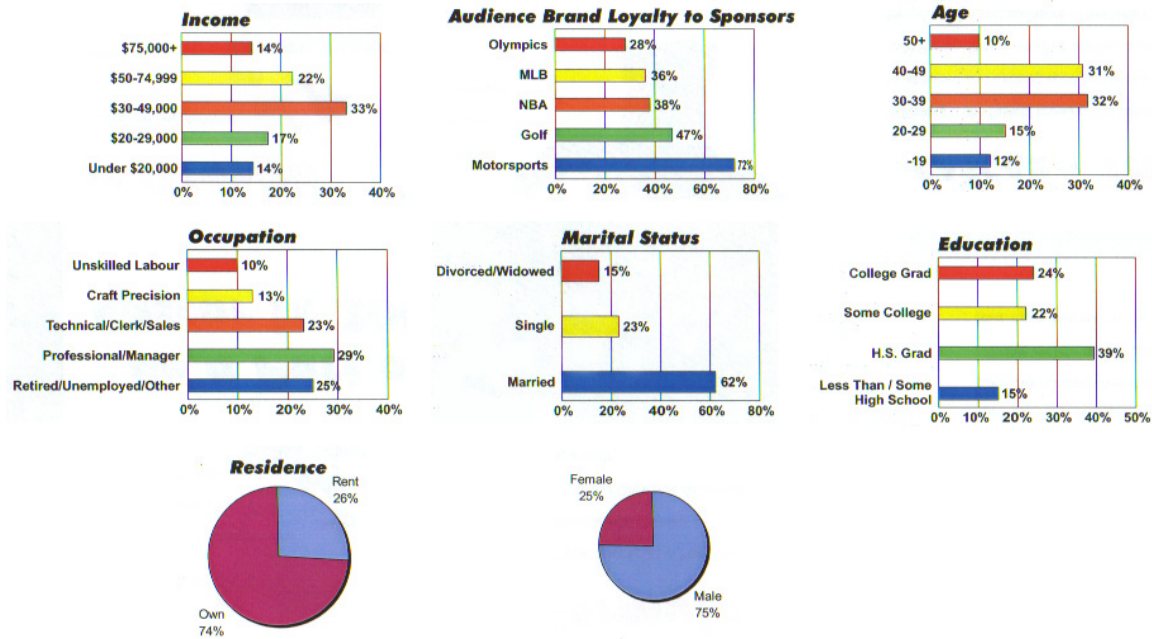
NASCAR DODGE WEEKLY RACING MARKETING PARTNERS

The 2004 NASCAR Dodge Weekly Racing Series played host to variety of nationally recognized sponsors. The 2005 season presents a dynamic opportunity to expand that number even farther as other brands begin to recognize the advertising potential of being associated with the NASCAR namesake inside Canada.

Here are just a few examples of the companies that explored the rewards of the Dodge Weekly Racing Series this past season.



Canadian Motor Sports Demographics



Driver and Team History

Team: Main Street Racing
 Driver: Ken Baird
 Born: November 23, 1969
 Birthplace: Ottawa, Ontario, Canada



Ken has been racing competitively since 1990. Experienced in all aspects of auto racing Ken has been involved in Kart, Pro-Stock Car, and Pro-Truck racing for well over a decade. Competing in nationally recognized CASCAR and NASCAR series Ken has racked up a number of victories and awards during his motor sports career.

- 2002 Winner of four Pro-Truck Series Races.
- 1999 Winner of the Gordon Michael Dewar Memorial Trophy.
- 1996 CASCAR Rookie of the Year finishing fourth in the points series.
- 1995 Champion - Pro-Stock Car.
- 1993 Pro-Stock Car Rookie of the Year.

In addition to racing in the NASCAR Dodge Weekly Racing Series, Ken also races inside Ontario in CASCAR sanctioned races in both Pro Stock Car and Pro Truck events. These series, and vehicles could be included as part of a team sponsorship package.