

# ALTMAN RACING



## LATE MODEL SERIES



## MARKETING PARTNERSHIP PROPOSAL



Brian Escobar  
Robert Dezarov

760.641.0920  
760.333.2334  
[www.BSetSponsorships.com](http://www.BSetSponsorships.com)

Email Us At:  
[BSetSponsorships@Gmail.com](mailto:BSetSponsorships@Gmail.com)

# RACECAR SPECS

Year: **2006**

Make:



Model:

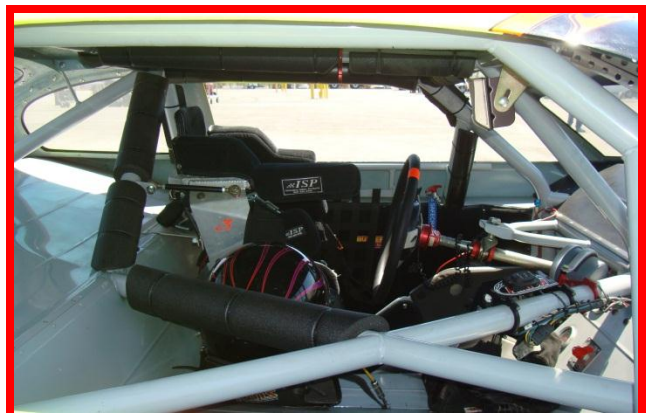


Engine: Bill Loe Racing Engines, GM 604 Based  
Circle Track Crate Motor 400HP/400TQ

Chassis:



Fabrication and Maintenance: Altman Racing



# DRIVER PROFILE

Coming from a family of racecar drivers, Richie Altman has been involved in racing all of his life. Starting his driving career at the age of 20, Richie raced at the Perris Auto Speedway on a half mile dirt track, earning his first main event win of his career. Richie is a driving instructor for Drivetech Driving School.

**2000: First Career Win**

**2001: 10<sup>th</sup> in Outlaw Figure Eight Points**

**2002: 10<sup>th</sup> in NASCAR Grand American Modified Points with 6 top 10 finishes.**

**2003: 5<sup>th</sup> in West Coast Pro Truck Series (WCPT) Points with 1 win, 2 top 5s, and 7 top 10 finishes,**

**2004: 9<sup>th</sup> in WCPT Series Points**

**11<sup>th</sup> in NASCAR Auto Club Late Model Series (ACLM) Points with 3 top 10 finishes.**

**2005: 10<sup>th</sup> in ACLM Points with 1 top 5 and 6 top 10 finishes.**

**2006: 9<sup>th</sup> in ACLM Points with 8 top 5 and 9 top 10 finishes.**

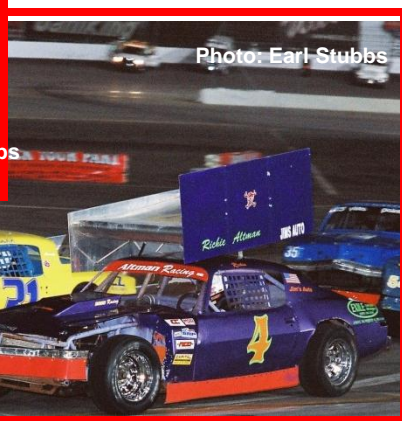
**2007: 15<sup>th</sup> in ACLM Points with 2 top 5 and 6 top 10 finishes**

**2008: Season off**

**2009: 29<sup>th</sup> in ACLM Points with 2 top 10 finishes in 4 starts**

**2010: 26<sup>th</sup> in ACLM Points with 1 top 10 in 3 starts**

**2011: 35<sup>th</sup> in ACLM Points with 2 starts**



# BENEFITS OF EXPOSURE

The benefits of advertising with Altman Racing shall include but are not limited to:

- 🚩 **Tax write-off benefits.**
- 🚩 **Exposure to an estimated 200,000 fans annually over the course of the season.**
- 🚩 **Sponsor Packages are fairly reasonable compared to the larger NASCAR Touring Divisions, which often cost in the low to mid six-figures.**
- 🚩 **A locally targeted market with a measurable return on investment.**
- 🚩 **Entertainment provided to your clients and staff with pit passes and behind the scenes activity packages for an additional fee.**
- 🚩 **Sponsors may provide promotional items (key chains, business cards, stickers, magnets, etc.) to be autographed and distributed by the team during fan interaction opportunities (autograph sessions, post race meet & greets, promotional events, etc.).**
- 🚩 **Availability of the racecar at the request of the sponsor for display at special events and marketing promotions or at any other time the schedule can accommodate for a reasonable appearance fee.**
- 🚩 **Track or Race Sponsorships available through the team for one time special events.**

The sponsor logo may appear on the racecar hauler, Late Model racecar, autograph cards, driver and crew apparel for the entire year, advertising your company year around as the team travels to and from the race facilities for each event, exposing your logo to potentially millions of customers.



Photo: Bill Coleman

# CHAMPIONSHIP PACKAGES

All Championship packages include the following until Jan. 1, 2013 unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Links to your website on our home page.
- Cost of decals for car in plain text *only*, [Additional cost for custom graphics]\*.
- Your advertisement on autograph cards.
- Company name, promotion or charity mentioned during media relations.
- Two pit passes to any one event per season as Honorary Crew Members\*\*\*.

Advertisement Space**	Season***	Triple Race	Single Race
<b>Package A:</b> Two Rear Quarter Panels with 50" x 12" each	\$10,000.00	\$6,000.00	\$2,500.00
<b>Package B:</b> Center of Hood 40" x 40"	\$7,500.00	\$5,000.00	\$1,750.00



\* If a logo is to be used, it must be included as a hi-res JPG file on a cd for graphics, autograph cards and websites. Additional Charges will be billed to you for the manufacturing of logo graphics for the car.

\*\* All packages can be combined for 10% discount.

\*\*\* Season Sponsors Only.

# PRO PACKAGES

All Pro packages include the following until Jan. 1, 2013 unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Links to your website on our home page.
- Cost of decals for car in plain text *only*, [Additional cost for custom graphics]\*.
- Your advertisement on autograph cards.
- Two grandstand tickets to any one event per season, with a team visit after the race\*\*\*.

Advertisement Space**	Season***	Triple Race	Single Race
<b>Package C:</b> Rear decklid 30" x 14"	\$5,000.00	\$2,000.00	\$700.00
<b>Package D:</b> Rear End Valence 48" x 17" [Tail light area]	\$10,000.00	\$4,000.00	\$1,500.00
<b>Package E:</b> Two Lower rear quarter panels 18"x 9"	\$4,500.00	\$1,750.00	\$700.00



# ROOKIE PACKAGES

All Rookie packages include the following until Jan. 1, 2012 unless contract extension and/or upgrade has been purchased:

- Coverage of the listed area of the racecar.
- Links to your website on our home page.
- Cost of decals for car in plain text *only*, [Additional cost for custom graphics]\*.
- Your advertisement on autograph cards.

Advertisement Space**	Season	Triple Race	Single Race
Package F: Two Rocker panels 60"x 5.5" each	\$3,500.00	\$1,200.00	\$500.00



# QR CODE DISTRIBUTION

Altman Racing is offering a QR Code Distribution on our team's hero cards to help with the promotion of our marketing partners. We will be distributing approximately 500 of our hero cards per race day during autograph sessions and before, during, and after the evening's events at the race track.

**Q: What is a QR Code?**

**A: A QR Code is a paper-based hyperlink that can be scanned with any Smartphone or Tablet and used to direct the end user to a webpage, email address, PDF download, Video, or anything else you could do online.**

**Q: How do I scan a QR Code?**

**A: Scanning a QR Code is very simple. First, make sure your smartphone or tablet has a barcode scanning App. To get one, go to your App Store or Market and type in QR Code Scanner. Download the app, then open it and use your Smartphone or Tablet's camera to scan the QR. It will immediately bring up a link and take you to whatever form of media the code links to, e.g. your advertisement!**

<b>Purchased Package</b>	<b>Cost per 500 dist.</b>
<b>Primary Packages</b>	No Cost
<b>Associate Packages</b>	\$50.00
<b>No Package Purchased</b>	\$100.00





# CURRENT SPONSORS



**B-SET** Sponsorships

*Putting you in the fast lane of high speed advertising*





*Putting you in the fast lane*

**B**

**-S-E-T**

*of high speed advertising*

**Sponsorships**